

We've done it again!

Academy of Vision Care™ Lectures 2009

Bausch & Lomb Academy of Vision Care™

Over 600 eye care practitioners flocked to this year's Academy of Vision Care™ 2009 lecture series, hosted throughout the country. Attendees were able to collect 10 CET points, courtesy of Bausch & Lomb.

The Bausch & Lomb Academy of Vision Care™ Lectures, 2009 were developed through collaboration with key opinion leaders to communicate some of the latest issues in contact lens practice, and from recent feedback, the lectures delivered just that! Optometry Today reported "in line with their aim of keeping eye care professionals at the forefront of scientific and technological breakthroughs. Bausch and Lomb's day of education didn't disappoint".

The first lecture to kick off the event was entitled 'Strictly for the Presbyope' and was presented by Shelly Bansal. Mr Bansal opened his presentation outlining the significant opportunity there is for the contact lens profession to fit presbyopes with contact lenses, with over 50% of the UK population accounting for existing or emerging presbyopic patients. Mr Bansal was able to concisely summarise the different contact lens options currently available on the market for presbyopic individuals, outlining the pros and cons for each method. Mr Bansal offered

"The practical aspects were great - we can easily translate the lectures into practice"

Ms D, London Venue



advice on lens selection and outlined some of his own fitting tips for presbyopic patients. The presentation concluded on a selection of case studies that Mr Bansal had managed in his own practice.

Dr Philip Morgan proceeded by discussing toric contact lens fitting in his presentation 'Never Mind the Torics: Here's The Cyl Solution' - for those who remember the Sex Pistol's Album! Dr Morgan demonstrated the benefits of fitting low astigmats with toric contact lenses compared to masking them with single vision. He also demonstrated the increasing amount of sph and cyl induced by mis-orientation of toric contact lenses, confirming the importance of establishing the correct orientation of the toric lens and how to simply rectify this to achieve the correct fit. Dr Morgan concluded that soft toric lenses should not be viewed as a complex or specialist fitting due to the modern lens designs ensuring stable lenses with predictable performance.

"An interesting selection of speakers, something to suit everybody"

Ms J.L, Manchester Venue

'Vitamins for Visions' was presented by Dr Hannah Bartlett (Loughborough and Manchester Venues) who has a research interest in Nutrition and ocular disease, and William Harvey Clinical Editor of Optician (London and Newport venues). The lecture covered the importance of life style for the AMD patient and talked about the importance of Lutein for such patients and different methods of obtaining Lutein either by diet or supplementations with reference to the AREDS study. They concluded by providing guidance about the recommendations that optometrists can make to their patients in the field of nutrition.





“Really great programme, great topics and speakers”

Mrs W, London Venue

During the breaks, delegates were able to visit the exhibition area to participate in a hands-on Clinical Workshop show-casing the latest products from Bausch & Lomb.

Following lunch, Bausch & Lomb were proud to present Steve Martin, an expert in the science of influence and persuasion. Mr Martin presented the six key principles of influence and related it to everyday situations in optometric practice. Mr Martin's presentation focused on the importance of using these principles when communicating on the key issue of patient compliance. For example, by pointing out what patients will miss out on, rather than what they will gain, by taking the advice given from practitioners.

“Steve Martin was very good”

Ms K.B, Manchester Venue

This lecture was complimented by Dr Helen Court who discussed 'Patients Anxiety: A challenge for the contact lens practice?' where she summarised key findings from her recent research regarding patients anxiety within optometric practice. Dr Court gave practical examples on effective communication for anxious patients including suggesting the best time during the consultation to give out instructions to our contact lens patients.

The final lecture of the day was given by Dr Joseph Barr (London and Newport venues) and Dr Carla Mack (Loughborough and Manchester venues) on the issue of 'Contact

“Exceeded expectations! Programme was excellent, level of information was great and learnt new techniques I can use in practice”

Mr P, Loughborough Venue

Lens Comfort - What drives it?' Dr Barr and Dr Mack both reviewed many variables that contribute to contact lens comfort: physiological factors, environmental factors, contact lens packaging additives and care formulations.

Both the morning and the afternoon sessions were concluded with a discussion panel, made up of the speakers. Delegates were invited to question the experts, who also questioned each other!

“The venue, quality of speakers and content was excellent”

Mrs L, London Venue

Bausch & Lomb encourage you to visit and register on the Academy's website: www.academyofvisioncare.co.uk to be the first to hear of other Bausch & Lomb Academy of Vision Care events and take advantage of free online CET, practical tools & resources for you and your support staff.

Optometry Today concluded in their recent article (OT, Vol.49:7, April 10th 2009) that the event was 'refreshingly unbiased, with a nice mix of topics covered. I'm certainly looking forward to the next series.'

Chair Person - Cheryl Donnelly, EMEA Medical Affairs and Communications Manager, Bausch & Lomb

Strictly for the Presbyope - Shelly Bansal, Independent contact lens practitioner and Dispensing Chairman and Honorary Meeting Secretary for the BCCLA

Never Mind the Torics - Here's The Cyl Solution - Dr Philip Morgan, Director of Eurolens Research and Senior Lecturer at The University of Manchester

Vitamins for Visions - Dr Hannah Bartlett, A lecturer at Aston University, and William Harvey, Clinical Editor of Optician Journal

The Science of Influential Communication - Steve Martin, Managing Director of Influence At Work (UK)

Patient's Anxiety - A challenge for the contact lens practice? - Dr Helen Court, Lecturer at Cardiff University

Contact Lens Comfort: What drives it? - Dr Joseph Barr, an emeritus professor of Optometry and Vision Sciences at Ohio State University and Global Vice President for Clinical and Medical Affairs, Bausch & Lomb. Dr Carla Mack, Director of Medical Affairs, Global, Bausch & Lomb

Bausch & Lomb would like to extend a special thanks to all the guest speakers, Nick Dash, Mark Tomlinson, Chris Kerr, David Goad and Birmingham Optical for supporting the 2009 Academy of Vision Care™ event.

