Once again, the 14th Annual GPLI Cornea and Contact Lens Residents Symposium was very successful. Graciously hosted again by our 2010 hosts, the Southern College of Optometry in Memphis, TN, the combination of informative lectures, panel discussions, and workshops provided the 25 attending residents with a comprehensive clinical education on all forms of GP lenses as well as custom soft lenses.

I especially want to acknowledge Dr. Dan Fuller, Chief of Cornea & Contact Lens Services at SCO, who was kind to invite us to return while also actively involved in both the planning and as a faculty member at this program. He was joined by two very prominent contact lens faculty, Drs. Bill Edmondson and John Mark Jackson. The courses were taught by GPLI faculty members Keith Ames, Randy Kojima, Craig Norman, Tom Quinn, Christine Sindt, and myself. As Dr. Sindt was very advanced in her pregnancy, she was not permitted by her doctor to travel; however, her presentations on scleral lenses and keratoconus management turned out excellent. This was accomplished via a live webcast with her slides and narration, and the opportunity for attendees to ask her questions. As always, the program was greatly benefitted by several CLMA members who attended and helped transport the residents to the airport, to the College, and to the hotel while also serving in panel discussions.
This included: CLMA President Al Vaske (Lens Dynamics), GP Lens Committee Chair Keith Parker (Advanced Vision Technologies), Mike Johnson and Erik Anderson (Art Optical), George Mera and Ken Crawford (Tru Form Optics), Mary Ann Kail (Essilor Contact Lens Division), Janice Adams (Valley Contax), Richard Doerr (Blanchard), and Dr. Randy Sakamoto (Menicon).

Expanded to a full three-day program, the first day involved exclusively lectures and panel discussions held at the hotel, while the second and third days pertained primarily to a series of four hands-on workshops held at the Southern College of Optometry. Lectures were provided on spherical GP fitting, toric fitting, multifocal fitting and problem-solving, topography-based GP design and fitting, orthokeratology, fitting specialty soft lenses, fitting scleral lenses, fitting the irregular cornea, and writing for publication, public speaking, and being an effective clinical instructor. Interactive panel discussions with the faculty and CLMA members were held in the following areas:

- **GP Lens Care**
- **How to Fit GPs in Today’s Practice**
- **How to Partner with the CLMA Member Laboratories**
Four workshops were held pertaining to management of refractive errors (i.e., spherical patients, on-eye fitting of topography-based designs, toric lenses, and orthokeratology), multifocal lenses (including on–eye fitting), scleral lens handling, and management of irregular corneas.

Once again Ursula Lotzkat and WINK Productions did a fantastic job in both the planning and onsite implementation of the program. When not in the educational environment, the residents could experience the entertainment present all along the famous Beale Street in Memphis.

I would also like to acknowledge the help of Director of Marketing Christi Diehl, who attended this program, and all of the behind the scenes work by Administrative Director Pam Witham, who put together jump drives with resources from CLMA member laboratories as well as coordinated all the flight itineraries for the residents.

I would like to especially thank the following CLMA member laboratories who were kind enough to donate fitting sets to the residents: Advanced Vision Technologies, Inc.; Art Optical Contact Lens, Inc.; Essilor Contact Lens Division, Firestone Optics, Inc. (Fused Kontacts); Lens Dynamics, Inc.; Tru-Form Optics, Inc.; Valley Contax, Inc.; and X-Cel Contacts, A Walman Company.
When you think of great contact lens fitters and educators, many names come to mind. Keith’s passing after a courageous battle with cancer on August 21 at the relatively young age of 59 leaves a void, not only in his beloved Contact Lens Society of America (CLSA), but in the worldwide education of students and practitioners who have benefitted from his expertise as speaker, writer, and clinician.

The CLSA has established a fund in Keith’s name. Donations will be directed to the charity or cause chosen by the family: CLSA Foundation, c/o The Keith Harrison Fund, 441D Carlisle Drive, Herndon, VA 20170.

Bruce A. Bridgewater, OD
Scottsdale, AZ
September 1, 2012

Dr. Bridgewater received his degree from Ferris State University, College of Optometry in Big Rapids, MI. During the 1980's, he joined Paragon Optical part time while maintaining and growing his private practice. He owned two private practices in Scottsdale, Encore Vision Center and Acuity One.
Maybe that’s why Boston® lenses are prescribed 3 times more often.*

The Boston team knows what it takes to be a leader in the GP lens market. For years we have provided products with excellent performance and high Dk. In addition, we offer education and fitter training for specialty lenses, both on our own and partnered with our authorized laboratories. It’s what our customers tell us they need to provide better vision care. And it is exactly what they can expect from a leader.

* Boston lenses are prescribed 3 times more often than the closest GP competitor. Source: Survey conducted by Decision Analyst, March 2011.
Next month is a very big month for us at the GPLI, maybe even one of the biggest. During the month of October, we will have all new materials and resources to share with you. We have spent months developing these resources which will include a totally redesigned website and four new patient brochures. Eye Care Practitioners will be able to order these brochures online at no charge and share information with patients on Sclerals, Ortho K, Multifocals and GP Lens Care and Handling.

One of the wonderful benefits of GP Lenses is they not only provide comfort and convenience, at times they can actually be life-changing. Dr. Christine Sindt, a member of our GPLI Advisory Committee and a doctor with a busy GP practice, recently shared one such heartwarming story about a little girl named Brylee who just turned four years old. She had a congenital cataract OS and is now aphakic. Before visiting Dr. Sindt, she wore soft lenses prescribed by another practice. Dr. Sindt knew GP Lenses would be a perfect fit for Brylee and she has seen the significant impact wearing the new lenses has made on her life. Since Dr. Sindt prescribed GP Lenses, Brylee has much more freedom and in the words of her father…

“We have made huge strides with Brylee, not only with her vision but also her confidence in everyday activities as a young child.”
Hearing stories like this is of the most rewarding aspects of being in our industry. In our four new patient brochures coming out next month, Brylee’s story will be just one of many highlighted on the back of each brochure. Our new awareness program, “Enriching Lives Through Improved Vision” will detail how GP Lenses can be truly life changing for some.

If you have a touching story you and your patient would like to share, please send it to us at programs@gpli.info. Every time our brochures are reprinted, we will include more exciting patient success stories about how GP Lenses have improved lives. For GP Lens education, tools and resources, visit www.gpli.info. Then, visit us again next month at our newly redesigned website!

Christi Diehl
Director of Marketing
GPLI, CLMA
October 16, 2012

**Computer Design of GP Lenses**

Presented by

Dr. Bruce Williams

November 20, 2012

**Translating GPs and Hybrids (including the Pillow Lens)**

Presented by

Dr. Robert Davis

December 18, 2012

**Contact Lens Practice Management**

Presented by

Dr. Ray Brill

Register on www.gpli.info to receive an invitation and reminder to attend

9:00 PM Eastern USA Time

Facilitated by

Dr. Edward S. Bennett, Executive Director

Christi Diehl, Marketing Director

GP Lens Institute
Check Your Listing or Update or Submit Your Professional Information

Provide your website address for potential patients

Specializing in

Irregular Corneas
Bifocals / Multifocals
Orthokeratology / Corneal Reshaping

GP Eye Care Professionals Searchable Database by Zip Code
The meeting focuses on the latest techniques and technologies for the successful management of ocular conditions using today’s specialty contact lenses. The meeting includes information for vision care professionals in all disciplines, with both surgical and non-surgical options. Accredited for continuing education under COPE, NCLE, and JCAHPO, the meeting will offer approximately 30 credit hours.

The GP Lens Institute is a GOLD level supporter of this event. Once again, we will fund the registration for one educator at each of the optometric schools and colleges in North America. Be watching your email for our invitation.

Make plans to visit our booth in the exhibition arena, attend a luncheon honoring your expertise in contact lens education as well as view and participate in the new curriculum enhancements and educational resources that have been designed this past year.
2012 CL & Corneal Residents and CLMA members in attendance at the 14th Annual GP Lens Institute’s Resident Weekend.

Southern College of Optometry
Memphis, TN
August, 2012