

VISTAKON® Opens Cutting-Edge Research and Development Facility

VISTAKON® has long made a commitment to research and development, and its new facility will make sure that contact lens and vision care breakthroughs will continue into the 21st Century.

The new Research and Development Facility, located on the VISTAKON® Jacksonville, Florida, campus, will be used primarily for the development of contact lenses and related vision care products. The building, which opened in July, houses modern and efficient

laboratory, office and pilot plant facilities within its three-story, 152,000 square foot structure.

Previously, the research and development teams were in three locations. This move allows VISTAKON® to consolidate the research and development functions into one facility. The consolidation of the research and development functions will provide for more rapid development of new products and shorten the cycle time for new product introduction.



ecp.acuvue.com

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ACU NEWS

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VISTAKON®

Study Shows VISTAKON[®] Alone Takes Responsibility for Mail-Order Contact Lens Verification

VISTAKON[®], Division of Johnson & Johnson Vision Care, Inc., has always stood by Eye Care Professionals (ECPs) and worked diligently to uphold the sanctity of the doctor/patient relationship. Our agreement with 1-800 CONTACTS[™] raises the industry standard and ensures that ECPs are actively involved in their ACUVUE[®] Brand patients' care. A new study published by ECPs from across the country clearly demonstrates that of the major contact lens companies, only VISTAKON[®] has made mail-order and Internet companies accountable for dispensing contact lenses with current prescriptions.

"When we first announced our settlement with 1-800 CONTACTS[™], a typical ECP reaction was '1-800 will never do what they've agreed to do.' The results of this study clearly show that 1-800 is adhering to the agreement and the result for ECPs is more ACUVUE[®] Brand patient eye exams," said **Phillip R. Keefer, President of VISTAKON[®] AMERICAS.** "The results of this study show decisively that VISTAKON[®] is the only company with an effective policy in place to ensure that our products are dispensed only with a valid prescription."

The study was conducted over several weeks by ECPs in 11 practices across the country. Investigators from an independent investigative company served as "buyers" and made 422 attempts to purchase contact lenses through the five top-selling U.S. based mail-order and Internet companies. None of these "buyers" had valid contact lens prescriptions. The 11 practices used a formal tracking system and noted the day, the product and the mail-order or Internet company through which the attempted purchase was made. They also noted attempts by the mail-order and Internet companies to verify the prescription and how it was verified (by fax, personal phone call or automated phone call). If ECPs were contacted by the companies, they reported the prescriptions were invalid. ECPs also noted if they were not contacted. While we funded the study, the study was not done by the company and we did not control the study's outcome.

The results show that the mail-order and Internet companies are honoring their agreement with VISTAKON[®], even while prescriptions with other contact lens companies

are filled without verification, or at times, even attempts at verification. Only VISTAKON[®] contact lenses were routinely verified with the ECP. Between 89 percent and 96 percent of all orders for CIBA Vision, Bausch & Lomb, CooperVision and OSI products were ordered, shipped and received without valid prescriptions.

When the mail-order or Internet companies did try to verify prescriptions with CIBA Vision, Bausch & Lomb, CooperVision and OSI, the majority of attempts were automated phone calls. The ECPs reported that many times the patient's name was inaudible and there were no details about how ECPs should follow-up the phone call if the prescription was invalid.

Even if the mail-order and Internet companies did attempt to verify prescriptions for CIBA Vision, Bausch & Lomb, CooperVision and OSI products, and the ECP reported the prescriptions invalid, nine out of 10 times the lenses were dispensed anyway.

This greatly contrasts the study participants' experience with VISTAKON[®] products, who were routinely contacted for verification. VISTAKON[®] contact lenses were verified by fax 64 percent of the time, while phone calls were used 34 percent of the time. Of the phone calls, 97 percent were personal calls that allowed the ECP to respond to the verification request. VISTAKON[®] has discontinued two accounts for lack of contract compliance, and a third (responsible for most of the invalid Vistakon prescriptions) is currently on probation. The issue with the third account was uncovered when the prescription validation study was conducted.

The ECPs concluded that mail-order/Internet companies routinely attempted to verify prescriptions only for VISTAKON[®] contact lenses because of VISTAKON[®]'s verification requirement for their lenses. No other contact lens manufacturer has a requirement in place.

Another finding that took participant doctors by surprise was that private-label brands, that some ECPs believe are available only through them, are widely substituted with a branded equivalent by mail order companies. When "buyers" attempted to purchase MedFlex[™], Perspecta[™],

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VisionWeb: A One-Stop Managed Care Solution

VisionWeb, the Internet-based tool for Eye Care Professionals (ECPs), recently unveiled an efficient new way to help ECPs deal with managed care claims. The new managed care solution offering underscores VisionWeb's mission to provide all ECPs with a one-stop online service to streamline and simplify their practices.

ECPs can now verify member eligibility, process electronic claims and check claims status with multiple payers; order spectacle lenses, frames and contact lenses; complete accredited CE/CME courses; obtain a customizable eyecare practice Web site; and much more, all in one online location.

"We are excited about our ability to offer eyecare providers with this new managed care solution," said **Jeffrey B. Saddington, President and CEO of VisionWeb**. "With this new complete VisionWeb service offering, we will be able to provide eyecare providers with solutions to many of their eyecare business needs all in one convenient, neutral online location."

VisionWeb began offering ECPs this new managed care solution on October 16 to help ECPs with new HIPAA regulations that went into effect on that date. The full rollout of the managed care offering will occur in November.

The new VisionWeb managed care solution, using the 'WebMD Office' technology, will enable ECPs to obtain real-time eligibility, authorization and claims

status. ECPs also will be able to process claims to both government and commercial managed care organizations. Subscription options will be available to accommodate practices large and small.

VisionWeb members are also now eligible for free practice Web sites. Members can choose from 21 different templates to create a customized look and feel for their Web site. The site content is customizable and along with general practice information can include names, bios and photos of staff; office photos; office hours; a privacy policy; special offers; and products and services offered to patients.

The sites also let patients request an appointment with a HIPAA-compliant online appointment scheduler, and feature an online privacy policy that ECPs can edit as needed.

This summer, VisionWeb assumed hosting and administrative duties of more than 20,000 of these ECP Web sites formerly maintained by Essilor of America. ECPs will retain the same Web address, and patients will see the same layout and information that they previously did. However, these sites will benefit from the improved appointment scheduler and administration tools.

Web site users who need assistance and VisionWeb members who wish to obtain a Web site should contact VisionWeb customer service at customerservice@visionweb.com or toll-free at (800) 874-6601.

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Polysoft™, Softmed™, Ultraflex™ and Versaflex™, all equivalents of OSI Biomedics® 55, they were told that Biomedics® 55 lenses were equivalent. The companies substituted 78 percent of the orders with Biomedics® 55.

"Many ECPs believe that 'exclusive' private-label brands will prevent their patients from getting contact lenses from the Internet or through mail order companies," **Keefe** said. "This study shows how easily and often these private-label brands are substituted, and that ECPs who believe they're beating mail order with these brands are mistaken."

To read the entire text of the study, check out our Web site, www.ecp.acuvue.com, the September issue of Contact Lens Spectrum, or the magazine's Web site at www.clspectrum.com.

"We believe our settlement, which was the result of a decade of litigation, puts the ECP in control of the ACUVUE® prescription. The mail-order and Internet

companies are not routinely doing this for any other manufacturer," **Keefe** said. "Even if the prescription is valid when the ECP is contacted, the expiration date is entered into the company's system. When that prescription is expired, the patient will be told they must get a new prescription from their ECP. This keeps ECPs in control of the prescription and their patients' care."

"Have our efforts benefited ECPs?" **Keefe** asked. "Based on our policies that require mail order and Internet companies to confirm the validity of submitted ACUVUE® Brand prescriptions, approximately 150,000 to 175,000 new eye exams will be performed during the first year. This number represents ACUVUE® Brand patients whose prescriptions are out-of-date and must now return to their ECPs for eye exams. Current information shows that the majority of patients return to their original ECP for their eye exams."



EDITOR'S COMMENTS

This November marks my 12th anniversary here at VISTAKON®. It is hard to believe! The years have passed by so quickly. I guess there is truth in the statement that time flies when you're having fun!

A lot of changes have happened here at VISTAKON® since I left the comfort of my private practice in Hawaii back in November 1991. The contact lens field has undergone many changes also.

I had big shoes to fill when I took over the reins from my predecessor, Dr. Sheldon Wechsler, who had served as a mentor to me for many of my practice years. I hope I have made him proud of how we have developed the Professional Affairs Division that he created over these years. He certainly developed a solid foundation on which to build new programs and initiatives.

I announced my upcoming retirement earlier this year. I plan on retiring next April 30th and am looking forward to this next major event in my life. A new team will be coming aboard shortly to serve as "The Next Generation" Professional Affairs Division. Announcements will be made shortly. I know that you will enjoy working with these colleagues! My expectation is that they will take our efforts to new heights!

During the remaining months, until my retirement, I look forward to seeing many of you. While May 1st will mark a new phase in my life, I expect to still be around...only my role will again be as a colleague, rather than as a corporate executive.

With warmest regards,

Stanley J. Yamane, O.D., F.A.A.O., Editor
E-mail: syamane@visus.jnj.com

VISTAKON® Soft Contact Lens Leadership Grows

VISTAKON®, a Division of Johnson & Johnson Vision Care, Inc., and the family of ACUVUE® Brand Contact Lenses continue to lead the soft contact lens category, HPR (Health Products Research) Data reports. VISTAKON® market share for the quarter ending June 30 reached 37%--our highest share to date.

While VISTAKON® held a 52% share in Second Quarter 2003 in the disposable segment, CIBA Vision continued to decline, losing 1 percentage point from First Quarter 2003 and 5 percentage points compared with Second Quarter 2002. Extended wear dispensing has not shown any increase, and still accounts for just 10 percent of dispenses.

Contact lens dispenses overall increased in the Second Quarter 2003. Both soft and hard contact lenses showed gains compared with First Quarter 2003 and Second Quarter 2002. Soft contact lens dispenses increased 2% compared with First Quarter 2003 and 7% compared with Second Quarter

2002. This growth was driven by an increase in dispenses to patients new to contact lens wear, up 17% versus Second Quarter 2002.

"We believe we are starting to see the contact lens industry rebound from the lows seen at the end of 2001," said **Peter Valenti, Vice President of Marketing, VISTAKON® AMERICAS.** "Since that time, our leading brand ACUVUE® 2 has grown from 32% to 44% share of the clear spherical two week disposable category. In addition, our ACUVUE® TORIC product continues to show growth within the highly competitive Toric category. And with the addition of our three new colors, VISTAKON® is well positioned to continue to be the leader in the contact lens industry for many years to come."

The ACUVUE® 2 COLOURS™ Brand share in the cosmetic tint segment reached 22% in Second Quarter 2003, up 1 percentage point from First Quarter 2003 and 9 percentage points compared to the same time last year.

THE SPECTACLE LENS GROUP Announces Consumer Marketing Initiative as Roll Out Of Definity™ Lenses Gains Momentum

Support for the national roll out of DEFINITY™ Lenses is in high gear with the launch of a multimedia consumer marketing campaign designed to help pique consumer interest in this new, breakthrough progressive lens from The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc.

DEFINITY™ Lenses, now available to Eye Care Professionals (ECPs) across the United States, offer the least amount of unwanted astigmatism and the widest intermediate zone of any progressive lens on the market* The lenses are available with Johnson & Johnson Vision Care Inc.'s exclusive GEMCOAT™ Multicoating System. ECPs will now find availability across a broad range of prescriptions in polycarbonate, CR-39®, High Index 1.60 lens material and Transitions® Lenses 1.50 Gray.

"Our consumer marketing campaign is designed to educate the public about presbyopia and lens choices that can help patients see to their full potential,"

said **Sandra Lawrence, Vice President of Sales and Marketing, The Spectacle Lens Group.** "We have a full complement of television and print advertising, a consumer Web site and public relations outreach hard at work in select markets to help pave the way for dialogue between consumers and their eye care professionals." Lawrence added that to aid in that effort at the practice level, The Spectacle Lens Group has an array of in-office tools to continue the education process.

For more information about DEFINITY™ Lenses and the range of support available to ECPs, visit www.definity.com or call 800-920-2021 ext. 3700.

*Based on overall results from measurements across a range of plano/add powers (+1.00D to +3.00D).

DEFINITY™

Order Online, Get Free Standard Delivery

If you haven't had the opportunity to test drive our online ordering site, now is the time to give it a try. We are happy to announce that beginning October 1 through the end of 2003, we will be offering free standard delivery on all revenue orders shipping to your office when placed on www.order.acuvue.com.

Simply visit www.order.acuvue.com, register for online ordering by providing us with your account information, e-mail address, ID and password of your choice. You can begin placing orders immediately. Get free shipping on all of your standard delivery, revenue orders shipping to your office.

You can place your orders 24 hours a day, seven days a week. If your order is placed by 11:30 p.m. Eastern (8:30 p.m. Pacific), it will ship the next business day.

Ordering online is not only convenient, it can help your office stay organized. You can easily view your account balance, invoices, real-time order tracking, and product specifications on the site.

While you're taking advantage of our professional site, you might want to tell your patients to visit our consumer site, acuvue.com, to take advantage of our Back to School promotion. Patients can receive a digital camera when they receive an eye exam and purchase a six-month supply of contact from the Family of ACUVUE® Brand Lenses. Lenses include the ACUVUE® 2, ACUVUE® 2 COLOURS™ and ACUVUE® Brand TORIC. This is part of the MTV Craveworthy contest. The promotion concludes December 31 and more details are available on the site.

The Anatomy of the Eye that already was available on acuvue.com also has been updated with flash and sound. Click on "Info for Healthy Eyes" to see the update.

NEWS UPDATE:

ACUVUE® Brand BIFOCAL Contact Lenses Continue Their Success

ACUVUE® Brand BIFOCAL Contact Lenses continues to be the leader in a very competitive marketplace with new, ongoing competitive entrants each year. Its PUPIL INTELLIGENT DESIGN™, optimal visual performance regardless of lens rotation and wide range of parameters continue to make ACUVUE® Brand BIFOCAL the number one prescribed bifocal contact lens.

Education seminars held at the VISTAKON® Clinic went well this spring as students, Eye Care Professionals (ECPs) and key customers took part in sharing their successes with us in respects to the ACUVUE® BIFOCAL.

Howard Purcell, O.D., F.A.A.O., Director Entrypoint ECP in AMERICAS Marketing; Janet Mint, O.D., Jacksonville, Florida; Ann Hoscheit, O.D. of Gastonia, North Carolina; Steve Cohen, O.D., of Scottsdale, Arizona; and Bryan Pinciaro, ACUVUE® BIFOCAL Product Director (now Franchise Director-Marketing, World Wide Vision Care Franchise) lead the weekend sessions for attendees.

ACUVUE® 2 COLOURS™ Brand Contact Lenses: A Comfortable Fit

Comfort is a major concern of potential contact lens wearers. ACUVUE® 2 COLOURS™ Brand Contact Lenses allows Eye Care Professionals (ECPs) to give patients what they want... COLOURS –WRAPPED-IN–COMFORT™.

In a recent clinical study, a total of 298 female subjects who expressed a strong interest in wearing cosmetically tinted contact lenses evaluated either the ACUVUE® 2 COLOURS™ Brand, or the “Improved Comfort” FreshLook® COLORBLEND® lenses.

ACUVUE® 2 COLOURS™ in opaque shades outperformed the “Improved Comfort” FreshLook® COLORBLEND® contact lenses for Overall Comfort. ACUVUE® 2 COLOURS™ Brand was also unsurpassed for Overall Performance, Vision, Appearance and Handling. In fact, approximately three out of five subjects rated the overall comfort of ACUVUE® 2 COLOURS™ as “Excellent” or “Very Good.”

Significantly more subjects who wore ACUVUE® 2 COLOURS™ Brand reported no discomfort related symptoms/sensations during lens wear than

subjects who wore “Improved Comfort” FreshLook® COLORBLEND® contact lenses. Fifty-five percent of subjects reported the absence of irritation during the day with ACUVUE® 2 COLOURS™ as “Excellent” or “Very Good” compared to 41% for FreshLook® COLORBLEND® lenses. Subjects who wore FreshLook® COLORBLEND® also reported experiencing more scratchiness than subjects wearing ACUVUE® 2 COLOURS™.

“This study confirms that ACUVUE® 2 COLOURS™ remains the premier color contact lens brand for comfort and remains unsurpassed for overall performance, vision, appearance and handling” said Phil Keefer, President, VISTAKON® AMERICAS. “With 10 different colors in the line—including three new opaque lenses: Chestnut Brown, Sapphire Blue and Hazel Green—and an innovative comfort design, ACUVUE® 2 COLOURS™ offers Eye Care Professionals a great performing lens in a variety of colors their patients are looking for.”



Creating Your “Right Size” Inventory with ACUVUE® 2 Brand Contact Lenses.

ACUVUE® 2 Brand Contact Lenses meet patients needs for a lens that is comfortable and easy to handle, with exceptional visual acuity. Eye Care Professionals (ECPs) choose ACUVUE® 2 Brand consistently for new fits and refits.

This versatile lens is a great choice to create your “Right Size Inventory.” Some ECPs may believe that inventory exists to help their patients during emergency situations. Having inventory on hand saves ECPs money and valuable staff time, while helping to keep patients loyal to the practice.

When a patient leaves your office without contact lenses, you could be putting that patient's retention at risk. Some ECPs believe patients don't mind coming back in a few days for contact lenses. But think about your own experience. If you visit a store and they don't have what you want, do you return, or buy it at another store? Having inventory ready for the patient meets the patient's needs, increasing satisfaction and retention. It also generates more

word-of-mouth traffic from patients happy with their contact lenses and outstanding service.

Having inventory also saves time your staff would have spent ordering lenses, pulling records and a return trip for the patient. That time adds up over the course of weeks and the year. In comparison, supplying patients with contact lenses from your inventory takes just minutes.

Your most often used powers of ACUVUE® 2 will help determine your inventory level. Now is a great time to create your “Right Size” Inventory of ACUVUE® 2 because for every 100 boxes you purchase, you save \$1 a box. That's \$100 for 100 boxes. Plus, you save shipping and handling fees and time spent making numerous phone calls ordering lenses. The new smaller packaging also makes ACUVUE® 2 easy to store.

For more information about creating your “Right Size” Inventory, contact your sales representative or call our customer service number at (800) 874-5278.

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"We believe we are starting to see the contact lens industry rebound from the lows seen at the end of 2001," said **Peter Valenti, Vice President of Marketing, VISTAKON® AMERICAS**. "Since that time, our leading brand ACUVUE® 2 has grown from 32% to 44% share of the clear spherical two week disposable category. In addition, our ACUVUE® Toric product continues to show growth within the highly competitive Toric category. And with the addition of our three new colors, VISTAKON® is well positioned to continue to be the leader in the contact lens industry for many years to come."

The ACUVUE® 2 COLOURS™ Brand share in the cosmetic tint segment reached 22% in Second Quarter 2003, up 1 percentage point from First Quarter 2003 and 9 percentage points compared to the same time last year.

The ACUVUE® EYE HEALTH ADVISOR Program Unveils New Logo

The ACUVUE® EYE HEALTH ADVISOR Program is getting a new look! Eye Care Professionals (ECPs) should watch for the newly designed logo that will brand its wide array of educational materials.

"The new logo is more professional looking and designed to call attention to the importance of eye health," said **Glenn Travers, Product Director, ACUVUE® EYE HEALTH ADVISOR**. "Our previous logo featured more informal graphics. This new logo is easier to read and will show patients at a glance that the material contains expert information about eye care."

ECPs should look for the new logo on all of The ACUVUE® EYE HEALTH ADVISOR Program's new educational materials.

One of the goals of The ACUVUE® EYE HEALTH ADVISOR Program is to help ECPs inform patients about the importance of eye exams in relation to their overall health. A recent survey by VISTAKON®, Division of Johnson & Johnson Vision Care, Inc., emphasizes the need for that education.

The survey showed that patients were aware that ECPs could detect glaucoma and cataracts during a routine eye exam, but fewer realized that signs of diabetes, hypertension, stroke, high cholesterol and multiple sclerosis could also be identified. Once respondents learned about the conditions that ECPs can detect, half said they would be more likely to have a yearly eye exam and 57 percent said they feel more positive about the value of routine eye exams.

To boost education – and office visits, ECPs can take advantage of the many offerings from The ACUVUE® EYE HEALTH ADVISOR Program that detail the importance of routine exams and other important topics. You can check out what's available through the program by visiting www.ecp.acuvue.com and clicking on The ACUVUE® EYE HEALTH ADVISOR Program button.

And while The ACUVUE® EYE HEALTH ADVISOR Program is dedicated to helping you inform patients, its other mission is to help you and your staff practice more efficiently. *Where Did My Day Go?* is a new staff training module to increase productivity, eliminate stress, and promote satisfaction in an eye care office. This staff training module is designed to help identify "time burglars" that rob ECPs and their staff of valuable time every day. The training session includes a facilitator's guide, video, and workbook to put precious minutes back into the day.



ACUVUE® Brand TORIC Contact Lenses Becoming the Lens of Choice for More ECPs

Eye Care Professionals (ECPs) are increasingly reaching for disposable toric contact lenses for their astigmatic patients, and more than ever before, that lens is the ACUVUE® Brand TORIC contact lens.

Toric lenses made up 17 percent of all soft contact lens fits in the second quarter of 2003, up from 15 percent in 2002, according to data collected by Health Products Research (HPR), a market research company that surveys 500 ECPs monthly. In fact, all disposable toric contact lens dispenses were up 65 percent in the second quarter.

ACUVUE® Brand TORIC is the second-most popular toric lens on the market and gaining ground on Soflens 66®, another two-week disposable that has been on the market nearly two years longer.

"Our research shows that there are contact lens wearers who drop out reluctantly because they're not aware of a contact lens option for astigmatism. This new data indicates that some ECPs may be more actively building their practices by demonstrating the benefits of Toric lenses," said Paul Dickison, Product Director for ACUVUE® Brand TORIC. "ECPs are choosing ACUVUE® TORIC because of the benefits of its high oxygen transmissibility and patients notice the comfort delivered by a vision care brand they trust."

REGISTER ONLINE FOR CLES 2004

The Contact Lens and Eyecare Symposium (CLES) has activated its online registration system for CLES 2004, to be held January 21-25, 2004, in Orlando, Florida. Visitors to www.cles.info may now register and make hotel accommodations for the industry's premier meeting dedicated to contact lenses and related eyecare issues.

Visitors to the CLES site may also review a full slate of more than 100 hours of CE courses. Detailed course descriptions and accreditation information have been posted on the Website.

Following a highly successful launch in 2003, CLES will again be held at Disney's Coronado Springs Resort, which offers a specially discounted CLES rate. New for CLES 2004, attendees may alternately secure luxury accommodations at a special CLES rate at Disney's BoardWalk Inn, which is located nearby. Hotel reservations at either location may be made online at www.cles.info.

CLES is the premier contact lens meeting in North America and is sponsored by the Contact Lens Institute, along with education partners American Optometric Association (AOA), Contact Lens Association of Ophthalmologists (CLAO), and Contact Lens Society of America (CLSA).

For further information:

Ed Schilling
Executive Director
Contact Lens Institute
(301) 459-1800
eschilling@thecli.com

VISTAKON® Honors Outstanding Student Clinicians

The American Optometric Foundation (AOF) is dedicated to the development of optometric research and education in vision and eye health. As an affiliate of the American Academy of Optometry, AOF is the Academy's arm that directly supports research.

Breakthroughs in patient treatments, vision science, and clinical procedures are essential for the growth of the optometric profession. VISTAKON®, Division of Johnson & Johnson Vision Care, Inc., is proud to sponsor programs that ensure much-needed research will continue.

ACUVUE® Eye Health Advisor Student Citizenship Scholarship Winners for 2003-2004

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|------------------|--|
| Andrea L. McCann | Illinois College of Optometry |
| Mindy Pellersels | Indiana University School of Optometry |
| Eva Merhi | Inter American University of Puerto Rico School of Optometry |
| Kyle M. Schaub | Michigan College of Optometry at Ferris State University |
| Jennifer M. Ash | The New England College of Optometry |
| Megan Petty | Northeastern State University College of Optometry |
| Pamela Nyon | Nova Southeastern University College of Optometry |

The ACUVUE® Eye Health Advisor Student Citizenship Scholarship recognizes outstanding student clinicians who best exemplify ideal eye care standards of practice. The winners, second or third year students at each of the schools and colleges of optometry in the United States, Canada and Puerto Rico, are awarded a \$1,000 scholarship toward academic expenses and a personalized plaque. Colleges not listed below have not yet announced a winner.

| | |
|------------------------|---|
| David L. Kading | Pacific University College of Optometry |
| Brian R. Hall | SUNY State College of Optometry |
| Amy Elizabeth Richard | University of Alabama-Birmingham School of Optometry |
| Julie Flettner | University of California-Berkeley School of Optometry |
| Lori Michelle Gonzales | University of Houston College of Optometry |
| Bethany Curtis | University of Missouri-St. Louis College of Optometry |
| Michelle Steenbakker | University of Waterloo College of Optometry |
| Marie-Pierre LaPalme | Université de Montréal Ecole d'Optométrie |

The VISTAKON® Award of Excellence in Contact Lens Patient Care recognizes outstanding student clinicians who have demonstrated excellence in contact lens patient care during their optometric

education. Any graduating fourth year student attending a school or college of optometry accredited by the Council on Optometric Education is eligible for the \$1,000 award and personalized plaque.

VISTAKON® Award of Excellence in Contact Lens Patient Care

| | |
|---------------------------|--|
| Kristy Genurio | Illinois College of Optometry |
| Creston Myers | Indiana University School of Optometry |
| Dean Van Nasdale | Michigan College of Optometry at Ferris State University |
| Kristin Kenney | The New England College of Optometry |
| Joanna Chamberlain | Northeastern State University College of Optometry |
| Chadwick Brewer | Nova Southeastern University College of Optometry |
| Meghan Geiger | The Ohio State University College of Optometry |
| Pamela Joyce Yen-Cha Wong | Pacific University College of Optometry |
| Cherie Ann DeVecchio | Pennsylvania College of Optometry |

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| Joseph Carson Maycock | Southern California College of Optometry |
| Jaime Watkins | Southern College of Optometry |
| Helen Kim Gardiner | SUNY State College of Optometry |
| Candice Irene Turner | University of Alabama-Birmingham School of Optometry |
| Yolanda Scheer | University of California-Berkeley School of Optometry |
| Phillip B. Brunson | University of Houston College of Optometry |
| Brian Matthew Ross | University of Missouri-St. Louis College of Optometry |
| David Shumsky | University of Waterloo College of Optometry |
| Juan D. Morales | Inter American University of Puerto Rico School of Optometry |
| Sheila LaPlante | Université de Montréal Ecole d'Optométrie |

VISTAKON® Awards Student Travel Grants to the AOA

VISTAKON®, Division of Johnson & Johnson Vision Care, Inc., continues to support student optometrists and their education in many ways. In June, two students from each School and College of Optometry in the United States, Puerto Rico and Canada were awarded \$500 travel grants from VISTAKON® to attend the 106th Annual American Optometric Association (AOA) Congress & 33rd Annual American Optometric Student Association (AOSA) conference in San Diego. VISTAKON® was also a major sponsor of AOSA's education program at the meeting.

The travel grants were awarded to students by their institutions after submitting winning essays on the topic "Think About Your Future: What is the

Most Critical Issue Facing Optometry Today." In addition to the \$500 travel grant, Melissa Woodard, a fourth-year student at Northeastern State University, College of Optometry, received an additional \$1,000 scholarship for her essay, which was selected as the best overall. Faculty judges at each of the schools and colleges of optometry read all the entries and selected the two best essays.

The essay winners, who were required to attend the meeting, received their awards following the lecture "From Student to Practitioner, Defining Moments, The George W. Mertz Memorial Lecture." The late Dr. Mertz was a well-known researcher and Director of Academic Affairs for VISTAKON®.

The travel grant recipients are:

Lee Doyle McPherson, Thomas Streeter -
University of Alabama at Birmingham School of Optometry

Cynthia Maung, Chad Shimazaki -
University of California at Berkeley School of Optometry

Nick Ho, Kelley Schwarte -
University of Houston College of Optometry

Andrea McCann, Laura Frederick -
Illinois College of Optometry

Melissa Absey - Indiana University School of Optometry

Monique Pacheco-Cesarski, Kirtesh Patel -
Inter American University School of Optometry

Lorraine Byers-Miller, Jamey Wolbert -
Ferris State University, Michigan College of Optometry

Kimberly Kohne, Gina Stokes Johnson -
University of Missouri at St. Louis School of Optometry

Lauren LaPaglia, Jennifer Shanley -
New England College of Optometry

Jessica Hudson, Brent Plaxico -
Nova Southeastern University College of Optometry

Melissa Woodard, Leigh Cox -
Northeastern State University College of Optometry

David Anderson, Nick Bollin -
The Ohio State University College of Optometry

Kacie Breault, Richa Yadav -
Pennsylvania College of Optometry

Emily Revier, Autumn Mantel -
Pacific University College of Optometry

Grace Daijo, Troy Ypma -
Southern California College of Optometry

Elise Millie, Matthew Buchanan -
Southern College of Optometry

Jason Compton, Nathan DeDeo -
State University of New York College of Optometry

Karine Tetreault, Jonathan Laudadio -
University of Montreal School of Optometry

Michelle Steenbakkens, Janine Robichaud -
University of Waterloo School of Optometry

Two Honored By AOA for Outstanding Achievements

At the American Optometric Association's annual meeting in June in San Diego, representatives of the AOA's Contact Lens and Cornea Section presented awards to two outstanding contributors to the field of soft contact lenses. Both awards were sponsored by VISTAKON®.

The Dr. Donald Korb Award for Excellence was presented to **Robert J. Morrison, O.D., F.A.A.O., of Harrisburg, Pennsylvania.** Dr. Morrison is renowned for celebrities and royalty who were under his care.

In the 1960s, Dr. Morrison helped Czechoslovakian scientists develop soft contact lenses, and was granted exclusive rights to develop and market the new lens in the Western Hemisphere. He holds a number of patents and developed the Morrison Measure, a contact lens marked with concentric circles and a grid that can be used to objectively measure neo-vascularization and scar tissue.

The Dr. Rodger Kame Award was presented posthumously to the late **George W. Mertz, O.D., F.A.A.O.,** who served as Director of Academic Affairs at VISTAKON®, Division of Johnson & Johnson Vision Care, Inc.

In 1980, Dr. Mertz worked at the Cornea and Contact Lens Research Unit, University of New South Wales, in Sydney, Australia, where he collaborated with Professor Brien Holden in conducting landmark research on the ocular physiological response to extended wear soft contact lenses. Dr. Mertz served as a member of the American Optometric Foundation Board of Directors and was the Foundation's president when he passed away. Dr. Mertz was also a charter member of the International Society for Contact Lens Research as well as a member of numerous other professional organizations.