

75 years of precision manufacturing behind; bright future ahead

By Mindy Spicer, Director of Marketing

At Art Optical, we're pleased to announce that 2006 marks our 75th year of service to the ophthalmic professions. As the nation's leading GP lens manufacturer, we've specialized in GP lenses since their inception. Specialization and recognizing the importance of providing extraordinary quality and service has allowed us to differentiate ourselves from other labs, earning us a permanent position in practitioner's offices across the country and abroad.

Founded in 1931 by Charles J. Anastor as a spectacle lens maker, our company remains family-owned. Through the years, our research and development efforts have generated several high performance lens designs, including the recently released Renovation® multifocal.

Despite great success with standard lens designs, our key strength continues to be custom lens design. Having identified the increasing demand for custom

specialty GP lenses, we have positioned ourselves to meet the unique needs of visually challenged and aging patients.

We employ a staff of seven full-time fitting consultants to insure that real-time technical assistance is available for practitioners. And, to keep pace with the demand for more sophisticated optical performance in today's lens designs, we continually upgrade our manufacturing technology and equipment.

As we look back over the past 75 years, we're most proud of the thousands of practitioner relationships we've built and the millions of patient lives we've helped improve through the art of contact lens fitting, design, and manufacturing. As we look toward the future, we are excited about the prospect of impacting even more lives by expanding our reach internationally through the attainment of ISO 13485 certification.



Art Optical recognized as founding exhibitor at Vision Expo East



Art Optical president Thomas E. Anastor joins Vision Expo show managers to open the exhibit hall at the 20th International Vision Expo in New York.

Established in 1986, this year marked the 20th Anniversary of International Vision Expo. Now held twice annually in New York and Las Vegas, the Expo's have become the world's premier optical fairs, combining the latest in optical fashion trends with quality professional development and hands-on optical equipment demonstrations.

At this year's meeting, show management recognized Art Optical as one of 57 founding exhibitors who embraced the vision to create the industry's largest trade show. To be recognized as a founding exhibitor, companies must have exhibited at the inaugural show and each year since 1986.

Art Optical president Thomas E. Anastor was pleased to be named a founding exhibitor and honored to be invited to participate in a ribbon cutting ceremony at the opening of the 20th annual exhibit hall.

According to Anastor, Vision Expo is always a great show for Art Optical. "We get a chance to meet customers from all over the world while supporting the profession at the same time," he said. "We wouldn't miss the opportunity."

Art Optical Consultation:

Depth and experience backed by sophisticated data system

By Janet Gilman, COT, FCLSA, Consultation Manager

To help you understand our call handling practices, I would like to provide a brief overview of our day-to-day operations.

We currently have seven full-time fitting consultants with a broad range of training and certification. Plus, we all possess many years of contact lens experience and have been consulting full-time for several years.

We receive a considerable number of calls each day. Requests range from assistance with initial lens design from keratometer readings and refractions, to troubleshooting existing lens fits and designing lenses from topography.

Frequently, practitioners call to reorder a lens and ask to speak to the same fitting consultant they worked with previously. However, due to the large volume of calls we receive, this is not always practical. Our sophisticated order-entry system stores an incredible amount of data and provides each of us with immediate access to complete lens order history by practitioner and patient. Topography history is also readily available to each of us, ensuring each consultant has access to the complete history of any patient. We strive to be available to you immediately, and our automatic call distribution system ensures you are routed to the first available consultant, saving valuable time for you and your patient.

Our team has a unique blend of fitting and design experience gained in working with over 2 million GP lenses. Our initial lens design and problem-solving technique is based on the previous experiences and successes achieved in our high volume setting. We have worked with tens of thousands of Keratoconus lenses, and hundreds of thousands of toric and presbyopic designs. We use techniques with the highest rate of success, giving you an advantage that clearly translates into reduced chair time and increased profitability.

On occasion, a consultant will come across a fitting scenario that they have not previously encountered. Thanks to the depth and breadth of our experience, we are able to turn to the collective expertise of our peers in these cases. If you are placed on hold during a consult, there's a good chance we are discussing your case with a colleague to obtain a different viewpoint or opinion that may make the end-point clearer. If two heads are better than one, certainly seven heads can't hurt!

While our primary focus is on phone consultation, we also write articles for this newsletter, and review periodicals to keep updated on contact lens designs, materials, solutions, post surgical complications, and diseases of the eye. We meet weekly to discuss lens design issues, performance trends, recent industry developments, and to review our service goals and fitting success rates.

I hope this provides some insight into our call handling procedures and gives you the confidence to turn to any one of us for assistance at any stage of the GP fitting process.



Mike Johnson, FCLSA;
Director of Consultation Services



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Front Toric GP Design Tip:

Fit spherically first

By Nicole Edwards, NCLE-AC
Consultation Supervisor

You may have already experienced our approach to designing prism-ballasted GP lenses with front surface cylinder. We will always ask you to fit the patient with a spherical lens of known parameters and do a sphere/cylindrical axis over-refraction before proceeding. Why?

Our vast front toric design experience has taught us that toric lenses from K's & Rx will rarely, if ever, neutralize the actual cylinder and axis required in the contact lens. Using a spherical lens to do the cylinder and axis over-refraction will pinpoint the required prescription for the front toric design. If you do not have a spherical trial lens of known parameters, we will send you lenses based on the patient's K's & Rx as a starting point to assess the fit and obtain the cylinder and axis for the final front toric lens.

Front torics use prism to stabilize position and to keep the lens from rotating off axis. Prism adds additional mass to the lens so it may position lower than the spherical lens used for the sphere/cylinder over-refraction. You will notice a red dot on every prism ballasted lens you receive from us. The red dot is used to mark the base of the prism so you may note rotation. It should line up at about 6 o'clock. If the patient is not getting good vision with the initial front toric lens, please note the position of the red dot and relay it to a consultant so we can adjust for the rotation in the new lens order. The red dot is temporary and will wash off within a cleaning or two. Do not remove it until you are certain that the patient's vision is stable.

Keep in mind that the increased mass from the prism may make the patient more sensitive to the lens initially. However, preparing the patient for this in advance will help during the adaptation period.

Boston® Envision® well-suited for post corneal transplant patients

By Mike Johnson, FCLSA, Director of Consultation Services

Boston ES, Boston E0, and Boston X0 GP materials have recently received a 510k approval by the FDA to cover the fitting of irregular corneal conditions including pellucid marginal degeneration (PMD), post refractive surgery (e.g. LASIK) and post penetrating keratoplasty. This provides a perfect opportunity to discuss the attributes of the Boston Envision design for post penetrating keratoplasty/corneal transplant patients.

Boston Envision is an aspheric posterior surface single vision lens design introduced in 1990. It has an elliptical base curve that transcends into a hyperbolic periphery by way of a patented junctionless transition. The low eccentricity elliptical base curve is ideal for moderate amounts of with-the-rule corneal cylinder (2.00 to 3.00 Diopters) and for irregular corneas caused by keratoconus, trauma, and post corneal transplants.

For corneal transplant fits, Boston Envision is one of just a few designs we have seen work across a broad range of topographical irregularities. Typically, this design centers very well and does not cause irritation or

staining along the suture transitions. We attribute this to the junctionless linking of the aspheric base curve to the periphery. Envision has been successful in cases with up to 12 Diopters of irregular cylinder. It is always our first choice for patients who have undergone transplant procedures.

Art Optical has loaner Envision fitting sets available for practitioners who need to fit a transplant patient without the aid of corneal topography. Our consultation department can also assist in the design of lenses for corneal transplant patients with the aid of topography.

We are one of the few GP laboratories in the country authorized to produce the Envision lens design entirely in our facility. Because of this, we are able to provide the Envision design in Boston ES, Boston E0 and Boston X0 materials, and in all of the tints available for each specific material.

When using the Envision design for corneal transplants, we recommend specifying Boston E0 or Boston X0 material to promote increased oxygen and to limit the potential of rejection due to vascularization.



JEANS for New Orleans!

Since Hurricane Katrina, Art Optical associates have been allowed to wear jeans to work on designated days in exchange for a \$5 donation to the American Red Cross. So far, associates have raised over \$4,200 for hurricane relief through jean day fund-raising!



Our Congrats to...

...Tricia Claflin,
Laboratory Technician
& Associate of the
Month for January



In April, several Art Optical staff members brought their children to work as part of "Take Our Daughters And Sons To Work® Day." Established by the Ms. Foundation, this national public education program helps girls and boys across the country discover the power and possibilities associated with a balanced work and family life. While at Art Optical, the kids were exposed to the math and science behind optics, eye anatomy, and contact lens design, and were also introduced to accounting and marketing principles. The day concluded with a tour of the production facility lead by Technical Process Manager, Dave Freyling, and Laboratory Production Manager, David Senesac.

...Manuela Krohn,
Laboratory Technician &
Associate of the Month
for February



...Rachel
Williamson,
Customer Service
Representative &
Associate of the
Month for March

