

The Contact Report



Surveying the Growth

Daniel Bell, President
CLMA



My own customer survey has taught me that about 50% of fitters are now fitting less GP lenses than last year while the other 50% are fitting more GP lenses than last year. When I ask these practitioners why they may be growing their GP business they tell me that they are actively working to set themselves apart from the competition. The group that is in decline is simply responding to the requests of the patients and is not aware of any particular trend. This may not be surprising to anyone in our business.

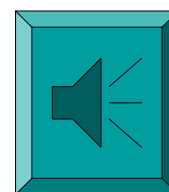
The promotion of GP specialty lenses is beginning to show promise for the future as our members send out the *Rx for Success - the*

Presbyopia Tool Kit and as the “Spotlight On...” vision segment begins to air on PBS stations around the country. Our membership can help the CLMA and our industry try getting the word out to the ECP community. Let’s promote the fact that we have the tools to help the interested practitioner.

Although our industry continues to consolidate the numbers of laboratories we can be proud of the fact that we are maintaining a balance of patient fits. The latest report from *CL Spectrum* indicates that GP fits now make up about 11% of all contact lens patients. We appear to be at a crossroad in our history and of course we expect to see an increase in specialty lens sales this year.

The first few weeks of the year have been a very busy time for our organization. The board meeting in Orlando gave us the opportunity to establish some new members in positions that will enhance our ability to deal with our projects in 2006. We need to thank those that have served the CLMA in the

past and we should show our gratitude to those who now step in to take on the new challenge. Our board members work very hard to promote our products and we will all share the benefits.



Spotlight On

David Rusch, Chair
GP Lens Committee

The Contact Lens Manufacturers Association, through TriVue Entertainment, has released the *Spotlight On... Vision* to the PBS television stations throughout the country during January, 2006. For at least 90 days, the 140 or more stations likely to air it will use it multiple times as a “filler” between regular length programs. They have both 4-minute and 6-minute segments to use, depending on slots available. Other similar programming will also be used by the stations.

We will receive Nielson information at the end of the 90 days confirming how many times the program aired. Unfortunately, we can't know ahead of time which stations will air it, or when. After the first 90 days we expect some stations to continue to air it for up to 2 years if they find the content viewer appealing.

Filming for this video was done last June during the annual AOA meeting utilizing some of our industry's leaders and educators in the fitting of GP contact lenses as well as interviewing "20/happy" patients talking about their experiences in the wearing of GP contact lenses.

So, what does this all mean for CLMA members? How can you benefit from this exposure?

Prepare your accounts - tell them this video is being shown to encourage consumers to ask their ECPs if GP contact lenses would be an excellent choice in their vision health

Give your ECPs a copy of the DVD containing both the 6 minute and 4 minute versions of this broadcast to show in their waiting room. Each CLMA member company will be given one copy. You may purchase additional copies at cost.

Utilize all of our educational resources, educate your ECPs on the advantages and ease of fit that GP contact lenses can provide to their patients. For a complete listing of all educational resources available, visit www.gpli.info.

This video release will also be launched on our consumers website www.contactlenses.org.

Consumers and ECPs will be able to download and view this video at their convenience.

As the motivation and momentum builds, prepare your company and staff to continue to provide the best quality, comfort and designs that GP contact lenses have to offer. BE POSITIVE!!

Your Rx for Success.... The Presbyopia Tool Kit

**GP Lens Committee
Contact Lens Manufacturers
Association**

Distribution of the *Rx for Success - the Presbyopia Tool Kit* has continued throughout the months of December, January and to date. We have distributed approximately 2,500 of these kits - 99% through CLMA member companies. The response has been overwhelming

Have you received your complimentary 20 copies of this valuable educational resource? You may request your complimentary sets through the CLMA office (CLMAAssociation@aol.com) or 800-344-9060 (USA & Canada; 402-465-4122).

What is included with this educational resource? Each kit contains:

Interactive CD - complete with testimonials, fee calculator, phone training and positive reinforcement on the ease of fitting your presbyopic patients with GP contact lenses.

Correcting Presbyopia laminated card

Presenting Presbyopia Options - Practitioner and Staff laminated cards with

instructions

12 copies of the **Over 40?**
consumer brochure
Laminated **reading card**
with positive GP contact
lens reading examples

This tool kit retails for \$19.95 when ECPs order through the website www.gpli.info - however, encouragement is given to connect the practitioner to the CLMA member laboratory that will provide this valuable tool kit through promotions and interaction through their company.

Be pro active with your business. Offer your accounts the best of the educational resources the CLMA and the GP Lens Institute have to offer.

This is your Association!!! Make your association with the CLMA a value for yourself and your customers.

Once we have the tool kits in the hands of ECPs; now we have to get them to view the CD and utilize the tools that have been included.

BE POSITIVE
BE PROACTIVE

OPTIMUM

Unsursed Wettability
Exceptional Comfort

GP CONTACT LENSES
Proudly Made With

OPTIMUM *Classic*
OPTIMUM *Comfort*
OPTIMUM *Extra*
OPTIMUM *Extreme*

GP Material	Classic	Comfort	Extra	Extreme
O ₂ Permeability (Dk) (ISO/FATT method 1)	26	65	100	125
Wettability (Prewetting Dynamic 1, 2)	12"	6"	3"	6"
Specific Gravity	1.19	1.18	1.17	1.16
Refractive Index	1.4527	1.4406	1.4333	1.4332

CONTAMAC US 

News Release
supplied by
WildMan Sales & Marketing Group
STF Precision Introduces On Line Inventory System

STF Precision is proud to announce that our new Online Inventory System is now up and running. At the

last CLMA meeting in Las Vegas, we demonstrated this great feature to you that keeps a record of all your tools sent to STF. When you purchase a new tool or send in a relap from STF, we will keep a record of your tool in the system which will provide you with all the information of the tool. This includes a print of the tool, a relap

history, the tool radius size, the number of cuts per tool, and any comments noted by our operators about the tool. There is even a space for you to record the number of cuts per tool and provide feedback about the tool's performance.

This service is free of charge to all of our STF Precision customers. We invite you to go online to check out our new system at www.stfprecision.com.

A package you should have received in the mail contains your company's user ID and Password. We welcome all CLMA members' feedback on this innovative new way to monitor your diamond tools.

If you have not received your user ID and Password, please contact Mike Wildman at 866-536-9453 or MAWILDMAN@aol.com.

****Thank you to all my friends within the CLMA for your outpouring of prayers and get well wishes during my recent hospitalization. It is good to know that you only have*

one appendix and it doesn't grow back!!!!

Again, thank you for all your prayers. I am truly blessed to work for all of you and am so thankful that our Board members and volunteers kept the CLMA programs and efforts ongoing during my weeks in the hospital.....

*****Pam Witham**

For Immediate Release

Con-Cise East

San Leandro, CA... 2/21/06
Con-Cise, LLC the parent corporation of Con-Cise Contact Lens Co., Westlens, Inc. and Primary Eyecare Network (PEN) announced that they have partnered with the former employees of Frontier Contact Lens Co. Of Buffalo, New York to form a new full service company to be known as Con-Cise East.

Copy provided by Con-Cise, LLC. For more information contact Con-Cise at 800-772-3911 or through their website www.con-cise.com

Medical Device Postmarket Transformation Initiative

Naomi J. Svochak
Government Affairs Committee
Contact Lens Manufacturers Association

The Center For Devices and Radiological Health through the U.S. Food and Drug Administration is taking steps to increase its ability to identify, analyze, and act on postmarket information in order to improve the safety and effectiveness of medical devices and radiation/emitting products.

To read the complete news release posting:

www.fda.gov/cdrh/postmarket/mdpi.html

Dear Friends and Colleagues,

Effective March 3, 2006 I will be taking my retirement and will be leaving Polymer Technology - Bausch & Lomb.

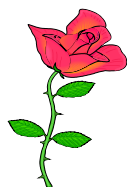
It has been such a wonderful experience to know and to work with so

many of you over these last 17½ years. I have learned much from all of you and greatly enjoyed the work and time we have spent together.

It is difficult to say goodbye to my friends at Polymer Technology and my friends in so many parts of this country and the world. It is a happy time in that I can now spend more time with my family, complete some projects around my home, and perhaps also do some projects from time to time in the contact lens industry.

I wish you the very best for continued success, health and prosperity.

Warmest regards,
Alex Cannella



In Memorium
Donald Brucker
1933-2005

San Diego, CA:

A loving family man and distinguished optometrist, Don Brucker started his professional and family life in San Diego, California after graduating from UC Berkeley's School of Optometry. He was

Precision...

"Another inherent character trait in the family of Larsen products."

The new Model ACB-102-PD Auto Blocker improves blocking precision and efficiency. This well regarded static blocker architecture has set the standard for the industry. Precision pitch/wax dispensing and wax thickness control guarantee a safe, repeatable, pitch/wax application solution. Also the compound is continuously mixed to maintain homogeneity. Our auto blocker, like our family of products, offers the kind of innovation you've come to expect from Larsen Equipment Design. A must for water based waxes.



CE CERTIFIED

LARSEN EQUIPMENT DESIGN Call 1-800-789-5121

Quality by Design 1117 NW 52nd Street, Seattle, WA 98107
Phone: (206) 789-5121 Fax: (206) 789-7756 Email: erik@larsenequipment.com

Auto Blockers

Simplicity...

"Another inherent character trait in the family of Larsen products."

Accurately polished lens edges are crucial for patient comfort and satisfaction. This simple, reliable, maintenance-free edger is perfect for today's manufacturing process. Simple dials control the lens profile so there are no clamps, locks or moving parts to adjust. Constructed from durable stainless steel, these polishers are the ultimate in reliability and are virtually maintenance free.



CE CERTIFIED

LARSEN EQUIPMENT DESIGN Call 1-800-789-5121

Quality by Design 1117 NW 52nd Street, Seattle, WA 98107
Phone: (206) 789-5121 Fax: (206) 789-7756 Email: erik@larsenequipment.com

Edge Polishers

President and CEO of Ring Tint Lenses, Inc., founder and director of Naturewell, founder and CEO of Continuous Curve Contact Lenses, Inc. And developer of the HydroCurve Lens. He was instrumental in obtaining several patents and many FDA approvals and was a Fellow of the American Academy of Optometry in Contact Lenses.

Dr. Brucker was awarded the *Trailblazers Award* by the Contact Lens Manufacturers Association in 1995.

Industry Updates

Erin Schluskel has been promoted to Eastern Region Account Executive for four LWW Visioncare Group Publications.

News release from Lippincott Williams & Wilkins ; Fort Washington, PA January 2006

/ Quality Contact Lens, Inc. has a new address:

1640 B Fire Lane Drive
Green Bay, WI 54311

/ Euclid Systems Corporation has a new street address:

2776 Towerview Road

/GP Lens Institute academic workshop schedule:

March 30, 2006 - NOVA Southeastern University

April 3, 2006 - UC Berkeley

April 8, 2006 - SCO

May 20, 2006 - Ohio State

August 25 - 27, 2006 - CL & Cornea Residents Symposium - University of Alabama at Birmingham.

Legislative Updates

Government Affairs Committee

Legislation is being introduced in various State legislatures seeking to tighten the controls imposed by the federal Fairness to Contact Lens Users Act. The objective is to prevent prescribing "private label" or other contact lenses which cannot readily be obtained by consumers through alternate channels of distribution - including mail order, internet, pharmacies, buying clubs, etc. In Utah, such a bill has already passed both houses of the legislature and is awaiting the

Governor's signature. The original version was directed against optometrists, prohibiting them from selling any non-listed lenses in Utah. There are exceptions, however, for RGP, soft torics and "custom designed lenses that are manufactured for an individual patient and are not mass marketed or mass produced." Any such lenses can continue to be sold in Utah without reference to the official list. The final version of the Utah legislation (SB 176) can be viewed at: http://se17.utahsenate.org/perl/bb/bb_docdisplay.pl?mnu?sb0176s03?text.

In Florida, a similar bill is pending. It contains no exception for RGPs and custom made lenses. Similar bills have been introduced, or are expected, in a number of other States. The AOA is actively opposing the bills. In addition to the state activity, Senators Bennett (R-Utah) and Leahy (D-Vermont) are pursuing federal legislation along similar lines - *i.e.*, to prohibit the FDA from approving any contact lens unless the manufacturer certifies that the lens is going to be available within all alternate channels for distribution.

The CLMA Executive Committee through Dan Manelli has been following these developments. Regarding the practicality of compiling an official list of all contact lenses which are available through all distribution channels within a state, with no exception for RGPs and specialty lenses, Mr. Manelli communicated the following to the AOA staff: The FDA database for premarket clearance shows over 200 different soft contact lens clearances under the so-called 501(k) process...another category is extended wear lenses, intended to

be worn overnight for up to 30 days. These are subject to more stringent FDA clearance, so called PMA submissions; some daily wear soft and GP lenses (both daily wear and extended wear) are also cleared under PMA's. The FDA lists over 500 lenses cleared under the PMA procedure...Turning to GP lenses, the FDA website shows 61 510(k)s...Unlike soft lenses, RGPs are typically made on a custom basis for an individual patient. Many of these lenses are specialty lenses which are individually made for patients with significant eye problems and require interaction between the patient and the practitioner.

Many small laboratories would not be able to meet the regulatory and commercial costs of complying with the proposed legislation. Based on my information to date, there appears to have been no careful assessment of the impact on competition, and on the public health, if these custom lens fabrication laboratories succumb to the impact of the new regulatory costs.

MARK YOUR CALENDARS

CLMA 45th Annual Meeting & Exposition
November 9-12, 2006
Scottsdale Marriott at McDowell Mountains
Scottsdale, Arizona

The next issue of *The Contact Report* is scheduled for April, 2006.