

Optometry DistList

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Date: 01 August, 2016

From: Chandan Shettigar (chandanshettigar@gmail.com)

Subject: **Will Optometry's Fear of Disruptive Technology Backfire?**

Eye care has been a magnet for new and disruptive technology. Recently the industry has seen the birth of companies such as Smart Vision Labs, Opternative, and EyeNetra to name a few. "I'm not sure eye care is any different than any business," says *Optometry Times* Chief Optometric Editor Ernie Bowling, OD, FAAO.

But what is it about eye care that is attracting so much attention in the startup community? Opternative CEO Aaron Dallek tells *Optometry Times* it's not just eye care but health care that is ripe for disruption. However, certain aspects of eye care make it a particularly appealing niche market. "When it comes to disruption, you have to make big changes," says Dallek, "and that's what we've done and what other people are looking to do in eye care and in health care in general."

Many ODs have been vocal in their concerns about disruptive technology companies like Opternative and EyeNetra misleading their customers and ignoring ocular health. "The question with any of these products is: does it meet a need and how is it placed in the market?" says Dr. Bowling. "I could definitely see this technology meeting a need in third-world countries where there's little access to health care. But to position it in this marketplace as an 'eye exam' willfully neglects the ocular health aspect and is deceptive advertising at a minimum and raises public health concerns." Some ODs are equally concerned that waging battle against this new technology is damaging the profession's image.

For the complete article, please visit:

<http://optometrytimes.modernmedicine.com/optometrytimes/news/will-optometry-s-fear-disruptive-technology-backfire?page=0,0>

Date: 29 July, 2016

From: Susan Abraham (susanopt@gmail.com)

Subject: **Pet Fish Fitted with Fake Eye in Rare Procedure**

A pet angel fish from Missouri now has a custom-painted eye, after a surgery usually done only by major aquariums. Kiwi was fitted with the prosthetic eye by exotic animal veterinarian Megan Baebler.

The other fish in Kiwi's tank were sneaking up on his blind side to harass him, according to KTLA (Television station). He was stressed and missing pieces of his tail from the attacks. Julie Morgan, Kiwi's owner, had no hesitation about going to such lengths. "He's something else... If I can give him quality of life, why not?" she told KTLA.

Kiwi had cataract surgery first, but eventually the entire eye had to be removed. Morgan was certain that if he'd been bullied before, it would be worse if he came back missing an eye. Dr. Baebler hand-painted a tiny artificial eye to match Kiwi's remaining eye, and implanted it in the piscine patient. She donated most of her time to make the procedure affordable.

Kiwi is recuperating in a private tank, but Morgan hopes to return him to his home tank soon, with a new look and new lease on life. "It's going to be the best chance for him to lead a normal life in his tank," Baebler told KTLA.

For the complete article, please visit: <http://www.aao.org/eye-health/news/pet-fish-fitted-with-fake-eye>

Date: 8 August, 2016

From: Sheethal Shenoy (sheethal.pai.shenoy@gmail.com)

Subject: **New Research Aims to Understand, Manage Contact Lens Discomfort**

Do you have dry eyes or other symptoms related to wearing contact lenses? If so you're not alone - up to 50 percent of contact lens wearers experience dryness or discomfort at least occasionally. New research aimed at understanding and managing this common and complex problem is presented in the special August issue of *Optometry and Vision Science*, official journal of the American Academy of Optometry.

The special issue presents new developments toward understanding a problem that affects millions of contact lens users worldwide. Topics include:

- A new "contact lens user experience" questionnaire, which may aid in developing new contact lenses and helping patients to overcome barriers to successful contact lens wear
- Neural hypersensitivity as a contributor to contact lens discomfort
- Ocular allergy, inflammation, and biomarkers for contact lens discomfort
- Associations between discomfort and contact lens design and care products

It's challenging to find objective measures that reflect the subjective symptoms reported by contact lens wearers. A study led by María Jesús González-García, PhD, of IOBA-University of Valladolid, Spain, evaluated two ocular surface factors that might contribute to contact lens discomfort: corneal sensitivity and the presence of inflammation-promoting molecules in the tear film. The results showed no difference in either factor between patients with versus without contact lens discomfort. Yet in both groups, patients' symptom ratings were significantly related to corneal pressure sensitivity and to one specific inflammatory mediator (epidermal growth factor).

The lack of between-group differences might mean that hydrogel contact lens wear has "no meaningful effect" on corneal sensitivity or inflammatory mediators. However, the researchers note that the patients were tested after 24 hours without contact lenses - it may be that if either of these factors contributes to discomfort, the ocular surface recovers shortly after contact lenses are removed.

For the complete article, please visit: <http://www.news-medical.net/news/20160803/New-research-aims-to-understand-manage-contact-lens-discomfort.aspx>

Date: 10 August, 2016
From: Ruth S. G. (optruthsarah@gmail.com)
Subject: **Do Not Ignore Redness, Swelling of Eyes during Monsoon: *Health experts***

As pre-monsoon showers hit the national capital, health experts have urged people not to ignore symptoms like redness, swelling or burning sensation in the eyes and consult an ophthalmologist immediately as it could be conjunctivitis, corneal ulcer or styne that are quite common during the rainy season.

"Corneal ulcers are dreaded, they may even cause blindness. It is a severe form of eye infection due to viral, bacterial or fungal infection. It occurs as a red, painful eye, with mild to severe discharge and reduced vision. It should not be ignored," said Mahipal Sachdev, Chairman of Centre for Sight (CFS). Regarding eye-related hygiene during the monsoon, he said: "One should avoid sharing towels and similar personal items with others, because infections mostly spread through hands, clothes and other commonly-touched items."

Ritika Sachdev, a Delhi-based ophthalmic surgeon, said: "Dryness of eye is again a common problem, aggravated due to increased use of computers, smartphones, air-conditioned

indoors. Person experiences discomfort, burning sensation, grittiness and even blurred vision due to dry eye," she said.

For the complete article, please visit: <http://timesofindia.indiatimes.com/city/delhi/Do-not-ignore-redness-swelling-of-eyes-during-monsoon-Health-experts/articleshow/52838745.cms>

Date: 05 August, 2016
From: Dinesh Fernandes (dinesh.fernandes@indiavisioninstitute.org)
Subject: **The IVI 'In conversation with Vinod Daniel' video series**

The IVI 'In conversation with Vinod Daniel' video series covers dialogues with a wide range of individuals presenting their perspectives on the subject of eye care and philanthropy in India.

Launched in April 2014, the video series has so far featured IVI CEO Mr Vinod Daniel in conversation with 35 eye care and public health professionals, practitioners, policy makers, educators, doctors and philanthropists from the wider eye care and Optometry community. The series has also featured national and international leaders in Optometry and eye care. Celebrities including Khusboo Sundar, Lakshmi Manchu, Jatin Das and Nandita Das who came forward to support IVI's cause also shared their experiences through the videos.

Visit <https://www.youtube.com/user/indiavisioninstitute> to watch the videos and don't forget to share them.

Date: 04 August, 2016
From: Shailaja Pathania (shailaja.pathania@visionimpactinstitute.org)
Subject: **Vision Impact Institute: Giving Vision a Voice**

The Vision Impact Institute (VII) is a not-for-profit organization whose mission is to raise awareness about the importance of healthy vision, including the socio-economic impact of Uncorrected Refractive Error (URE) and quality of life benefits of visual correction. Through a unique database of global peer reviewed reports and studies, Vision Impact Institute aims to collect and present evidence on the need for visual correction and overall visual health. The Vision Impact Institute's website is a non-membership model and is an open platform with access to over 190 scientific research studies and more studies are added on a monthly basis. The information is also available in ready-to-use infographics that serve as a handy tool to be used for presentations.

For more information about Vision Impact Institute, please visit:
<https://visionimpactinstitute.org/>

Date: 10 August, 2016
From: Apoorva Chauhan (apoorva.chauhan@indiavisioninstitute.org)
Subject: **IVI Optometry Wizard of the Year 2016**

A national quiz organized by India Vision Institute (IVI) for Optometry practitioners, educators and students to test their knowledge in Optometry among their peers. The questions will encompass all major disciplines of optometry.

Eligibility: Optometry practitioners, educators and students.
Prize: The prize money the finalists win will be based on the number of correct answers. The maximum prize money will be INR 10,000.

All three finalists will receive a memento from IVI along with a certificate.

For further details, please visit: <http://www.indiavisioninstitute.org/upcoming-programs-view.php?id=69>

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