

OPPORTUNITY AWAITS ... IN CONTACT LENSES



We love optometry and all that it has to offer. The three of us have been intimately involved with all aspects of this great profession, from the clinic (we love our patients!), to educational/CE meetings

(we love to teach!), to organized optometry (we love being involved!). We all work closely with various industry partners, which affords us opportunities to hear, learn, educate, and provide feedback on various disease states, awareness campaigns, and current and future eye care diagnostics and treatments.

Through these experiences, we have also collaborated with optometric colleagues who have made the career change from patient care to industry. These colleagues serve in a variety of roles, including professional relations, medical science liaison, and clinical research. You may have noticed our newest column, ODs of Industry (page 12), which offers a glimpse into why these individuals chose their current career paths. There are numerous optometrists in industry roles, and we want you to hear and learn from them. Something many of our industry colleagues talk about is the difference they can make in our patients' lives. Although most are not providing direct patient care, their decisions and roles affect the whole profession locally, regionally, nationally, and globally. Talk about patient reach! If you are ever interested or considering a role in industry, don't hesitate to reach out to one of these individuals—or let us know and we can connect you with them.

In this issue of *Modern Optometry*, we'll take a closer look at the opportunities that are available for taking your contact lens practice to the next

level. We're positive that all eyeglass wearers have thought about the prospect of glasses independence and have at least been curious about whether they are candidates for contact lens wear. Yet, when it comes to their annual eye evaluation, they don't bring it up, for whatever reason. Who better to initiate that discussion than you, their optometrist? Take a look at the article by Miriam Korik, OD, on page 18, which discusses the many benefits of daily disposable contact lenses for our patients. Have you thought about providing specialty contact lenses and need ideas on where to start? Then check out "Scan-Based Freeform Scleral Lenses: a Review" by Cody Sherrin, OD, and Sarah L. Bell, OD, (page 24) and "Why You Should Be Fitting Specialty Contact Lenses" by Caitlin Morrison, OD, FFAO, FSLS (page 22). Want a business perspective? Turn to page 16 for pearls on how to increase your contact lens practice and sales from Christopher Lopez, OD.

Many providers don't want to get into the "selling" side of optometry, and consequently overlook the potential of prescribing contact lenses from the chair. Patients come to us for our clinical expertise. Therefore, if we feel strongly that a certain modality will benefit them, then it's our duty to discuss that option with them. A wise OD (you know who you are) once told me that profitability is the byproduct of good patient care. We take great care of our patients by addressing their current needs and offering the latest and greatest technologies to improve their quality of vision and life. On page 14 you'll find a brief overview of recently unveiled contact lenses and solutions, those in the pipeline, and other related information. Happy reading! ■

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