



VISION CARE NEWS



Save Your Vision Week 1986 Kicked Off in Style at University of Waterloo Reception

In conjunction with its Spring, 1986 meeting, the entire national Council of the Canadian Association of Optometrists attended the inaugural event for the kick-off of Save Your Vision Week in Canada 1986.

Held at the School of Optometry, University of Waterloo, the kick-off featured a reception in the Clinic's huge waiting area, a presentation by Dr. Lloyd Pinkney, of the National Research Council's Space Vision System Research Program and a brief address by James Jepson, MP, speaking on behalf of Prime Minister Brian Mulroney.

CAO President Dr. Bruce Rosner spoke on behalf of CAO and expressed the Association's thanks to the School's Faculty and students alike for the loan of their facilities for the occasion. Associate Dean of Science and School Director Dr. Jacob Sivak was presented with a framed copy of this year's Save Your Vision Week campaign poster, featuring a shuttle astronaut floating untethered above the earth's horizon and the caption "Life is Worth Seeing!"

CAO President Dr. Bruce Rosner (R) presents "Life is Worth Seeing!" poster to Dr. Jacob Sivak.

Dr. Pinkney, in his presentation, outlined a number of problems faced by shuttle astronauts in their remote manipulation of the orbiter's Canadarm in conditions where depth perception is virtually eliminated owing to a lack of the light softening atmospheric conditions found on earth. Appropriately, it is an area of research in which a member of the optometric faculty at Waterloo, Dr. Werner Adrian, is also working.

Mr. James Jepson



The space theme for this year's kick-off was designed to highlight the acceptance by Captain Marc Garneau, Canada's first astronaut, of the title of Honorary Chairperson for Save Your Vision Week 1986.

Mr. Jepson, who attended with his daughter, spoke briefly in support of the Week's objectives and delivered a letter to Dr. Rosner from Prime Minister Mulroney congratulating CAO on the campaign for 1986.

Alex Saunders Returns to CAO

Reflecting what is becoming a trend among CAO's national office personnel, Executive Director Gerard Lambert is delighted to announce that Alex Saunders has recently been welcomed back to the Ottawa office team as CAO's new Governmental Affairs Coordinator.

Alex had served as CAO's Public Information Co-ordinator from 1980 until 1983 when he joined the Ontario Association of Optometrists as Occupational Vision Plans General Manager while his wife, Estelle, completed her OD program at the School of Optometry, University of Waterloo.

Dr. Saunders will be starting her practice in Ottawa later this fall, with the Saunders' return to the capital (with daughter Dana) coinciding with CAO's identification of the Terms of Reference for the position of Governmental Affairs Co-ordinator.

(CAO members may recall that Director of Communications Mike DiCola also returned to the national office in 1981 following a three-year hiatus, as did former Executive Director Don Schaefer, following Peter Welch's departure.)

Alex's initial mandate will be to consolidate and expand CAO's program of lobbying and communication with several federal government Ministries and Departments in Ottawa as CAO seeks to increase the depth of its contact with the federal political bureaucracy.

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CAO Inaugurates LV Award at L'École d'Optométrie, Université de Montréal

CAO President Dr. Bruce Rosner presented the first-ever CAO Award of Excellence in Low Vision to a graduating University of Montreal optometrist at this year's convocation ceremonies at the School.

The award was presented to Dr.

Jean-Yves Gosselin "for outstanding academic achievement and clinical proficiency in the specialty of Low Vision" and included a cash award as well as a special plaque commemorating Dr. Gosselin's accomplishment.

Shown in the photo are (L) Dr. Daniel Forthomme, Director of l'École d'Optométrie, Université de Montréal; (C) Dr. Rosner and (R) Dr. Gosselin.

PCL Introduces Four New Products

Plastic Contact Lens Company (Canada) Limited has announced the introduction of four new product lines to its inventory.

Tinted Soft Contact Lenses

CustomEyes are new, fashion-tinted soft contact lenses, made with Polymacon, available in five Perma-tint colours and feature a clear pupil area for untinted vision.

Contact Lens Solution with Trimethoprim

SOF/PRO-CLEAN II, a non-allergenic CL solution containing the preservative trimethoprim and developed by Sherman Laboratories of Abita Springs, California, is now available through PCL. Clinical results have shown the preservative does not produce either allergic sensitivity

or adverse reactions.

Trimethoprim is an antibacterial substance which has been used for years to treat urinary infection. SOF/PRO-CLEAN II marks its first use in CL preservative solutions.

Cosmetic Line for Sensitive Lens Wearers

PCL has obtained the exclusive Canadian distribution rights to the Optique line of Eye Cosmetics for CL wearers and people with sensitive eyes.

The Optique products are low in the oils and fibres which most frequently cause cosmetic related problems like dermatitis, blepharitis and minute corneal abrasions.

Hand-Held Lens Meter

Following an agreement with Pentax Canada, PCL will now distribute the Pentax OLH-1 Lens Meter, an "ultra compact" hand-held lens measuring system for the determination of "precise diopter measurement".

The OLH-1 can measure a lens up to 80mm in diameter and has a vertex

power ranging from — 15.00D to +15.00D in .25D steps. Cylindrical axis can be measured from 0 to 180 degrees in 5 degree steps. Prismatic power range is 4 diopters in one diopter steps.

For further information about any of the above, contact:

Mary Jo Braid
Marketing Manager
PCL (Canada) Ltd.
Suite 504, 21 Dundas Square
Toronto, Ontario
M5B 1B7
Telephone (416) 862-8589



Vision-Ease Introduces New Polycarb

Herculens is the name being given by Vision-Ease to its new polycarbonate impact resistant lens for "all-purpose wear".

The lens combines a low specific gravity with a high index of refraction to create what Vision-Ease calls a "thinner, lighter, more comfortable lens". In addition, the lens is "inherently UV protected".

The lens can be obtained in semi-finished single vision and bifocal blanks in a variety of bases and adds.

For further information:

Vision-Ease
PO Box 968
700 54th Avenue North
St. Cloud, MN
56302, USA

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Keta Introduces Pocket Tonometer

Keta Corporation of Danvers, Massachusetts, has introduced a new self-contained hand-held tonometer. Described by Keta as "compact, accurate and easy to use", the Keta Hand-Held Tonometer comes with built-in rechargeable batteries and a recharger.

List price is \$1,995.00 (US\$) and further information is available from:

Richard D. Tracey
National Sales Manager
Keta Corporation
9 Canal Street
Danvers, MA
01923, USA
Telephone (612) 777-4660

CJO Represented at Soviet Press Reception

CAO's Director of Communications (and the CJO's Business Manager) Mike DiCola recently represented the Journal at a reception given at the Embassy of the USSR in Ottawa.

The occasion, May 6, was Soviet Press Day and it is an annual exercise by the embassy staff to exchange business cards with Ottawa representatives of the working, trade and professional presses.

The CJO frequently receives news releases issued by the Soviet Press Office in Ottawa dealing with health care in general and, in particular, research and development undertaken by the Moscow Institute of Eye Medicine (MIEM)'s Helmholtz Institute, one of the USSR's leading facilities for vision and eye care research.

Biomicroscopy for Contact Lens Practice

Professional Press Books has just produced a new audio-visual supplement to its book, title above.

The package includes 20 35mm colour slides taken from the chapter dealing with Biomicroscopy for Hydrogel Contact Lenses. (In the book itself, these illustrations had been presented in black and white.)

Also included in the a-v package is a printed commentary and audio cassette tape.

The price for the complete package, including a three-ring binder for storage, is \$50.00 (US\$). Further information about the a-v kit, or the book, is available from:

Professional Press Books
7 East 12th Street
New York, NY
10003, USA
Telephone (212) 741-6640

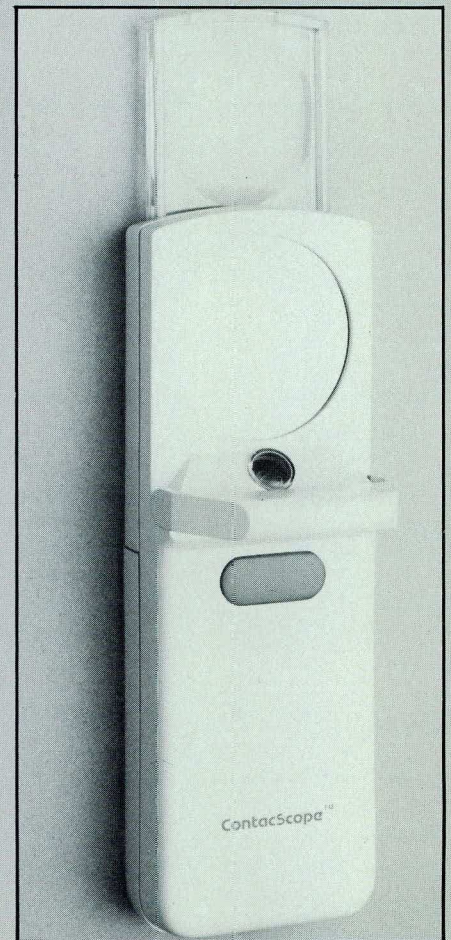
ContacScope Permits CL Viewing While on the Eye

SMC Medical-Tech Corporation has announced the production of a new device, called ContacScope, which permits a contact lens wearer to view close up a contact lens while in place on his/her eye.

ContacScope includes a concave mirror which magnifies the view; a built-in magnifier for increased magnification; a light source which can be used as required and a compartment which accommodates a lens storage case.

ContacScope wholesales for \$4.95 (US\$) and comes with a suggested retail price of \$9.95 (US\$). Further information is available from:

SMC Medical-Tech Corporation
1931 N. Great Southwest Parkway
Grand Prairie, TX
75050, USA
Telephone: (214) 647-2876



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Digilab Automated Perimeter

Bio-Rad Laboratories' Digilab Ophthalmic Division has announced the introduction of a new automated perimeter, the Cambridge Perimeter.

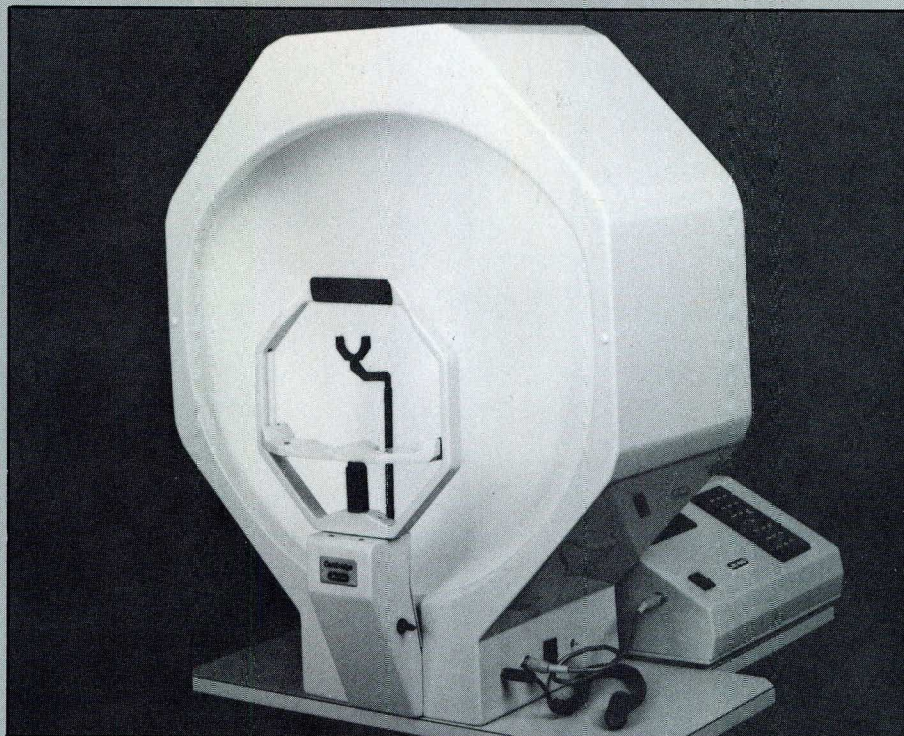
The Cambridge operates on a rear projection LED system which presents targets without incorporating any moving parts. A full back up package includes screening and threshold software, installation and training.

According to Bio-Rad, the instrument performs "incredibly fast" and is priced "to meet the budget of every eye care practice".

The Cambridge Perimeter lists at \$8,500.00 (US\$) and comes with an optional matching electric table for an extra \$895 (US\$).

Further information:

Bob Nahmias
Digilab
 237 Putnam Avenue
 Cambridge, MA
 02139, USA
 Telephone (617) 868-4330



LV Reading Aid Designed for Everyday Use

A new, portable, high resolution video projection magnification system designed to help the visually impaired read and write at home, at work or at school is being introduced by Optelec USA Inc. of Harvard, Massachusetts.

The Optelec FDR Series Low Vision Reading Aid combines a 750 line at centre monitor, featuring enhanced image contrast with an "easy-to-use" 45x magnification zoom camera. Also included is a low friction X-Y reading table with adjustable margin stops and a ten-inch vertical working distance. The system has the added feature of allowing a switch from positive to negative display mode.

Further information about the system, which is priced at \$1,599.00 (US\$, price includes a 12-inch monitor), is available from:

David Rosette, Marketing
Optelec USA Inc.
 325 Ayer Road
 Harvard, MA
 01451, USA
 Telephone: (617) 772-3395



ERRATUM

An article in the March, 1986 issue (Vol. 48, No. 1) entitled *The Coming Age of the Referral Clinic* inadvertently identified the author as "David" Ruskin. The author's correct name is Dennis Ruskin. The CJO apologizes for the error. Readers who wish any supplemental information with respect to Dr. Ruskin's paper are invited to write to him at his new address: 4190 Finch/Midland Medical Centre, City of Scarborough, Ontario, M1S 4T7. Telephone (416) 293-4309.