



The Contact Report

Education Grows and Expands for the CLMA & GPLI

Janice Schramm, President

Contact Lens Manufacturers Association (CLMA)

More than 10 years ago, the original idea of the Optometric Schools Educational Program was to provide hands on workshops, comprehensive education and resources for each of the Schools of Optometry throughout the nation and Canada.

At the time of inception, we had a vision of providing GP lens education to the 3rd and 4th year students by developing a one-day workshop. Our objective was to provide optometry students with a practical how to approach to fitting patients with GP lenses. The didactic segment offered refresher information needed for fitting patients during the afternoon workshop. The students learned pearls of wisdom when presenting GPs as an option to their patients. They also learned methods for making appropriate decisions concerning lens design in various fitting scenarios. The CLMA and GPLI sponsored a speaker to present the morning lecture, as well as participate at the hands-on workshop in the afternoon. Workbooks and a complimentary fitting and problem-solving CD were given to all of the attendees of the workshops.

The CLMA Board of Directors had a challenging decision to make. With rising costs of taking education out to each individual school, we were faced with exploring alternatives that would not only be cost effective but an experience that was just as valuable for the students. Fortunately, we believe that the Internet is a solution allowing the CLMA and GPLI to provide education to students using media formats with which they are already connected. Rather than deal with the delivery costs each and every year, we can produce the basic materials once, and simply provide periodic enhancements and updates. Furthermore, this education will be available to students at their preferred times, and even post-graduation, as residents or in practice.

The Contact Lens Manufacturers Association and Gas Permeable Lens Institute are creating a series of interactive web based training tools to simulate GP lens fitting. The objective is to create a Click and Fit* online program providing the student with an opportunity to practice GP

fitting. The interactive Click and Fit program begins with a narrated lecture reviewing the fitting tips and pearls in each of the following categories: spheres, torics, multifocals and bifocals, corneal reshaping and keratoconus. Once the lecture has been viewed, the student can advance to the interactive fitting tool. The interactive fitting tool will provide the student with a virtual patient in six fitting categories. In addition to a series of choices they make regarding anatomical and corneal measurements, the student will then be able to “click” and select lenses from a diagnostic set to see how the lens performs on eye (video). Once the fitting is completed the patient will return for follow-up. During the follow-up visit the student may or may not be faced with making problem-solving decisions. The ultimate goal is to end with a satisfied GP lens wearer.

The Click and Fit program is designed to improve the student’s comfort level with fitting GP lenses. As they progress through the program, every “click” or choice they make will be explained whether it’s a good or poor decision, thus helping them develop a logical thought process when fitting and problem solving GP lens fitting. Advancements in technology present the opportunity to make learning interactive and simulate the live experience. Additionally, the ability to test and track usage provides a measurable return on investment. Each of the six sections (spheres, torics, multifocals and bifocals, corneal reshaping and keratoconus) is designed as a stand-alone click and fit course. This allows the student to access the level of training appropriate for where they are in their 2nd and 3rd year course curriculum. The GPLI and CLMA will have six opportunities to be of service to the student, educator and practitioner to increase GP lens fitting awareness. We believe the frequent interaction will improve recognition of CLMA and GPLI member laboratories, and will help foster good relations with the academic institutions. The first of these modules will be available August 2007.

In addition to the Click & Fit program, each of the CLMA member laboratories have an opportunity to sponsor a speaker from the GPLI Speaker’s Bureau (typically, Dr. Tom Quinn, Dr. Ed Bennett or Dr. Keith Ames) at the school of their choice. During these lab-sponsored



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presentations, the speaker will present the GPLI Case Grand Rounds Program. The workbooks and complimentary fitting and problem solving CD will also be provided for each student who participates. The participating laboratory may also provide a presentation during a meal. In addition, during the workshop, most - if not all - of the patients should be wearing lenses provided by the sponsoring laboratory. Additionally, the educators will integrate into their curriculum, the GP Lens Case Grand Rounds Troubleshooting Guide: An On-Line Book Format and the students will access it during their clinicals. The CLMA and GPLI will continue to support the Residency Program, a bi-monthly OnLine Symposium, and the Article Incentive Program. Our 2007 calendar will see a full schedule of educational offerings.

In January 2007, as a Gold Level sponsor of the Global Keratoconus Congress in Las Vegas, the CLMA and GPLI sponsored a luncheon for the educators that were in attendance. Dr. Ed Bennett and Ursula Lotzkat presented our expanded plans for a future that shows continued support and commitment to the schools of optometry. The educators embraced our presentation with a positive outlook. They see the Click & Fit modules as a flexible way to integrate GP education into their curriculum and are very happy to hear that the CLMA member laboratories may voluntarily participate in the sponsored Speakers Bureau program.



Educators sponsored by the CLMA/GPLI & CLMA Board members attending our luncheon on Saturday, Jan. 27, 2007 at the GKC Symposium in Las Vegas, NV.

I encourage each and every member laboratory to sponsor or co-sponsor a speaker for a school in your region. This is your opportunity for the schools to know who you are and become acquainted with your lens designs. Tomorrow's optometrist is our future. Our support, enthusiasm and confidence will be key to make sure that they know the numerous benefits of fitting GPs.

* Click and Fit is a proprietary training tool of WINK Productions, Inc.



Committee Activities

If you wish to participate in any of the standing committees of the CLMA, please contact the chair of that committee. Your active participation will be most welcomed! Become involved; know what is going on.

Associate Members Committee

Jim Drain, Chair
DAC International, Inc.

Contact has been made to potential exhibitors for our 2007 Annual Meeting requesting a commitment to exhibit equipment and machinery requiring compressed dry air. To date, both Sterling Ultra Precision, Inc. & DAC International, Inc. will be exhibiting at the Hyatt Regency Tamaya Resort in New Mexico November 8-10, 2007 with operational equipment available for demonstration and sale. To all potential exhibitors that will be bringing equipment and machinery to our meeting, please contact me immediately so we can secure proper air requirements needed.

Awards Committee

Daniel Bell, Chair
Corneal Design Corporation

The Awards Committee is made up of the three immediate past Presidents of the CLMA - Dan Bell, Lee Dickerson and Keith Parker. Nominations will be solicited soon for the various CLMA awards given at our banquet on November, 10, 2007 at the Hyatt Regency Tamaya Resort. For a listing of the awards available, past recipients, and a



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brief description of each award, please see the listing located on our website www.clma.net.

Convention Committee

David Bland, Chair

BOSTON Products Group of Bausch & Lomb

The 2007 location, The Hyatt Regency Tamaya Resort and Spa (located between Albuquerque/Santa Fe, NM) is under contract for November 7-11, 2007. The golf course has been secured for the Thursday golf tournament with a starting tee time of 9:00 AM. We do have access to the exhibit hall on Wednesday allowing for exhibits to set up that afternoon. As a result any exhibitor that wants to participate in the golf tournament, but in the past have not been able to do so because they had to set up their booths, should now be able to participate. Commitments have been made to exhibit lathes. For details see the Associate Members Committee report.

We are currently planning both the President's Adventure for Friday night along with the Awards Banquet for Saturday night. In addition, the program content and topics are under consideration and will be discussed later this week.

Finally, proposals are being received for the 2008 location and property. They will be reviewed and evaluated for the best option for the organization and our members.

Government Affairs Committee

Daniel Bell, Chair

Corneal Design Corporation

Contact is being made to research the different ways to support the GP Lens Institute's educational programs through federal grant money available. Professional grant writers are providing information as to how much it costs to write the grant and the potential for success. We may be able to fund some elements of the educational programs provided by the GP Lens Institute and supported by the membership of the CLMA.

Internal Affairs/Finance Committee

Al Vaske, Chair

Lens Dynamics, Inc.

The agreement has been signed for the annual audit of the CLMA year end financials 12/31/06 to be conducted in late April, early May. A new report of the approved purchase orders requisitioned is being circulated to the CLMA Board of Directors for a six month trial period to keep everyone informed of the commitment of CLMA monies. Budgeting for 2008 will commence again this summer.

International Committee

Bill Hoffman, Chair

The Lagado Corporation

The International Committee of Bill Hoffman and Dave Rusch met briefly at the Global Keratoconus Meeting in Las Vegas. We discussed various ways to interest laboratories in joining the CLMA and/or attending our 2007 meeting in New Mexico. It was decided to concentrate on labs in Latin America and the Far East. We will also use a list of labs in India that may be interested in the CLMA. We plan to have phone conferences to decide how best to proceed.

An article was submitted to GLOBAL CONTACT recapping the highlights of the 2006 CLMA Annual Meeting to generate momentum and interest from labs worldwide.

Member Services/Membership Committee

Ken Leonhard, Co-Chair

Quality Contact Lens, Inc.

Chris Pantle, Co-Chair

DAC International, Inc.

Member Services Committee:

We have been actively working on these requests:

1. Can the members of the CLMA be given a discounted price when purchasing the ANSI standards?

- CLMA possibly purchase a large quantity or pre sell the ANSI standard to get a larger quantity
- Alternatively, can the ANSI Standard be posted on the CLMA website?



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2. What is the source today for purchasing the ANSI Standard? (Phone number, website)

Ken contacted Guido Cappelli and his reply is:

Yes. When the Z80.20 was first published it included the original Z80.2, Z80.6 and Z80.8 (Z80.4 was withdrawn). At that time, since we were publishing a large standard and ASC/ANSI Z80 responsible for publishing the documents, I made a pitch and was able to purchase a large quantity (150?) at one time for a fantastic bargain and we distributed one copy to each member organization.

The situation has changed somewhat in that the standard is available to be downloaded on the web at somewhere around \$75. A hard copy can also be purchased from another source. I will check out the web copy price and the hard copy price and inquire into a quantity purchase.

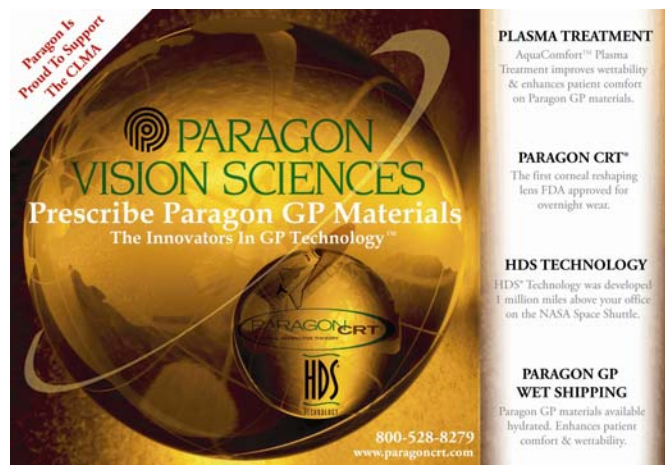
No, we cannot post the standard on the CLMA web site for a number of reasons that have to do with distribution rights, trademarks and other legal ...areas...all in place to protect the standards organization who may make money on selling these documents.

Chris has been in contact with the OLA, and is waiting for a response to our request to purchase discounted copies of the ANSI Standard. The OLA had a notice on their web page regarding members needing a copy of their relevant ANSI standards.

We are open for any suggestions you might have to enhance the Membership Services Committee in areas you would like researched for benefits for all CLMA members.

Membership Committee:

We have had one regular member and one associate member notify our office that they wish to discontinue their memberships for 2007. We have also lost one international member due to a merger with another international member. All of these have happened since billings were sent out at the beginning of 2007. We have also sent out one new regular member application. Contact was initiated at the recent GKC meeting in Las Vegas.



Nominating Committee

Daniel Bell, Chair

Corneal Design Corporation

Nominations will be accepted for the following seats of the CLMA Board of Directors:

2 Regular Members

1 Associate Member

Voting for these 3 seats as well as the slate of officers will occur during our Annual Meeting in New Mexico in November.

Program Committee

Jan Svochak, Chair

Tru-Form Optics, Inc.

At the conclusion of the 2006 Annual Meeting, the committee did an electronic survey with a record number of responses - with over 2/3rds of the membership responding. In future issues, we will continue to provide you with responses received. We have gathered valuable information to making the annual meeting, location and program even better in the future. Reminder: **Mark your calendars for November 8-10, 2007 in New Mexico.**

For the 2006 program: the total response ranking (highest first) was:

Presbyopia	48%
Scleral Lenses & Plasma Surface	36%
Keynote - "Spin Selling"	36%
GP Materials Update	34%
Corneal Topography	33%



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Comments:

- I think it would be good if the speakers would provide hardcopy handouts so we could take more of the information back with us. Another way would be if all powerpoint presentations would be made available on the CLMA website for download.
- Format (time layout) of lectures and booth hours were good.
- A truly good meeting with great "attitude". All upbeat and positive. To my liking!!!
- Having the booths opened on Saturday morning was a very good idea.
- More work needs to be done to fully understand plasma.
- It's frustrating that we cannot dive into these topics in more detail for fear that we might lose a competitive advantage.

Public & Professional Information

Naomi "Jo" Svochak, Chair
Tru-Form Optics, Inc.

A news release was issued in December, 2006 announcing the CLMA members that had earned the Seal of Manufacturing Excellence for 2007 and 2008. Included in the January 2007 issue of the GP Lens Institute's electronic newsletter CONTACTS was the listing of the CLMA laboratories that achieved this recognition. The CONTACTS newsletter is electronically sent to 10,000+ email addresses worldwide.

GP Lens Committee

Dr. Rob Breece, Chair
MedLens Innovations, Inc.

The GP Lens Committee is committed to continuing the momentum developed through the chairmanship of Dave Rusch. Committee members have been appointed and we are pleased to have each member's active participation in upcoming conference calls.

Regular Members: Dr. Rob Breece, Chair
Jean Blanchard
Mike Johnson
Keith Parker

Associate Members: Jeanne Bear
David Bland
Marty Dalsing
Bill Hoffman
Greg Kline
Tom Seidner
Mike Woodford

Dr. Ed Bennett, Executive Director of the GP Lens Institute will continue to serve as an active member of this committee.

An updated CD/DVD on the Care & Handling, Application and Removal of GP lenses is close to duplication status and will be available to the CLMA membership as well as eyecare professionals within the next couple of months.

We also provided an insert into the manuals distributed to GKC attendees featuring the educational resources available through CLMA members and the GPLI's website www.gpli.info.

The DVD - "Spotlight On Vision" was placed on www.youtube.com (under Science & Technology with tags of contact, lenses etc.) to further the interest being generated in the fitting and benefits of GP contact lenses. After one week of posting, we had 67 viewings of this mini documentary.

Your committee will continue to work for you to enhance the education and benefits of GP contact lenses.



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Soft Lens Mfg. & Distribution Committee

John Walfoort, Chair
Soderberg Contact Lenses,
A Walman Company

This Committee has questioned a few of the custom soft lens manufacturers on the thoughts of what might be done in the way of presenting custom soft lenses by the CLMA.

1. A Custom Soft Lens location on the CLMA website that would show member companies that offer custom soft lenses, the links to those companies and what they offer.
2. CLMA sponsored ads featuring the member soft lens companies.
3. An email blast announcing member custom soft lens labs and what they have.
4. A generic CD/DVD on fitting and trouble shooting, handling and care of custom soft lenses.

So far, the general consensus is that these are good ideas, but how will they be implemented? What will the cost be? Who will pay?

As more are contacted, other ideas might be presented. Any questions, give me a call.

Technical Affairs Committee

Arch Holcomb, Chair
WESTLENS

The results of the testing for the 2007-2008 Seal of Manufacturing Excellence were announced in December, 2006. All CLMA members that passed this rigorous testing procedure are now encouraged to display the 2007 Seal of Manufacturing Excellence on all their printed materials, marketing promotions and within their companies. Electronic versions of the Logo have been provided to these companies for their promotion.

If you have any areas you would like the Technical Affairs Committee to research, please let us know. Testing for the next Seal of Manufacturing Excellence will not be done until the summer of 2008.

Remember These Dates

April 21, 2007
 CLMA Board of Directors meeting
 Noon to adjournment
 Phoenix, AZ.
 Venue to be announced

November 7, 2007
 CLMA Board of Directors meeting
 Hyatt Regency Tamaya Resort & Spa
 Albuquerque/Santa Fe, NM
 8:30 AM to adjournment

November 8, 2007
 CLMA Golf Tournament
 9:00 AM Tee Time

November 8-10, 2007
 46th Annual CLMA Meeting and Exhibition
 Hyatt Regency Tamaya Resort & Spa -
 Albuquerque/Santa Fe New Mexico
 "Get your Kicks on Route 66"

November 11, 2007
 CLMA Board of Directors meeting
 8:30 AM - Adjournment

SIGN AT ANIMAL SHELTER: "Children left unattended will be given a puppy or a kitten."

...The American Legion Magazine/February 2007, pg. 68

The next issue of THE CONTACT REPORT - April, 2007