

## Annual Asian Seminar Tour Highlights

By Mike Johnson, FCLSA, Director of Consultation



In early January, I had the privilege of traveling to Asia to conduct a series of lectures and fitting seminars on Renovation<sup>®</sup>, our signature presbyopic lens design. As a supplier of custom "Made in the USA" GP lenses to South Korea, Hong Kong, Malaysia, and Singapore, over the past several years, the tour has become an annual tradition for me.

I am fascinated with Asian culture and cuisine. Each country I visited had its own unique cooking styles and variations of seafood and vegetables. The diet consists primarily of proteins with very little beef or pork included. In Hong Kong, I am a big fan of dim-sum, a delicate seafood and vegetable dumpling that is cooked



to perfection in traditional bamboo steamers. In Malaysia, I was introduced to Oysters and fried eggs in a chili sauce. As strange as that sounds, the flavor combination was actually fantastic! I could fill my allotment of space in



*Mr. W.S. Hwang, C&B Ltd, Mr. Steve Ernst from Contex USA, Dr. Y.S. Lee, and myself at the Grand Seminar sponsored by C&B Corp. Ltd. The other images capture the beauty of Asian architecture and scenery.*

this newsletter discussing food, but the purpose of the trip was to reinforce our efforts with the Renovation presbyopic lens design in the Asian marketplace.

Renovation is not new to Asia, the design became available there in early 2005, which is also when we introduced it here in the U.S. The seminars provided detailed fitting and problem solving information to new and existing practitioners who are eager to give

presbyopic lenses a greater presence in their contact lens practices.

I was pleased to see strong attendance in each city and location we offered our seminars. There was a genuine interest in learning everything possible about working with this design. Many practitioners are realizing the practice building potential of offering the exceptional all range acuity presbyopic GP lenses provide.

Contact lens practitioners in Asia are seeking the same thing we are here in the USA - the best option for each and every patient. Even though they have to look to the other side of the world to find it, we are pleased that



C&B and Oculus Limited have determined that the best options come from Art Optical.

# "Ask-A-Consultant" ..online!

By Janet Gilman, C.O.T., FCLSA, Consultation Manager

Art Optical has a brand new web site! Now available online, among several updated options, is the new "Ask-A-Consultant" feature. This tool provides the practitioner or technician an opportunity to ask questions relating to lens fitting, design, or material at their convenience. The new web-based consultation form should prove to be very beneficial for communicating with us after hours. Through Ask-A-Consultant, you can send us your questions, comments, and case challenges 24/7 for immediate reaction the following business day.



A tour of [www.artoptical.com](http://www.artoptical.com) will introduce you to new user-friendly navigation, enabling you to quickly browse categories and drop-down menus to find useful information. Our new practice management section provides a lens care and handling video aimed at teaching patients first time insertion, removal and cleaning techniques. You'll also find a list of lens care "do's and don'ts" helpful for reminding your contact lens wearers about the importance of proper compliance.

In our news and events section, there is an archive of the most recently published issues of this newsletter. Referencing these articles, as well as those available in our "Consultant's Corner" area, can be an invaluable resource for those unusual topics you encounter periodically.

Another reason to visit us online is to learn about all of the exciting development happening in the custom contact lens industry. Art Optical is in the midst of an innovative period of growth and change, and we look forward to introducing several new products, including our soft lens line, Intelliwave® in the months ahead. I encourage you to peruse all the new [artoptical.com](http://artoptical.com) has to offer your specialty lens practice, and be sure to check our home page often for the latest news. I look forward to hearing from you through "Ask-A-Consultant" very soon!

## Welcome to the team!



I'm Amy Dinardo-Lotoczky, the current contact lens and cornea resident at the Michigan College of Optometry. I graduated with high honors from MCO in 2007 and decided to do this residency because I enjoy the challenges and rewards of fitting specialty contact lenses. Since I began in July, I have been involved in lots of multifocal, post-surgical, Keratoconus, and Orthokeratology contact lens fits.

As part of my residency, I also mentor third and fourth year students in clinic, as well as conduct cornea and contact lens research.

It is a privilege to work with the knowledgeable consultants at Art Optical. Not only have I learned a lot of new concepts, but I've been able to apply them on a daily basis. I enjoy coming to Art Optical every week and look forward to helping our customers with lens consultations.

Proudly Celebrating

# 50

YEARS  
of Quality

Custom Contact Lens Manufacturing

### Featured Case:

## Sibling Similarity in Ks & Rx

By Bethany Peebles, ABOC, NCLE-AC, Consultant

I recently worked with a doctor who had 21 year old twin sisters interested in being re-fit for gas permeable contact lenses. I found this case interesting because of the extreme similarity in their keratometer readings and refractions. It is also a good case to share because the amount of corneal cylinder correction present allows us the opportunity to review toric lens design.



The K readings for sister #1 were 44.00/48.00 OD and 44.00/47.75 OS with refractions of +0.25 -4.75 X3 OD and +1.00 -4.25 X180 OS. Since the cylinder between the Ks and refraction are similar, we are able to design back toric lenses. Using our standard fitting guide for a back toric design, we fit on flat K for the primary meridian and calculated two thirds of the vertexed refractive cylinder added to the flat K to determine the secondary meridian. The final parameters were as follows: OD base curves 44.00/47.00 (7.67/7.18 mm) with a power of +0.25 and OS base curves 44.00/46.62 (7.67/7.23 mm) with a power of +1.00. The diameter was 9.20 OU.

The K readings for sister #2 were 43.75/48.25 OD and 44.25/48.25 OS with refractions of +1.00 -5.00 X177 OD and +0.75 -4.50 X178 OS. Again, since the cylinder between the Ks and refraction are similar, we designed back toric lenses. The final parameters were as follows: OD base curves 43.75/46.87 (7.71/7.20 mm) with a power of +1.00 and OS base curves 44.25/47.00 (7.62/7.18 mm) with a power of +0.75. The diameter was a 9.20 OU.

Boston E0 material was selected for its moderate Dk and stable performance characteristics. A lenticular design was also utilized to decrease lens mass for increased comfort and centration.

# Correcting Residual Astigmatism with a Panafocal Polish

By Sharon Kolb, ABOC, NCLE-AC, Consultant

When you have a patient that needs to be corrected for residual astigmatism, a front toric is usually the best option. The front toric is prism ballasted to prevent rotation, but the prism also increases thickness which can reduce comfort. In cases where there is 1.00D or less of residual astigmatism, another option is an aspheric polish. Also known as a Panafocal polish, the special process on the periphery of the front surface of a spherical lens provides clearer vision and a better field of view without increased thickness or visual fluctuation. There is no additional cost for the service. If the Panafocal polish does not provide clearer vision, a front toric lens will be required. If you have questions, please call a consultant for assistance at 800.566.8001.



## A helpful check-list:

## Ordering Lenses From Topography

By Nicole Edwards, NCLE-AC  
Consultation Supervisor



Those of you who routinely work with our Consultation team on specialty lens fits can easily see the value of sharing corneal topography maps. For the benefit of new users of this service, and as a reminder to all, here is a list of the information we require when fitting patients from topography and placing a custom lens order:

- Account number
- Contact name
- Patient spectacle Rx
- Parameters of current/previous lenses
- Surgical procedures that have been performed
- Diagnosis
- Phone number (if different from the account phone number)
- Request to return topography (if needed)

If the topography is coming from a referring Ophthalmology office, please ask them to include your office phone number on the map to help us link it back to your patient records. We will always call or e-mail you to confirm receipt of the topography. Again, for the benefit of new users, technical information on sending maps from various corneal topography systems can be found on the consultation page at our web site. Of course, you can always feel free to call us for assistance at 800.566.8001.

## ARTicles Newsletter goes digital!

After more than 20 years of publication in the print version, **ARTicles** newsletter is entering the digital age! While this issue marks our final ink and paper edition, we can assure you that our commitment to communicate, educate, and update our customers is stronger than ever. We will continue to publish **ARTicles E-News** on a regular basis and look forward to coming to you in a more timely manner using the eco-friendly convenience and expediency of e-mail. If you've enjoyed receiving **ARTicles** through the years, take a moment to sign up for the new e-version and we will deliver it straight to your inbox!

### SIGN-UP OPTION #1

To sign-up for **ARTicles E-News**, log on to [www.artoptical.com](http://www.artoptical.com), choose the "Newsletter Archive" option from the "News & Events" tab, then select the "Newsletter Sign-up" link.

You may also type the exact location in your main address bar:

[http://www.artoptical.com/news\\_events/](http://www.artoptical.com/news_events/)

### SIGN-UP OPTION #2

Contact an Art Optical Customer Care Representative at **800.253.9364** & let them know that you would like to sign-up for **ARTicles E-News** by providing your e-mail address.

### SIGN-UP OPTION #3

Fax this completed form to us at **800.648.2272** (please print neatly)

Yes! I want to receive **ARTicles E-News**!

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# 2008

*Convention Calendar*

## **VISION EXPO EAST**

April 11-13, 2008  
New York, NY

## **ORTHO-K ACADEMY**

April 17-20, 2008  
San Diego, CA

## **OPTOMETRY'S MEETING**

June 25-29, 2008  
Seattle, WA

*Be sure to see us at Booth #337  
to learn all about*



*our new custom soft lens line  
launching at this meeting!*

## **Art Optical's 2007 Associate of the Year**

Art Optical Contact Lens, Inc. is pleased to announce the selection of Heather Horton as their 2007 Associate of the Year.

Horton, an eight-year Art Optical veteran, was nominated from a pool of 80-plus eligible associates and unanimously selected by the Art Optical management team as this year's winner. The award was presented to her at the company's annual meeting by Art Optical President, Thomas E. Anastor.



Horton was recognized as an outstanding associate who contributes in numerous ways to the organization. A quick learner with a thirst for knowledge, Heather has mastered several new tasks and streamlined multiple procedures resulting in enhanced efficiencies. A creative and innovative thinker, she recognizes opportunities for improvement and works with management to implement change.

"Heather possesses a great work ethic," noted Anastor. "She is driven by a desire to continually improve and that has allowed her to deliver positive results in every area of production."

At the conclusion of the presentation, Anastor thanked Horton for keeping the best interest of Art Optical and its' customers in mind, and congratulated her on her selection as the 2007 Associate of the Year.