

VISION EXPO

2021 VEGAS

SHOW DAILY

PUBLISHED BY **VM** IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO

FRIDAY
SEPTEMBER 24

Question of the Day

What motivated you to come to Vision Expo West and which courses are you taking and why?



Mark Page, OD
Arizona's Vision
Phoenix, Ariz.

"I'm here for continuing education for license renewal. I'll also be cruising the show floor to look for some different equipment and technology to continue to give our patients better care and early detection, and set ourselves apart from competitors."

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Gather in the OptiCon Hub

Join fellow opticians, contact lens practitioners, allied health professionals as well as representatives from The American Board of Opticianry (ABO), National Contact Lens Examiners (NCLE), National Academy of Opticianry (NAO), Opticians Association of America (OAA), Contact Lens Society of America (CLSA), and National Federation of Opticianry Schools (NFOS) at the ABO-NCLE OptiCon@Vision Expo Hub. Stop by to take a break, connect and recharge before heading to your next meeting or education course. Turn to page 32 to read more about what's happening in the OptiCon Hub. ■

OptiCon®

Exploring Innovations and Ideas at Vision Expo West 2021



Vision Expo West 2021 continues today here in Las Vegas and throughout the Exhibit Hall, attendees can explore new innovations and products and attend special events and panels designed to challenge the ordinary, inspire creativity, create business solutions and enhance patient care. Panels offering unparalleled access to industry leaders and the latest trends will bring attendees to the forefront of innovation.

After exploring the different neighborhoods on the Show Floor, featuring more than 280 exhibiting companies, be sure to stop by The Suites for access to the most established luxury fashion houses and the latest exclusive upmarket boutiques in an intimate and unparalleled buying experience across the Venetian and Palazzo Hotels.

Attendees can view entries and vote for the best new product featured in the

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**More protection,
less reflection.**
ZEISS BlueGuard® Lenses



CooperVision Opens Applications for 2022 'Best Practices' Honorees, Now With Five Key Focus Areas

SAN RAMON, CALIF.—CooperVision Inc. has announced its seventh annual search for the nation's 2022 Best Practices. The program celebrates the innovative ways that U.S. eyecare practices deliver exceptional patient care and advance the profession, bringing them together to share their insights with their peers. New this year, the program structure has been enhanced so that honorees will now be recognized in five key categories: industry advancement, community impact, patient experience, specialty services, and team building.

The 2022 honorees will join a diverse group of 60 Best Practices who have each forged various pathways to success. Honorees not only gain broad industry recognition, but are given exclusive opportunities to collaborate with and learn from other creative and motivated practices, enabling further growth and discovery of new ways to serve patients, the profession and their communities.

All U.S. independent and corporate optometry practices currently fitting any brand of contact lenses are eligible to apply, although the program is not solely focused on such. Best Practices applicants are encouraged to share their personal insights and experiences in the following categories:

- **Industry Advancement.** A practice's involvement in advocacy, academia, and/or peer and student mentorship.
- **Community Impact.** Practices who exemplify what it means to truly go above and beyond to positively impact the people in their community, or around the world.
- **Patient Experience.** Whether through state-of-the-art technologies, outstanding customer service, or unique office designs, these practices excel at creating a stellar experience for those who walk through their doors.
- **Specialty Services.** For those who have focused on a specific area of practice—like vision therapy, myopia management, or specialty contact lenses—to enhance their practice's offerings and overall growth.
- **Team Building.** Practices who have found the key to success through investing time and resources into their staff to build and/or maintain a high-performing, positive and thriving workplace.

Applications can be submitted at the website <https://coopervision.com/practitioner/best-practices/apply> through Nov. 30, 2021, and will be reviewed by a panel of judges including previous Best Practices honorees, industry experts, and CooperVision leaders. The 2022 Best Practices will be announced early next year. ■

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WWW.VISIONMONDAY.COM

Question of the Day

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Patrick Curran, OD
Johnson Curran Optometry
Salem, Va.

"I came out to listen to some of the lectures here to get some class information and learn some of the new products."



Lena Chang, OD
Golden Vision Optometry
Irvine, Calif.

"I haven't been taking classes due to COVID-19, so it's a nice opportunity to come out and learn again in person. The free classes are really amazing, and I'm specifically trying to learn more about the OCT, how it works, and how to implement more of that into my practice."



(L to R) Brad Emde, OD, with staff members Brooke Woods and Sydney Renner.

Brad Emde, OD
East View Eye Care
Greenville, Tenn.

"We came out here to get the latest on techniques and materials available, and all the latest in eyecare. It's a long way, and a little expensive to bring our staff, but worth it because it fit our timeline, and it provided a place near the Grand Canyon and Hoover Dam, and other things that we want to see."



Sabrina Kennedy
Lab Manager, East View Eye Care
Greenville, Tenn.

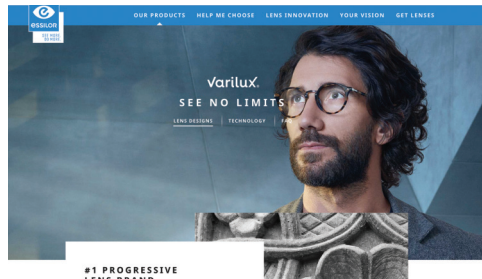
"I am very excited about learning new things about glasses. I edge lenses, so I'd like to hear about new technology."

Varilux 'See No Limits' Consumer Awareness Campaign Drives Customers to Independents

DALLAS—Vision Expo West attendees can get a glimpse of what a national, “surround sound” patient traffic generating digital campaign looks like by stopping by the EssilorLuxottica Booth #13065. The company will be showing its “See No Limits” commercial, which airs during primetime and marquee televised events. The commercial drives awareness that there is an ideal visual solution out there for people experiencing symptoms of presbyopia.

Essilor also places hyperlocal ads all over the country featuring a local Essilor Experts doctor’s name, address and QR code to directly book with that doctor, driving new patients who are primed to buy Varilux to their practice. Consumers around the country are seeing these ads on streaming TV such as Hulu, digitally through YouTube, social media, billboards and in high-traffic transportation centers—all pointing directly to a nearby Essilor Expert to book an appointment and purchase Varilux lenses, the company noted.

Essilor pointed out, “Consumers are now spending nearly eight hours a day consuming digital media. That is a 15 percent increase versus 2019. By 2022, 60 percent of media



will be digital. This means that if you want to increase patient traffic—you need to be reaching patients and potential patients digitally.”

In the EssilorLuxottica booth, attendees can also hear from former MLB player and Hall of Famer, Frank “The Big Hurt” Thomas, who recently partnered with Essilor to share his own journey with presbyopia and the difference Varilux lenses made in his life. Ahead of this summer’s Field of Dreams game, Frank gave interviews to national and local media, sharing his Varilux story with millions of sports fans across the country.

To further instill awareness and provide a strong call to action to book an eye exam with a local doctor, Essilor created a surround sound campaign by playing their commercial during the game and displaying prominent

digital ads on ESPN.com. The ad and Thomas’s interviews drove an 82 percent increase to Essilor’s Varilux website and a 3.5 percent increase in online booking through its ECP locator, the company said.

“As an industry leader, part of our role is to create unique opportunities for our independent customers to thrive and we know we are doing that through marketing efforts that drive educated, ready-to-buy patient traffic,” said Sherianne James, chief marketing officer and senior vice president of customer engagement at Essilor of America.

“We are building awareness of the most advanced progressive lens technology on the market and driving demand for exams at independent practices. Our customers are already feeling the impact—retail ASP increased 10 percent over 2019 and 1.3 million exams were booked in 2020 through our Essilor Experts locator.”

Vision Expo West attendees can learn how to get the most out of Essilor’s awareness campaign by visiting the EssilorLuxottica Booth #13065, located in The Park. At the booth, attendees can sign up to take the Varilux Challenge. ■

Exploring Innovations and Ideas at Vision Expo West 2021

Continued from page 1

Product Gallery as part of the Vision Choice Awards. All those who vote will be automatically entered to win a \$500 exhibit hall shopping spree. Voting ends today, Sept. 24 at 2:00 pm.

Vision Expo’s education program continues today, offering custom-designed clinical content, as well as a robust offering of courses led by renowned experts in business, fashion

and marketing. OptiCon@Vision Expo once again offers an unmatched education program and exhibit hall experience for opticians, contact lens practitioners and ophthalmic allied professionals.

The Seen is another must-visit, main stage destination and a hub for collaborative learning as the host venue for the EYE2EYE Series panels. For a listing of can’t-miss events happening at The Seen today go to Page 26.

Note, event schedule is subject to change. For the most up-to-date schedule of events and helpful Show resources, reference the Vision Expo East mobile app.

To view the schedule on Vision Expo’s website, click here: <https://west.vision-expo.com/en-us/experiences/special-events.html?locations=The%20Seen#/sessions/day/2>

■

SHOW SHOTS



1. (L to R) The EssilorLuxottica team of Alessandro Mariani, Rick Gadd, Sherianne James and Fabrizio Uguzzoni were ready for the opening day crowds.

2. EssilorLuxottica's Sherianne James was at the ready to tell the Varilux story.

3. The Safilo team was excited about showing off their expanded booth to attendees. (L to R) Eric Blanchette, Alessandro Tropeano, Victoria Hallberg, Kylie Matya and Ken Clay.

4. Walman Optical's Trish Olson (l) and Kimberly Bratcher hold down the fort at the company's booth.

5. (L to R) Younger Optics Candace Culp, John Tambini and Jody Parmer were ready and waiting for attendees on the first day of the show.

6. The Optical Women's Association Connection Series event featured The White House Doctor, one of the group's book selections, by Dr. Connie Mariano, pictured here.

7. The Optical Women's Association awarded Leadership Scholarships to several of its members. Pictured here, (l to r) Deb Bulken, Pamela Capaldi, Stephanie Espinosa, Courtney Myers, Kathy Sappas, Megan Molony and Robyn Crimmins.

8. Veteran company leaders mixed with younger company heads at The Vision Council's Emerging Optical Leaders meeting. Emerging Optical Leaders included (l to r) Fernando Covarrubias, Jr, Laboratorio Optimeix; Jorge Cisneros, Laboratorio Optimeix; Will Daniels, DAC Technologies; and Melissa Gorris, NSL Analytical Services.



1. In the Maui Jim suite, (l to r) Jeannette Knowshisgun, Harry Rhodes, Arty Hargrove, Matt Rock and Sarah Carracappa take time for a photo between meetings.

2. Silhouette's Michael Maline, Jill Caponera, Celeste Vos and Hartmut Kraft welcome guests to their suite in The Venetian.

3. (L to R) At The Vision Council member reception, Richard Tapping of Vispero, with Hilco Vision's John Lakey, Kelly Piotti, Ross Brownlee and Steve Caggiano.

4. (L to R) The Vision Council's Mitch Barkley greets Barry Slovinsky of Eight to Eighty Eyewear, Joanna Morinis of Eight to Eighty Eyewear and Ethan Goodman of Match Eyewear at Wednesday evening's welcome reception at Sugarcane at The Venetian.

5. Andrew Chang of Carl Zeiss Meditec welcomed attendees on the opening day of the show.

6. Volunteers from the Vision Health Alliance, The Vision Council and EyeCare4Kids assembled 500 emergency eyecare kits to be distributed to those in need across Nevada.

7. A sizeable group attended a noontime Global Contact Lens forum to enjoy lunch and learn about new contact lens technology. At the event were Bausch + Lomb's Adam Gundaker (l) with Ian Benjamin Gaddie, OD, FAAO, one of the speakers.

8. Terrence Lackran (l), Luxury Optical Holdings, talks to former scholarship winner Aaron Nyambe, about his journey from Zambia to opticianry school in Connecticut during the Opening Your Eyes: The Vision Scholarship Fund panel at the Seen.



SHOW SHOTS



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1. Enjoying time on the Las Vegas links at the Bali Hai Golf Club were the golfers of "The Optical Golf Association (OGA)," an event organized by Jobson Interactive's Joe Savarese. Among those taking part are (l to r) Michael Suliteanu, WestGroupe; Dan Chavers, Zeiss Meditec; Jobson's Savarese; and Jon Goldberg of Zeiss.



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2. Another group of OGA golfers included Ocuco's Leo Mac Canna; HEA's Jim McGrann; and EyeCare Partners' Kelly McCrann. Other golfers included in the golf group but not pictured here were The Vision Council's Mitch Barkley; WestGroupe's Mike DeBono, Dennis Davis and Jim Sepanek; Santinelli's Rick Clemente; and Macuhealth's Keith Kamalich,

3. Brian Peterson, Satisloh's VP of technology, introduces the company's new 380 X2 box coater.

4. ClearVision's Ecco Matlak helped attendees understand all of the company's show specials.

5. ABS Smart Mirror's Fabian Bruneau (l) and Mike Gonzalez were all prepared to describe the company's products to first day attendees.

6. Hoya Vision Care's Meg Weathers and Seth Lowery were happy to be back on the Vision Expo show floor.

7. WestGroupe's Dennis Davis (l) and Mike DeBono proudly showed off the WestGroupe booth.

8. McGee's Charles Lee (l) and Matthew McGee made themselves at home in The Park.



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State and Europa Team Up With Optical Heritage Museum to Showcase American Optical's Past

LAS VEGAS—In the center of the combined State and Europa booth sit three glass cases, each holding optical history that goes back to the 1830s. In conjunction with the Optical Heritage Museum, located in Southbridge, Massachusetts, Europa presents an exhibit titled “From the Archives... American Optical (AO) Through the Centuries,” right in the middle of its booth. The exhibit showcases AO’s inventions throughout its history, from perfectly preserved 1830s metal frames to the styles worn by the Apollo 11 crew, from JFK’s Saratoga to today.

The exhibit also includes some specimens that have never been seen outside the Optical Heritage Museum, which was built on the site of AO’s Southbridge plant. It narrates the brand’s history, as well as the larger history of American trends and culture—the change in frame fashion follows the trajectory of American history: pilot style frames during the Second World War, acetate cat eyes in the 1950s, a collaboration with



Europa and State Optical's creative director Nico Roseillier



Polaroid in the 1960s, oversized 70s sunglasses, and more. Malcom X’s iconic AO Sirmont frames are part of the exhibit, as well as JFK’s Saratoga. The exhibit also includes a letter from the White House to AO, discussing ordering more frames for Kennedy and his family and dated the day before his death.

AO’s safety and military eyewear is central to the exhibit as well. AO formerly had a division dedicated to false eyeballs for those who

lost eyes in accidents or at war, Europa and State Optical’s creative director Nico Roseillier explained. In the 60s, the company launched its Safety Division, focusing instead on protective eyewear. It was so successful that the false eyeball department was phased out. The exhibit also showcases pilot sunglasses that AO gifted to troops returning from WWII.

“This is a great partnership with the Optical Heritage Museum,” Roseillier said. “This is something where we want to highlight the story of the brand, the extensive history... That’s why it’s called ‘From the Archives,’ because it was about the labor of going through the archives and choosing what people in the industry would want to see. Some of this has never been seen before.”

The exhibit will be open within the State and Europa booth throughout the show, and will then return to Chicago and be housed in the State factory, which provides tours. Europa plans to bring the exhibit to Vision Expo East, too. ■

Optify Enlists Frames Data as Primary Data Source

NEW YORK—Optify www.optifyonline.com and Frames Data www.framesdata.com have announced an agreement to bring their respective technologies together in order to better serve independent eyecare practices seeking to grow their online presence. The new agreement will enable Optify to populate its clients’ feature rich omni-channel and e-commerce websites from Frames Data’s vast library of accurate, up-to-date frame information and professional product photography. A provider of omni-channel & e-commerce solutions for optical practices, Optify will be using Frames Data to enhance the client-supplied data that it uses to create leading commerce driven websites.

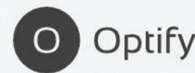
Frames Data works with frame companies across the industry to produce what is widely

considered the industry standard database of eyewear.

Optify expects this arrangement to increase the speed at which new frame designs are added, standardize and upgrade photography, and increase inventory match rates.

“We are excited to partner with Frames Data to bring a best in class experience to help private practice optometrists thrive in the digital age,” said Dave Barton, Optify CEO and co-founder. “By combining Optify’s feature rich omni-channel software with Frames Data’s continuously updated industry leading frame catalog, we are able to help independent optometrists turn patients into shoppers, compete with larger retailers, and level the playing field.”

Frames Data 



“Our mission, on behalf of our frame company clients, is to make sure that Frames Data is available wherever accurate, up-to-date frame information is needed to support business transactions of all kinds,” said Tom Lamond, president of Frames Data. “That’s why working with Optify to ensure that these practice sites have complete, accurate data is a perfect fit.”

Lamond also sees the agreement as a strategic decision. “Over time, more and more practices will see the need for an e-commerce site. It’s inevitable, given how people shop now. And just as those retailers turned to Frames Data to populate inventory software over the last couple of decades, we are ready to help drive their online strategies as well.” ■