

# BEST OF 2019

## BEST ONLINE MOMENTS OF 2019

A look back at some of *Modern Optometry's* favorite social media posts and online offerings from the past year.

**Modern Optometry**  
February 18 · 🌐

It's the final countdown (until the official launch of Modern Optometry at SECO)! Here's a look at our stellar Editorial Advisory Board. Leslie O'Dell Hombach Justin Schweitzer Justin Bazan Marc Bloomenstein, OD Roxanne Coan Devries Douglas K OD Damon Dierker Steven Ferrucci Scott Hauswirth Richard Mangan Nate Lighthizer Murray Fingeret Leanne Liddicoat Optometry Joshua Davidson

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👍 You and 31 others      2 Comments 16 Shares

Announcing *MOD's* debut! In the fall of 2018 the idea for *Modern Optometry* took form and the *MOD Squad* started planning content and working with authors for the year ahead. Excitement began to build in anticipation of *MOD's* first issue, which launched in March.

**Modern Optometry** @ModOptometry · Mar 14

We love hearing from our readers! Share your own feedback here or via email ([modernOD@bmcotoday.com](mailto:modernOD@bmcotoday.com)). @LmLeanne @JSchweitzerOD @JustinBazan @drjki @HelpMyDryEyes @dryeyeguyCO @dasjoshua @NateLighthizer

**WHAT PEOPLE ARE SAYING!**

"I had the good fortune to carry a copy of your new publication, *Modern Optometry*, along with me to the Audi Dealership as I awaited a factory recall issue. During my 2-hour wait, I had the opportunity to eventually read your journal. Impressed to cover and followed the diversity of articles. I especially enjoyed the insightful article by former colleague Dr. Rich Edlow and an update by Dr. Johnson on Shere's SPS40. I wish you and your editorial staff good luck with its success. It looks like a promising addition to your special literature!"  
— Robert L. Owens, OD, FAOD | New Holland, PA

"Just got my first issue of *Modern Optometry*. Looks very readable!"  
Mark W. Roark, OD, FAOD | Fishers, IN

"I loved the *Modern Optometry* booth at SECO. I picked up the journal and am impressed with all of the actionable articles. Thank you for putting out a journal that supports the real practice optometry!"  
Pamela E. Theriot, OD, FAOD | Shreveport, LA

**MODERNOPTOMETRY**

Early feedback from readers!



On the heels of our inaugural issue, *Modern Optometry* launched its own podcast, in which selected authors from each issue narrate their articles. Readers with limited time can listen to The MOD Pod for content they don't have time to read ([bit.ly/ModOptomPod](http://bit.ly/ModOptomPod)).

A member of the *MOD Squad* earned the right to use the FAAO designation after his name at this year's American Academy of Optometry meeting. Congrats Joshua Davidson, OD, FAAO!



**Justin Schweitzer** @JSchweitzerOD · May 4  
We just wrapped up a fun day talking glaucoma risk factors, therapeutics, #MIGS, and what the future holds for #optometry in the glaucoma world! @HelpMyDryEyes @EyeSurgeonsIN @NateLighthizer @ICO\_Optomtry @vthompsonvision #glaucoma



Sign of a strong editorial advisory board: when members are actively involved in the education of others (left to right: *MOD* contributor Michael Chaglasian, OD, FAAO; *MOD* Co-Chief Medical Editors Leslie O'Dell, OD, FAAO, and Justin Schweitzer, OD, FAAO; and *MOD* board members Nathan Lighthizer, OD, FAAO, and Damon Dierker, OD, FAAO).



A favorite episode of Marc Bloomenstein's Collaborative Corner series: Steroids Are Not All the Same ([bit.ly/bestCC19](http://bit.ly/bestCC19)). In it, Dr. Bloomenstein finds a way to work a visit to Burger King's drive-thru, his beloved Starbucks, celery juice, and more into a conversation about steroids—what's new and what to consider when choosing one.



**Modern Optometry** @ModOptometry · Mar 29  
How well do you know the individuals on our team? Well, you're about to learn more, as we bring you 5 fun facts about members of the MOD squad over the next few weeks! @HelpMyDryEyes @JSchweitzerOD @JustinBazan @ideom @keratinpearl @drjkk @LmLearne @NateLighthizer @dryeyeguyCO

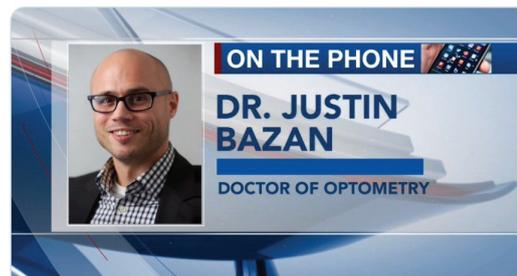


1 5 11

That time we shared fun facts about members of the *MOD Squad*. Did you learn something new about any of your colleagues?



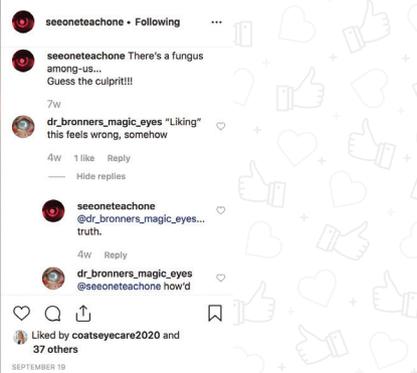
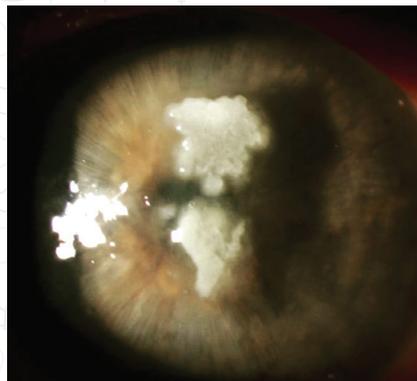
**Justin Bazan** @JustinBazan · Nov 6  
Think About Your Eyes interview about kids using digital devices [kalb.com/video?vid=5645...](http://kalb.com/video?vid=5645...)



Dangers of blue light for children  
Optometrist Dr. Justin Bazan joined First Look to talk about the dangers of exposing children to blue light from tablets, phones and ...  
[kalb.com](http://kalb.com)

1 5 11

*MOD Squad* member Justin Bazan, OD, was on KALB-TV News's First Look segment to talk about the dangers of exposing children to blue light from tablets, phones, and other devices. Way to spread the word, Justin!



That doesn't look quite right! *MOD Squad* member Jacob R. Lang, OD, FAAO, shares conversation-provoking photos on his SeeOneTeachOne Instagram account. This particular image is of a patient's eye with ocular trauma caused by contact with organic material while doing yard work.

**Mitch Ibach** @mitchelbach · Nov 4  
 Now I can tell patients, "I've had this done on my own eyes."  
 @vthompsonvision



2 12

MOD contributor Mitch Ibach, OD, goes the distance, trying out products so that he has firsthand experience to pull from when recommending products to patients and answering their questions.

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20/20  Glance

WHAT'S NEW IN OPTOMETRY, WEEK BY WEEK



**Jackie Garlich, OD, FFAO**  
 Editor & Founder, 20/20 Glance

Did you hear the story about the woman with an eye worm after running into a swarm of flies while trail running? It was one of the top stories shared by 20/20 Glance in 2019 (bit.ly/topGlance).



**Lions Clubs** @lionsclubs · Jul 27  
 "I'm going to give the money to the Lions to help kids get glasses." 7-year-old Justin Hoving is president of Golf Ball Rescuers – a business he started cleaning, packaging and selling used golf balls  
[bit.ly/30S2MeD](https://bit.ly/30S2MeD)

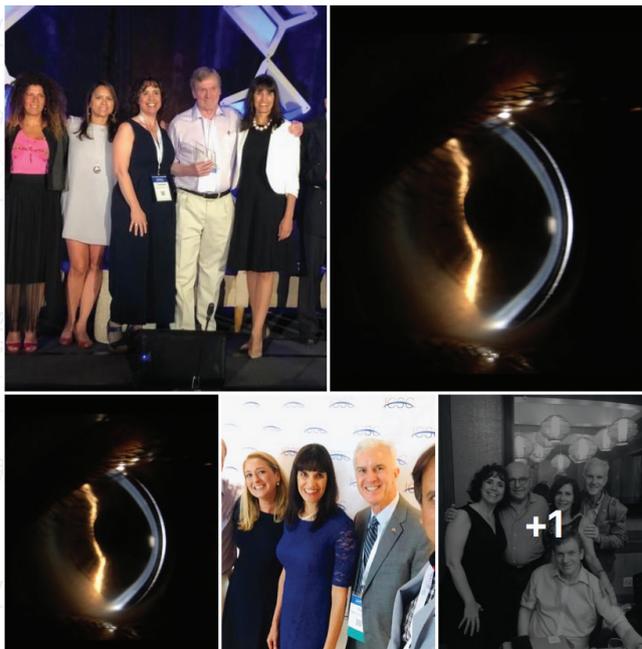


2 27 70

Feel-good story! Lions Clubs International shared the account of a 7-year-old boy who started his own business and uses the proceeds to give children access to eyeglasses.

**Tom Arnold** • 1st  
 Acuity Eyecare Group -Key opinion leader  
 3mo • 🌐

The International Congress of Scleral Contacts (ICSC) was a huge success. Thanks to everyone who made it possible. We're going to kill it in 2020!  
 #drmelissabarnett #drtomarnold #icscmeeting #scleralenses



100 · 11 Comments

International Congress of Scleral Contacts Program Chair Thomas P. Arnold, OD, FSLs, riding the high of a successful conference. The meeting, supported by *Modern Optometry*, takes place each year at the end of July in Fort Lauderdale, Florida.



helpmydryeyes · Following ...  
 helpmydryeyes Get out there and promote yourself! 📢 reach out to a local news station to let them know the services that set you apart from your competition. Education is paramount in eye health. #weattheyeyecare #helpmydryeyes #news #tearcare  
 7w  
 drlissahornick Great advice!  
 Liked by ocularprime and 54 others  
 SEPTEMBER 12

MOD Co-Chief Medical Editor Leslie O'Dell, OD, FFAO, appeared on the local news in her area to spread the word to her community about the services she offers.

