

Contacts.....From the GP Lens Institute



Academic Enrichment

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The annual series of GPLI advisory committee phone calls were held between June 6 and June 15th and once again we received a large number of great ideas. We are always looking for new ideas as well as GP experts who like to add their expertise as an advisory committee member. We had eight calls and the following advisory members participated:

Keith Ames, Barbara Anan Kogan (Article Incentive Plan Coordinator), Bruce Anderson, Dick Baker, Doug Benoit, Jill Beyer, Sonja Biddle, Jim Boucher, Shelley Cutler, Rob Davis, Dick Ebling, Scott Edmonds, Art Epstein, Jerry Garber, Brad Giedd, Steve Harney, Jim Hartzell, Cary Herzberg, Jon Kendall, Ken Lebow, Ken Maller, Bob Maynard, Gary Osias, Tom Quinn, Phyllis Rakow, Susan Resnick, Cheri Vincent Riemer, John Rinehart, Diane Robbins-Luce, Bob Ryan, Joe Shovlin, Mary Jo Stiegemeier, Loretta Szcotka-Flynn, Libbi Tracy, Frank Weinstock and Joe Yager.

A special thank you to each of these individuals for their time and

expertise in helping to develop the goals and accomplishments of the GP Lens Institute.

Some of the ideas included:

Schools Program Practice Management Module

The introduction of a practice management module was deemed an essential addition to the grand rounds program provided to most of the schools and colleges of optometry. This could include the following information:

Reimbursement: Show coding for reimbursement, particularly for irregular cornea and other patients benefitting from specialty designs. Perhaps the development of a pamphlet/handbook to assist current and future doctors with their reimbursement, insurance and self-pay issues was also recommended.

Profitability: Show the results of a questionnaire derived from Advisory Committee members showing profitability from GP lenses, soft lenses, eye examinations, spectacles, pathology.

Patient Retention: Impact of FCLCA on soft versus GPs; factors in the consumers deciding to return to the prescribing practitioner for replacement lenses.

Examples of **how GP wearers changed people's lives.**

How to turn a potential contact lens candidate into a GP wearer.

www.gpli.info

Check out the newly designed website of the GP Lens Institute. As the source for your GP contact lens educational resources, this is the website to "bookmark" for constant reference.

Additional ideas to further enhance the website to become THE SOURCE for GP contact lens education were:

OnLine Book

The advisory members were very positive toward the development and applications of an online book (*i.e.*, GP LENS CASE GRAND ROUNDS TROUBLESHOOTING GUIDE). This would represent a comprehensive case-oriented book. Practitioners experiencing a challenging patient (*i.e.* reduced vision, corneal desiccation, corneal graft, high astigmatism, corneal reshaping, presbyopic) could obtain valuable information on how to fit and troubleshoot. Likewise, these cases could be utilized in the curriculum of optometry students. Presented was a sample outline of 33 cases as well as a sample case. The

cases would be approximately 4 pages (some could be much larger, especially special design cases) which also include a section on alternative management options. The intention would be for all cases to be provided by GPLI advisory members. It would be hoped that these cases would not require very much time. If figures can be provided (*i.e.* photographs, topography), this would be encouraged as well. In return, each contributor would receive authorship for their “chapter(s) as well as a hard copy of the book.

The possibility of video to supplement certain cases was recommended as well as having a “consultants corner” at the conclusion of each case in which a CLMA member manufacturing consultant can comment on their role in these (and similar) cases and provide some pearls to the reader.

There were numerous other ideas generated that will provide future columns of information within electronic issues of our newsletter. If you have any ideas or suggestions that you would like to offer to enhance the endeavors of the GP Lens Institute, we’d love to hear from you. Please contact the GP Lens office at rgpli@aol.com if you wish to be heard!!!!

What educational resources do you feel would help your vision practice and become a specialist in the fitting of GP contact lenses?

9 Initial comfort of GP contact lenses

9 Long term comfort and vision demands – GP contact lenses; soft lenses; spectacles

9 Dry eye

9 Presbyopia

9 Corneal reshaping / orthokeratology / post surgical fitting

9 How to be an industry expert with GP contact lenses

9 New materials and designs offered

The GP Lens Institute is continually working through our Advisory Committee members as well as members of the Contact Lens Manufacturers Association to develop and materialize ideas, projects and technological enhancements to encourage the “ease of fit” and the “problem solving” lenses of choice for all eyecare professionals.

**We can do it!!!
You can too!**



August 9th - 9:00
PM Eastern USA
Time

GPLI On Line Symposium

www.gpli.info

Post-Surgical GP Fitting

with

Dr. Bruce Anderson

Spotlight On.....

PBS Broadcast

The cameras have rolled, editing and condensing has begun and development of a 4-5 minute broadcast will be directed to PBS station consumers explaining the benefits of GP contact lenses in their personal vision needs. Funded by the membership of the Contact Lens Manufacturers Association (CLMA), we hope for initial broadcast during the Fall of 2006.

Also, refer your patients to our consumer website on GP contact lenses www.contactlenses.org.



Guess my age!

**Can I wear GP
contact lenses if I
am over....**

10?

30?

40?

Order your copy of “Presenting/Communicating Presbyopia Options” developed with the aid of diagrams, pictures and clinical pearls to explain to your patients the change their eyes are going through with the onset of “maturity”. We will ship up to 4 copies of this pair of cards - one for practitioner and one for staff - **Complimentary.**

Order now from www.gpli.info.





Dr. Ed Bennett received the 2005 Achievement Award from AOA Contact Lens and Cornea Chair, Dr. Dave Seibel at the Annual Congress of the AOA held in Dallas, TX. last month.

Dr. Bennett, Executive Director of the GP Lens Institute, is also the Director of Student Services with the University of Missouri-St. Louis College of Optometry; Professor of Optometry; co-author of the *Manual of Gas Permeable Contact Lenses*; 2nd edition, as well as a monthly contributor to *CL Spectrum*.

*It was a great honor and I'm greatly appreciative of the AOA Contact Lens and Cornea Section for presenting me with the 2005 Achievement Award.....*Dr. Bennett



July 28 - 31, 2005
Chicago, Illinois
www.GOS2005.com

Palmer House Hilton Hotel
 First time in the United States!

*The only worldwide meeting
 focused solely on orthokeratology
 / corneal reshaping*

Over 20 hours of CE Courses

*All new "Fundamentals of
 Orthokeratology"*

Ortho-k research

Marketing Symposium

*International free papers and
 scientific posters*

International Exhibit Hall

**Visit the CLMA/GP Lens
 Institute's Booth #208 and
 inquire about our educational
 resources available.**

Meet our industry experts!!

CL & Cornea Residents Symposium

Scheduled for August 26-28 is the 2005 CL & Cornea Residents symposium to be held at Ohio State University. This weekend promises to be a "hands on" experience with lectures, clinicals, workshops, and fun devoted to the benefits and ease of fitting GP contact lenses.

All current year CL & Cornea Residents from each optometric college and university in the United States have been invited to participate.

This weekend symposium is coordinated through the GP Lens

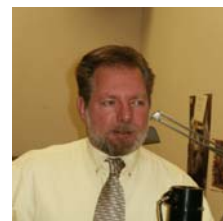
Institute and funded by the membership of the Contact Lens Manufacturers Association (CLMA).

Industry experts, GPLI Advisory members, and potential GP contact lens patients as well as existing contact lens wearing patients will be showcased.

Each resident, upon attendance at this weekend symposium will have the opportunity to receive three (3) GP diagnostic sets of their choosing. Set designs and availability will be provided by members of the CLMA. Each of these sets will be valuable tools in their academic clinicals as well as future practices.

If you are the newly appointed CL & Cornea Resident at your school and have not reserved your attendance, please do so **i m m e d i a t e l y** to CLMAassociation@aol.com.

Consultation Benefits



Daniel Bell
President
CLMA

As the current year President of the Contact Lens Manufacturers Association, I took the opportunity to participate in some of the GP Lens Institute's advisory conference calls held over the past month. They confirmed my belief that our industry is headed in the right direction and is helping

ECPs, students and the consumer to recognize the advantages of GP contact lenses. Their ideas have generated development and expansion on current projects and will continue to benefit all involved in our industry.

One area that was mentioned is the utilization of consultation departments within each CLMA member company. **It is important that all ECPs and students are educated on the benefits of this important resource.**

Did you know that each CLMA member company has staff devoted to working with you and their manufacturing techniques to design the appropriate GP lenses designed for your patient? **Many CLMA member companies accept electronic versions of topography maps, and along with K readings and the spectacle Rx, they can design a custom manufactured GP lens for your patient.**

Appropriate lens designs for you and your patient can be provided by the consultation departments of the member laboratories of the CLMA.

For a complete listing of our directory of membership, as well as the lens designs and materials available, please visit the website www.gpli.info for the searchable database. It is always our pleasure to work with you.

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Customer Service Telephone Training for the Eye Care Office

“Hello” to “Goodbye” Telephone Success in a Wink

Improve communication

Telephone etiquette

Handling the irate and talkative
callers

Scheduling appointments

Taking messages

Complete with:

CD

Think Book

Procedure Manual

Order from:

www.winkproductions.com

Humor in the Air

This newsletter is almost done
At least the technical side you see
And now it's time for a little fun
As a reward for you and me.

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The following is an excerpt from the maintenance logs of Qantes Airlines. A “gripe sheet” is created so pilots can tell the mechanics about problems with the aircraft. After documentation, the pilots read the solutions recorded by the maintenance engineers.

P = Pilot

M = Mechanic

P: Left inside main tire ALMOST needs replacement.

M: ALMOST replaced left inside main tire.

P: Something loose in cockpit.

M: Something tightened in cockpit.

P: Dead bugs on windshield.

M: Live bugs on back-order.

P: Evidence of leak on right main landing gear.

M: Evidence removed.

P: DME volume unbelievably loud.

M: DME volume set to more believable level.

P: Suspected crack in windshield.

M: Suspect you're right.

P: Number 3 engine missing.

M: Engine found on right wing after brief search.

P: Aircraft handles funny.

M: Aircraft warned to straighten up, fly right, and be serious. (HAH!).

P: Target radar hums.

M: Reprogrammed target radar with lyrics.

P: Mouse in cockpit

M: Cat installed.

P: Noise coming from under instrument panel. Sounds like a midget pounding on something with a hammer.

M: Took hammer away from midget.

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Next issue of the educational GPLI electronic newsletter: September 05.