



# The Contact Report

Bi monthly Electronic Newsletter for the membership of the CLMA

## Message from the CLMA



**Daniel Bell, President**  
*Contact Lens Manufacturers Association (CLMA)*

The CLMA winter board meeting was held in San Diego last month and the response from the attendees has been very positive. The GP Lens Committee is moving forward in several areas to capitalize on the current opportunity to make ECPs aware of what our specialty lenses can do to help them survive and prosper. Our survey tells us that we are the “problem solvers” and we want to be called upon to fit the patient before we have problems.

Although many useful steps have been taken in the past, we must change behavior to grow our industry. Due to limited funds, we are working to revamp 2 or 3 of the “empty chair” ads of years past, and update them with copy suited to today’s situation. These journal ads would be run over 4-6 months to generate interest among those who don’t currently fit our lenses, as well as to alert fitters of GP lenses to the opportunity for practice growth by fitting more.

To accomplish these objectives the following ideas are planned or being considered:

1) Using electronic communications (e mail) as a means of communicating the ad concepts.

2) Producing reprints as stuffers, sales call openers, or show handouts.

3) Creating practice profitability tools for ECPs to compare GPs to current fitting practices. These would be on the website, as well as available to labs for sales call use.

4) Develop articles for members to use or modify for inclusion in newsletters to point out the patient retention value of GP lenses.

5) Create inexpensive communication cards to help Doctors and Staff present GP presbyopic options to patients successfully.

6) Create video (CDs or DVDs) for education/communication to patients and/or staff/practitioners.

7) Support the production of a short documentary on the advantages of GP lens applications for showing on public television (our only hope to get TV exposure).

For the longer term, we are planning to create tools for other applications such as corneal reshaping, keratoconus, and (hopefully) myopia control. Other ideas are likely, and the committee welcomes further input from all members.

Members should recognize that the CLMA has become a more active organization with a logical set of objectives. For the first time in several years we are able to show a slight growth in lens sales.

## The Survey Said.....

Lee Dickerson  
Convention Committee Chair



The Mississippi Delta meets the Entertainment Capitol of the world head-on at The Orleans. From the playful Basin Street facade to the alligator-shaped door handles, the soul of the Big Easy envelops you.

**Mark your calendars NOW!!!!**

**November 3, 4 & 5, 2005**  
CLMA Annual Meeting & Exposition  
The Orleans Hotel & Casino  
Las Vegas, Nevada

Education, exhibition arena, industry experts, comradeship amongst your peers, latest technological advances in materials, designs and equipment, and FUN await you upon your arrival in Las Vegas to attend our 44<sup>th</sup> Annual Meeting.

The Program and Convention committees are now working together to bring you educational opportunities for business owners, consultant teams, laboratory managers and key personnel from companies throughout our industry.

Experience the “glitter” of Las Vegas and “*all that jazz*” with a Cajun flair. Move your company ahead a step or two and have a little fun while you are at it.

Make your flight reservations early, you never know who you are going to meet on an airplane. A pompous minister was seated next to a TEXAN on a flight to Las Vegas. After the plane was airborne, drink orders were taken. The TEXAN asked for a whiskey and soda, which was brought and placed before him. The flight attendant then asked the minister if he would like a drink. He replied in disgust, “I’d rather be savagely raped by brazen whores than let liquor touch my lips.” The TEXAN looked at the minister, then handed his drink back to the attendant and said, “I didn’t know we had a choice.”

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## Abstract: GPs on Post-Refractive Surgery Eyes

A private practitioner in Texas conducted a retrospective review of the records of 67 eyes (37 patients) fit with contact lenses after having undergone different refractive surgeries. He evaluated the most successful lens design for each patient. Using the Tomey TMS-2 topographer, the researcher measured Klyce corneal statistics of surface regularity index and surface asymmetry index, mean keratometric values and optical zone diameter before and after lens wear. The cohort had a mean uncorrected visual acuity of 20/40, a mean best spectacle-corrected visual acuity of 20/26 and a mean visual acuity with contact lenses of 20/20. The mean visual acuity on lens removal was 20/24 and this lens molding effect lasted from several hours to several days. **The researcher concluded that GP contact lenses can dramatically improve visual acuity and higher-order aberrations in the eyes of patients who have unsatisfactory refractive surgery outcomes.**

Gemoules G. Therapeutic Effects of Contact Lenses After Refractive Surgery, Eye & Contact Lens 2005 Jan; 31 (1):12-22.

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David Jay Dougherty Memorial Fund  
Roswell Park Alliance Foundation/Cancer  
Institute  
Em & Carlton Streets  
Buffalo, NY 14263



*thought into implementing bifocal GPs into their future practices since your lecture. There were many complements on the organization of the workshop.*

*Optometry school is a very demanding part of an individual's life. Even though the Illinois College of Optometry does an excellent job presenting GP contact lens fittings and specialty GP fits in the classroom and laboratory, it is at times difficult to apply the information during patient encounters. Your lecture and workshop, along with the generosity of the GPLI and its constituents, helped revive, expand and apply our skills and knowledge base in a more practical setting.*

*Thank you and the GPLI once again for your support to the students at the Illinois College of Optometry. We look forward to working more with you in the future.*

Sincerely,  
Catherine F. Soriano  
Chairperson 2004-2005  
Contact Lens Society

Dear.....

*On behalf of the Contact Lens Society at the Illinois College of Optometry, I would like to thank you and the GPLI for sponsoring and speaking at the GPLI workshop for our students and faculty. Several students who attended the workshop have approached me with their gratitude and appreciation of the quality of information and valuable experience they received. The knowledge that you and the other optometrists who proctored the event offered had a great impact on them. The students really enjoyed your lecture as it reiterated their knowledge base and clarified things. Many students have definitely put more*



Guido Cappelli, Charlie Neefe & Art Stern

Contest #2 is now closed. We had one winner that will receive \$50 off their registration at the 2005 CLMA Annual Meeting and Exposition in Las Vegas Nov. 3-5, 2005. **Contest #3 is following on a subsequent page of this newsletter.**



## GP Lens Committee

David Rusch, Chair

Announced January 5, 2005 are the current members of the GP Lens Committee appointed by President Daniel Bell.

David Bland - Polymer Technology Corporation  
Marty Dalsing - Contamac US, Inc.  
Renata Hoffman - The Lagado Corporation  
Tim Koch - Paragon Vision Sciences  
Kaz Murakami - Menicon America, Inc.  
Tom Seidner - The LifeStyle Company  
Mike Woodford - InnoVision, Inc.

Representing the Regular Membership of the CLMA will be:

Andy Jackson - Mid-South Premier Ophthalmics, LLC  
Carl Moore - Con-Cise Contact Lens Company  
Jan Svochak - Tru-Form Optics, Inc.

A conference call was held in early January to keep all members of this committee up to date with the progress of the various endeavors to be conducted during 2005. You will see various trade journal ads being placed in national journals continuing on our theme of the *bald tire* syndrome.

Work has begun with Wink Productions to design and implement a Presbyopia Video Tool Kit that will be available to provide various media options to educate ECPs on the benefits and ease of fitting GP presbyopia designs.

The contract has been signed with Trivue Entertainment to produce a 6 minute segment on the benefits of GP contact lenses to be broadcast on various PBS television stations later this year. It is important that we do everything possible to maximize practitioner awareness. Your suggestions and

participation are strongly encouraged. We hope to make the most of the value of this significant expense.

There is a lot of work to be done on these projects before, during and after development. Thank you to each of these participants of the GP Lens Committee who are volunteering their expertise and time to accomplish our goals.

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## Honoring the Legends of Contact Lenses

Edward S. Bennett, OD, MSED



One of the many benefits of participating in the 31<sup>st</sup> Annual Bronstein Contact Lens Seminar recently held in Scottsdale, Arizona was the opportunity to recognize the first four recipients of the Bronstein Memorial Awards: Drs. Donald Korb, Perry Rosenthal, Leonard Seidner and Newton Wesley. Essentially, a "Contact Lens Hall of Fame", it was an honor to serve as Master of Ceremonies for this awards dinner. All but Dr. Wesley - who provided an audio message - were able to attend. Prior to recognizing them individually, I was asked to provide an overview of their contributions to the contact lens industry. I took the following approach:

*The impact of these four individuals on the contact lens industry and the eyecare professions is immeasurable. To confirm this statement, let us imagine that these four individuals never existed. How would that impact the contact lens market? The education of practitioners?*

*This being the case, Newton Wesley would have never allowed a bright optometry student by the name of George Jessen to fit him into contact lenses. There would never have been a Plastic Contact Lens Company, a Wesley-Jessen. Thousands of eyecare practitioners would never have been trained; the millions of dollars*

*spent for public awareness on contact lenses would have gone unspent. Newton Wesley drove contact lenses into the mainstream, while allaying fears of both practitioners and consumers about their safety and comfort.*

*Most likely we would still have PMMA lenses but when would we finally realize that they induce clinical signs of corneal hypoxia such as central circular clouding and edematous corneal formations. There was no Donald Korb, and his astute clinical observations, to author the seminal papers on these topics.*

*And when we finally realized - if we finally realized - that PMMA lenses cause corneal hypoxia, what could we do? There was no Gaylord patent, no Polycon lens...because there was no Leonard Seidner. With no Polycon lens, would there have been a Paraperm lens? An Optacryl lens?*

*Ah, but at least we would have the Boston lens materials. Right? Wrong! There would be no Boston lens materials because there would be no Polymer Technology Corporation because there would be no Perry Rosenthal.*

*At least there would be soft lenses; in particular, disposable lenses. Would there? With the knowledge that patients initially wore their soft lenses until either the lenses wore out or their eyes did, who would be there to understand the immunological considerations and resultant complications; who would be there to develop the first innovative deposit resistant soft lens material. It would not be Donald Korb.*

*Thank goodness we can, at minimum, correct the presbyope with bifocal contact lenses. Not so fast. Where was Newton Wesley and his early innovations in this area? What about the development of modern aspheric GP lens designs including the first so-called "low eccentricity" aspheric which include multiple add powers? There would be no LifeStyle multifocal because there would be no Leonard Seidner.*

*What about our ability to assess and manage the most frustrating condition associated with contact lens wear, ocular dryness? Would we be able to perform sequential staining? Use several commercial tests? Benefit from ongoing research resulting in drops that mimic the tear film and reduce this problem? It would not be possible without Donald Korb.*

*Finally, what about all of those patients with keratoconus who are unable to experience satisfactory*

*vision out of their glasses - whose vision would improve significantly from special design GP lenses. In fact, the entire New England area would be deprived of a prolific fitter - those who traveled elsewhere to be fit may have risked a fitting relationship that would promote corneal scarring as there was no one to tell them otherwise...because there was no Donald Korb.*

*Think of the hundreds and hundreds of individuals who have had their lives changed; individuals having diseased eyes - in many cases exhibiting legal blindness and little hope of correction. Individuals who have their sight restored with The Boston Scleral Lens, not to mention their improved quality of life; their improved self-esteem. It won't happen. There was no Perry Rosenthal.*

*As you know, we do have a wonderful life, because these four gentlemen did, in fact, exist and contact lenses as we know them would not exist without their contributions. Our four Bronstein Memorial Award honorees are clinicians, researchers, innovators, entrepreneurs, philanthropists. People who wanted to make a difference . . . and then did.*

The meeting, which represents one of the largest contact lens symposia in the world, was organized by GPLI Advisory member and orthokeratology innovator, Dr. John Rinehart. I'm sure John would appreciate nominations for future honorees. Individuals such as Ted Bayshore, Irv Borish, Bob Mandell and Neal Bailey certainly come to mind.

### **Competition in Contact Lens Market**

FTC Press Release 2/15/05 & Report


[www.ftc.gov/opa/2005/02/contactlens.htm](http://www.ftc.gov/opa/2005/02/contactlens.htm)  
[www.ftc.gov/reports/contactlens/050214contactlensrpt.pdf](http://www.ftc.gov/reports/contactlens/050214contactlensrpt.pdf)

### Contest #3

*A picture is worth \$50.00 .....  
towards 2005 Annual Meeting Registration*



E mail your guesses to [CLMAAssociation@aol.com](mailto:CLMAAssociation@aol.com).



**CLMA  
Board of  
Directors**

The next meeting of  
the Board of  
Directors is tentatively scheduled for:

**Thursday, July 28, 2005  
Palmer House Hilton  
Chicago, Illinois**

If you are planning on being at the 2005 GOS, come early and watch your Board of Directors in action. Get involved and give your expertise to the CLMA and our industry.

### Diamond Performance

*submitted by*  
Jim Drain  
DAC International, Inc.

Diamond has a very low coefficient of friction against many materials, in air. In a vacuum, diamond on diamond has a very high

coefficient of friction but in air it is believed that water adsorbed onto the surface causes the low friction coefficient.

Surprisingly perhaps, the wear rate of diamond on plastics is also higher than on copper by several times. This is generally attributed to the high localized temperature during machining plastics because of the low thermal conductivity. Most of the heat generated goes into the diamond, and with a very sharp cutting edge (small volume) the temperature can be quite high.





**Early Registration Deadline  
April 30, 2005**

[www.GOS2005.com](http://www.GOS2005.com)  
Palmer House Hilton  
Chicago, IL  
July 28-31, 2005

**The CLMA/GP Lens Institute is a GOLD  
Sponsor of this educational forum.**

The next issue of *The Contact Report* will be available in April, 2005.

[www.clma.net](http://www.clma.net)