

CONTACTS

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Reaching Out To The Consumer



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The GP Lens Institute has numerous programs being introduced in 2009 including practitioner symposia (tentatively, Boston in September and Southern California in December), clinical research studies pertaining to comfort and the fitting of patients who have experienced difficulty

with soft toric lenses, as well as the introduction of the Click N' Fit® interactive fitting program and the keratoconus module. In addition, we will introduce a series of educational webinars in the latter part of 2009.

A very important and long overdue resource being introduced within the next few months pertains to a total revision of the CLMA's consumer website, contactlenses.org. Already one of the most popular websites visited by consumers desiring to update their contact lens knowledge and have their questions answered, the revised website should be even more popular. With the assistance of our webmaster, Access Media (allaboutvision.com), this site will now have a more contemporary look and much revised and timely content. There will be approximately 25 content areas with the focus on GP lenses and their benefits and applications. This will include the following primary content areas on the home page:

- What are GP contact lenses?
- GP bifocal and multifocal lens options
- Choosing contact lenses for teens
- GPs and corneal reshaping
- Thinking about LASIK?

Each of these topics will have several subtopics. For example, under the multifocal category, there will be links to the following topical areas:

- 1) Frequently asked questions about bifocal contact lenses
- 2) GP contact lenses can help you avoid bifocal glasses
- 3) Which bifocal design is right for you
- 4) What a bifocal GP wearer says about her lenses

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Reaching Out To The Consumer (Con't)

Several new content topics have been added including: GP lenses and comfort, GPs and correction of astigmatism, keratoconus and corneal surgery, orthokeratology, what are GP lenses made of, and what I need to know about acanthamoeba keratitis. There will also be a totally revised section that provides opinions from several notable GP fitters on their opinions about GP lens applications as well as what wearers say about their GP lenses. There will be revised sections on "Contact Lens Q & A", "a brief history of contact lenses", and "glossary of contact lens terms". Updated information about GPs as an alternative to refractive surgery, GP applications with young people, and how GPs compare to both spectacles and soft lenses will be included.

A very good benefit to consumers is the new "Find a GP Eye Care Professional Near You" resource available at this site. With well over 1,350 practitioners listed, as well as their areas of expertise (*i.e.*, General GP Contact Lenses, Bifocal/Multifocal Contact Lenses, Contact Lenses for Irregular Corneas, and Corneal Reshaping/Orthokeratology), this is an invaluable resource for consumers and will minimize the number of consumer questions coming into contactlenses.org.

Look forward to seeing these changes in our website this summer.

Coming in September, 2009

Mark your calendars:

September 13, 2009

New England College of Optometry

Eye Care Professionals

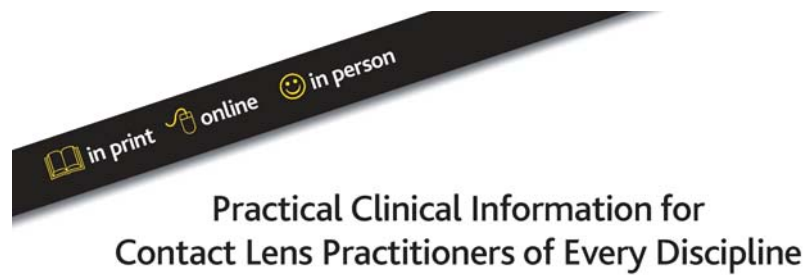
One day Hands On Workshop/
Lectures— CE Credits

GP Lens Specialty Practice:

Today and Tomorrow

Sponsored by the GP Lens Institute and
the New England College of Optometry

Submit your professional information to be included in the GP Eye Care Professional Locator searchable database on www.gpli.info



Written *by* contact lens practitioners *for* contact lens practitioners, *Contact Lens Spectrum* has been providing optometrists, ophthalmologists and opticians with practical, authoritative insights — from fitting irregular corneas and treating dry eye, to managing your contact lens inventory and ensuring patient compliance — for more than 20 years.

In addition, *Contact Lens Spectrum* provides valuable information on its website and hosts targeted conferences such as the Global Keratoconus Congress. The comprehensive website, www.clspectrum.com, provides: articles archives, breaking news, announcements of upcoming events and seminars, links to online CE, and more; to help you stay on top of the contact lens issues that matter most to you.

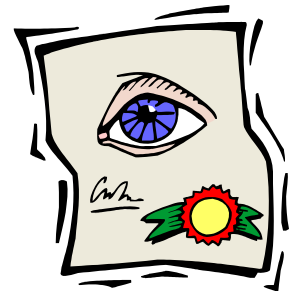
Visit us online at www.clspectrum.com.

Contact Lens
SPECTRUM

2009 GP Clinical Excellence Awards

One 4th year student from each of the optometric colleges and universities in North America will be awarded the 2009 GP Clinical Excellence Award. This award, selected by the faculty at each college or university, is bestowed upon the student that showed interest and enthusiasm in the fitting of GP contact lenses in their clinical environments.

Each award winner will received an engraved wooden plaque and a certificate good for a GP lens diagnostic set manufactured by a CLMA member laboratory for their professional use.



Those awards that have been presented as of 5/25/09 are:

Pennsylvania College of Optometry

Ailsa Heather Colbert, OD

Sponsored by Corneal Design Corporation

NOVA Southeastern College of Optometry

Jennifer Bauza, OD

Sponsored by Soderberg Contact Lens / X-Cel Contacts

Southern College of Optometry

Lindsay Petrie, OD

Sponsored by Tru-Form Optics, Inc.

UAB College of Optometry

Amy Diane Huckaby, OD

Sponsored by ABBA Optical, Inc.

Indiana University School of Optometry

Stephanie Farha, OD

Sponsored by ABBA Optical, Inc.





GP Clinical Excellence Awards (con't)

Illinois College of Optometry

Naomi d'Entremont, OD

Sponsored by Lens Dynamics, Inc.

Michigan College of Optometry

Elizabeth L. Lane, OD

Sponsored by Art Optical Contact Lenses, Inc.

UMSL College of Optometry

Stephanie Ann Erker, OD

Sponsored by Firestone Optics, Inc.

University of Houston, College of Optometry

Stephanie Gould, OD

Sponsored by Tru-Form Optics, Inc.

Southern CA College of Optometry

Christopher A. Gilmartin, OD

Sponsored by Visionary, Inc.

U of CA—Berkeley College of Optometry

Taras Litvin, OD

Sponsored by Valley Contax, Inc.

Pacific College of Optometry

Jill Anita Pownell, OD

Sponsored by Valley Contax Inc.

Inter-American College of Optometry

Jenilee Rebarber, OD

Sponsored by Universal Contact Lens of Florida, Inc.



These awards
are sponsored
by

The GP Lens
Institute

And member
companies of

The Contact
Lens
Manufacturers
Association
(CLMA)





OPTIMUM^{HR}

A New Class of High Refractive Index GP

Contact Lens Materials

The Complete GP Material for Presbyopia

Cleared by FDA

If you are experiencing difficulty reading this message, consider aspheric multifocals made with Contamac's new high index material Optimum HR™

now available in TWO options

Material Properties

50 Dk • RI 1.51 • SG 1.04
26 Dk • RI 1.53 • SG 1.04

WWW.CONTAMAC.COM **CONTAMAC**

To register your GP Professional Eye Care Practice with the GP Eye Care Professional Locator searchable database:

Log onto www.gpli.info

Click on the box for the

FREE LISTING

located in the lower left side of our home page.

Fill out the requested information and click on the word SUBMIT.

This searchable database is also available on

www.contactlenses.org

for consumers to locate a GP Eye Care Professional near their zip code.

On Line Symposia June 9, 2009 Corneal Reshaping for Children & Adults

www.gpli.info

June 9, 2009 9:00 PM Eastern USA Time Zone

Dr. John Rinehart and Dr. Jeff Walline, Co-Faculty GPLI Advisory Members

Join in the discussion via your computer There are case histories to review prior to joining this 1 & 1/2 hour symposia on www.gpli.info.



The Power of Contacts

November 7—8, 2009
Hyatt Regency Hill Country
San Antonio, Texas USA



The 48th Annual CLMA Meeting and Exhibition will take place November 6—8, 2009 at the Hyatt Regency Hill Country Resort located near San Antonio, Texas.

Premiering this year will be CE accredited sessions available for Eye Care Professionals to attend, participate, and interact with manufacturers of contact lenses.

Five (5) CE credits will be offered for the following sessions:

Saturday, November 7, 2009



1:30 PM—4:30 PM

- Fitting Custom Soft Lenses*
- High Index Materials and their Use in Lens Designs*
- Presbyopic Designs*

Sunday, November 8, 2009

7:30 AM—Breakfast with Exhibitors

9:00 AM—11:00 AM

- Large Diameter Lenses for Fitting Irregular Corneas*
- Case Histories*

Saturday evening 7:00 PM—11:00 PM— Dinner Buffet, Texas Hold’Em Tournament, Casino Gaming Chances, Live Entertainment, Prizes

COST: \$400 + hotel reservation

TO REGISTER: Go to www.clma.net, take the link for the 48th Annual Meeting, scroll down for the registration booklet and register to attend.

Register for this event at:
www.clma.net

Home Page:
 48th Annual Meeting Link

Scroll down to the Registration booklet

Registration fee includes

5 CE Credit sessions

Saturday evening Dinner & Entertainment

Sunday morning Breakfast with Exhibitors



2009 ABO-NCLE
NATIONAL EDUCATION
CONFERENCE

Duke Energy Center
Cincinnati, Ohio

SEPTEMBER 10 - 13, 2009

Training to Improve an Opticians Product Expertise and Business Skills

- ▶ Over 100 hours of ABO, NCLE and state approved continuing education
- ▶ At least 1/3rd of this year's education courses are *new*
- ▶ Free CE opportunities with registration

The *Hands-on Pavilion* offers sessions with a small student/teacher ratio to provide a meaningful practical learning experience. Some of the hands-on training courses include:

- What are all these adjustment tools, and how do I use them?
- Lensometer—basic, advanced, manual, automated
- Using low vision devices
- Frame Styling
- Slit Lamp—basic and advanced
- Teaching lens application and removal—soft and GP lenses

Are you thinking of getting ABO or NCLE certified or ABO or NCLE Advanced certified? Attend review courses and take the exam the same weekend. The following review courses will be offered:

- ABO Basic Review Course (8 hrs)
- NCLE Basic Review Course (8 hrs)
- ABO Advanced Review Course (16 hrs)
- NCLE Advanced Review Course (8 hrs)

To help you study and prepare for these exams a special program has been developed—*The Path To Certification Success*. Pre-register and start the process with a:

- List of recommended study materials
- Webinars presented by industry experts

The Optical Showcase exhibit hall will feature state-of-the-art products, major companies from the optical and contact lens fields and “show and tell” demonstrations. Plus, social events before and after classes and exhibit hall hours will offer opportunities for networking with colleagues. (con't pg. 8)

ABO-NCLE National Education Conference (con't)

Additionally, the conference is the location of the:

- OAA** National Opticians Convention
- NAO** Annual Membership Meeting and Awards Ceremony
- National Federation of Opticianry Schools (**NFOS**) semi-annual meeting


The conference will be held at the Duke Energy Center, a state-of-the-art convention facility in Cincinnati, OH. The Hyatt host hotel is conveniently located across the street with very affordable room rates with early reservations.

Plan on attending the ABO-NCLE National Education Conference held September 10-13, 2009. Find out additional details and register at

www.abo-ncle-conference.com

Introducing the

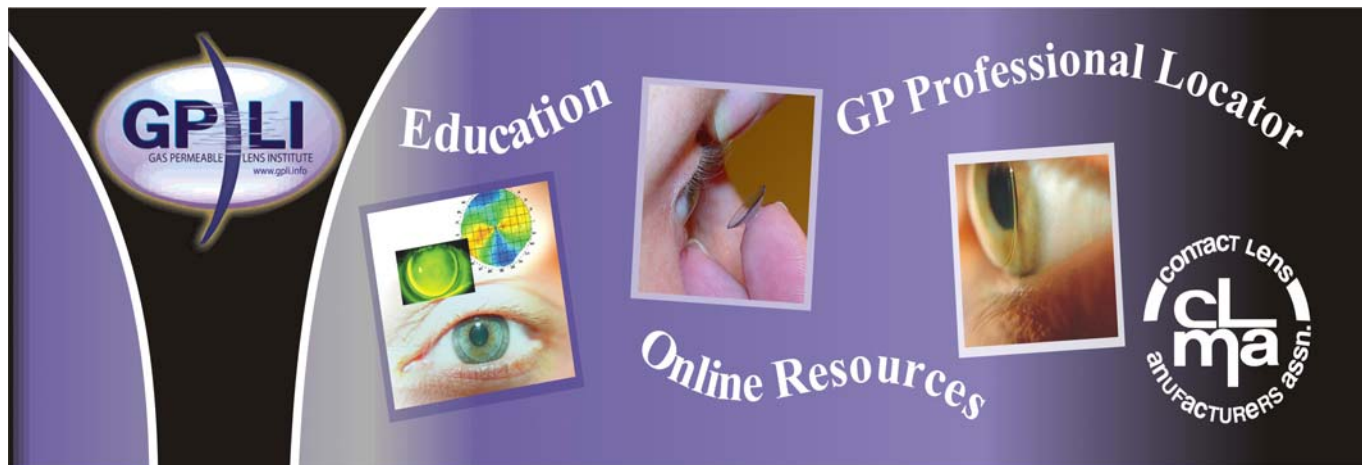
**Bausch & Lomb
Boston® XO₂**
Material



Allows 40% more oxygen to reach the eye, supporting corneal health and overall comfort*

- A hyper-Dk GP material that provides exceptional oxygen delivery (Dk =141)**
- Provides the stability generally found in low to mid Dk GP materials
- Ideal material for a variety of special design applications
- Inherently wettable so plasma treatment is optional

* Boston XO₂ delivers 40% more oxygen versus Boston XO.
** Dk 141 ISO/Falt Method.
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GP LI
GAS PERMEABLE LENS INSTITUTE
www.gpli.info

Education

GP Professional Locator

Online Resources

CLMA
CONTACT LENS MANUFACTURERS ASSN.

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GP Lens Institute



www.gpli.info

The screenshot shows a web browser window titled "GP Contact Lens Prescribers - Mozilla Firefox". The address bar shows "http://www.gpli.info/asp/fitter.aspx". The main content area has a blue header with a magnifying glass icon and the text "FIND A GP CONTACT LENS PRESCRIBER NEAR YOU". Below this is a search form with fields for "NAME", "STATE" (with a dropdown arrow), and "ZIP", followed by a "Go" button. A link below the form says "Click here for listings outside the United States." Below that is a small disclaimer: "Your use of this locator constitutes acceptance of our [terms of use](#). Copyright 2008 Contact Lens Manufacturers Association". A large white box contains the text: "If you have a patient relocating: key in the STATE code and click on the word GO and all GP Eye Care Professionals registered with our locator software will be listed—alphabetized by city." Below this text are two website addresses: "www.gpli.info" and "www.contactlenses.org".

All educational programs of the GP Lens Institute are supported and funded by the member companies of the Contact Lens Manufacturers Association (CLMA). Please support these members when ordering your custom manufactured contact lenses.



The next issue of the GP Lens Institute's e-newsletter CONTACTS—July, 2009