

# 40 OPTICAL PRISM YEARS

January 2023 | Vol. 41 | No. 1



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# 40 OPTICAL PRISM

YEARS

January 2023 | Vol. 41 | No. 1

## GOAL KEEPING

How to make  
your goals a reality

## THE POWER OF INNOVATION

The future of eye care

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what's on the horizon for the optical industry?

THE GIFT  
OF SIGHT

Healthy eyes  
for 2023

What's  
next for  
contacts  
and eye-  
wear lenses

VIVA  
MAGENTA

Styles that rock  
Pantone's Colour  
of the Year



**KLIJK**  
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denmark

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Style Featured: K-711

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Courtesy of Etnia Barcelona

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# 40 OPTICAL PRISM

YEARS

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Optical Prism (ISSN 0824-3441) is published 12 times a year by Quince Communications Inc.

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## SUBSCRIPTIONS

Non-paid subscriptions to *Optical Prism* are limited to optometrists, opticians, ophthalmologists and buyers and key executives at retail chain store headquarters. All other individuals are eligible for subscriptions at the above annual rates.

## POSTMASTER

Send address changes to Optical Prism, 564 Rosedale Cres, Suite 100, Burlington, Ontario, Canada L7N 2T1 or email info@opticalprism.ca



Canadian  
Media Circulation  
Audit

GST Registration Number:

88541 6529 RTO01.

Printed in Canada by acorn | print production Canada Post Publications Mail Sales Product Agreement No. 40040464

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**A** new year has dawned, and it's an exciting one for *Optical Prism*, as 2023 marks our 40th anniversary of publication.

When an optician named Al Vzina created *Optical Prism (OP)* back in 1983, the Canadian optical industry didn't have any type of trade publication, and *OP* quickly filled the much-needed role of informing Canadian eye care professionals about new products and developments.

In 2000, Robert and Mary Lu May purchased the magazine from Al. Both Robert and Mary Lu came from publishing backgrounds, and they saw *OP* as a great opportunity because of the medical/research element combined with the fashion/style element of frames.

When my husband Nick Samson and I purchased the business in September 2020, we were attracted to the industry for many of the same reasons that had drawn Robert and Mary Lu 20 years earlier. The magazine's longstanding success was a strong selling point, and we loved the idea of carrying on a legacy that the Canadian eyewear industry had grown to respect and rely upon.

As Nick and I spoke to people throughout the industry and understood their needs better, we were able to see new directions for *Optical Prism*, and we've worked hard over the past two-plus years to make those visions a reality.

First, we made our digital version more interactive. Then we expanded our website to include the latest news from across the industry. We've also added a weekly e-newsletter and e-blasts to keep our readers up-to-date on announcements, research, products and developments across our industry.

Our most recent addition is *Prisme Optique*, a French-language version of the magazine and website that keeps our French-speaking audience in the know about the latest in eyewear and eye care.

Expansions like these require the right people to execute them, and we've welcomed several additions to our team over the past eight months. Last May, Janet Lees took over as Managing Editor, and her focus on quality and journalistic integrity has not gone unnoticed. Her right-hand person is Assistant Editor David Goldberg, who writes many of our articles and brings valuable industry knowledge gained over the past three years in the role.

NIDEX Patternless Edgers are available in Canada through PRO SCAN Optical Instruments Inc. **ONTARIO (800) 935-5292 • CANADA (800) 701-3828**

Other new faces include Cathryn Haynes, Associate Art Director; Lamia Ghezal, translator; Samantha Budd, Digital Content Manager; and Amanpreet Dhami, our newest writer. Meanwhile, Kathleen Irish, who came on board as VP of Sales in 2021, has done a standout job of helping our clients get their messages out.

I'd also like to thank our regular contributors – Dr. Harry Bohnsack from the Canadian Association of Opticians; Trudi Charest and her team at Marketing4ECPs; Nancy Dewald from Lead Up Training and Consulting; and Suzanne Sendel from Suzanne Sendel Agency – whose voices, experience and expertise offer ECPs valuable insights.

I am truly honoured to be part of such an amazing legacy, purpose and team as we celebrate 40 years of excellence. And of course, we couldn't do it without you, our readers and advertisers. Thank you for your support, and please feel free to reach out with any feedback or ideas you may have to help us take *Optical Prism/Prisme Optique* forward as your trusted source for all things eyewear and eye care.

SUZANNE LACORTE, Publisher

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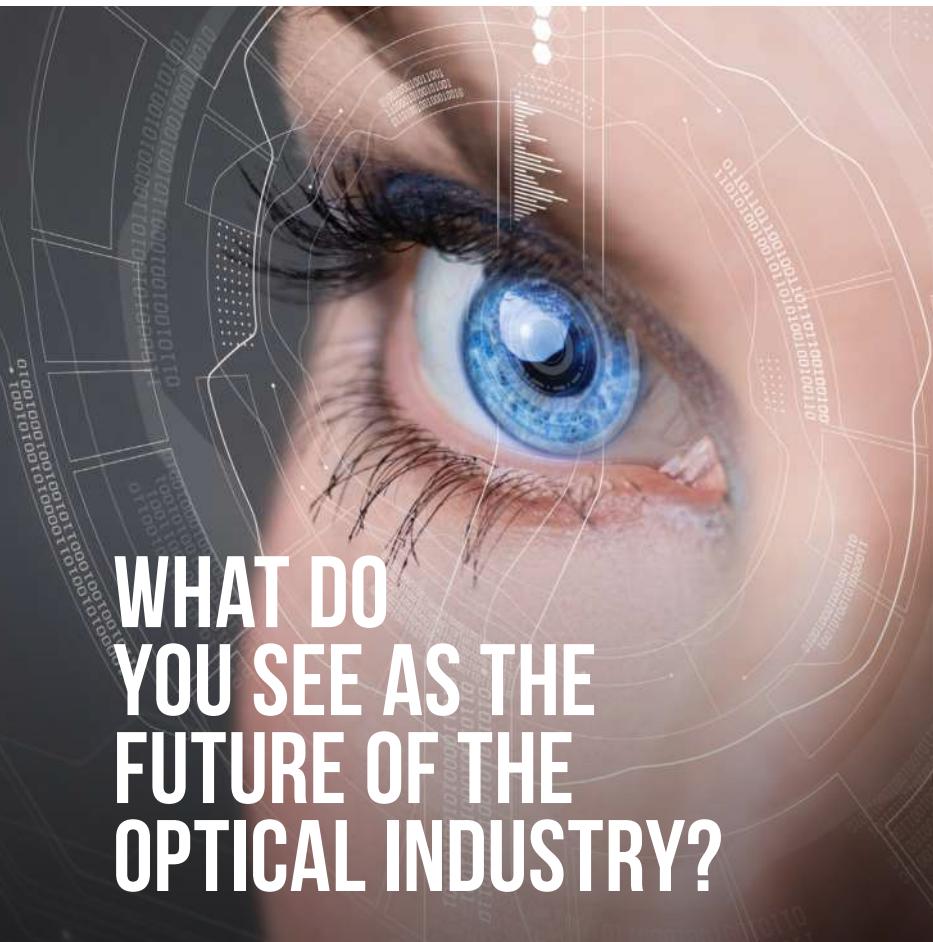
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## WHAT DO YOU SEE AS THE FUTURE OF THE OPTICAL INDUSTRY?

**“**Sixty-four percent of people now think that light-intelligent lenses are the future of eyewear – and we agree! Transitions Optical will continue developing new light-intelligent innovations that provide optimum vision, comfort, and seamless light protection across all light situations. Extended reality will also play an important role in shaping the future of product experiences. Embracing technology that brings online strategies into day-to-day offline strategies will create a desirable shopping experience for patients and customers. The Transitions virtual mirror is a great example of this, as it allows consumers to see themselves in Transitions lenses online or in store.

**ISABELLE TREMBLAY, Director of Sales and Marketing, Transitions**

**“The competitive landscape will continue to change. Retailers will need to focus on communicating their areas of differentiation, with a focus on explaining all elements of the exam or dispensing process. They have an opportunity to emphasize the benefits of working with an independent owner-operator and eliminate walkouts. The pressure of patient retention will be a key business point on everyone’s mind.”**

**ALLAN NIGHTINGALE, President, Centennial Optical**



The use of biodegradable and recycled material, which is now more of a call-out, will be commonplace in our industry. From components and materials to the manufacturing process of products and packaging, eco-initiative and sustainability will become the norm.

**BEVERLY SULLTINEAU,  
Vice-president of Product  
Development, WestGroupe**

“Artificial Intelligence (AI) will unleash remarkable capabilities to improve on human analysis.

Derivatives of telehealth technology will transform ocular data compilation and analysis, enabling cybernetic consultations and freeing time for patient education and treatment. Surgery will be assisted by AI-endowed instruments autonomously. Gene therapy and genome-based treatment customization will transform disease prevention. The human lens will be altered for precise focusing at far and near, reducing demand for eyeglasses. Virtual reality will be interwoven into our daily lives, rendering screens unnecessary. Cost of technology and economic inequity will increasingly create a barrier to eye care that the wealthiest countries must address for the world’s most vulnerable.”

**DR. HARRY BOHNSACK, President,  
Canadian Association of Optometrists**

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\*Compared to single vision lenses, when worn by children at least 12 hours per day every day. Bao, J., Huang, Y., Li, X., Yang, A., Zhou, F., Wu, J., Wang, C., Li, Y., Lin, E.W., Spiegel, D.P., Drobis, B., Chen, H., 2022. Spectacle Lenses With Aspherical Lenslets for Myopia Control vs Single-Vision Spectacle Lenses: A Randomized Clinical Trial in China. *JAMA Ophthalmol.* 140(5), 472-478. <https://doi.org/10.1001/jamaophthalmol.2022.9401>



#### J.F. REY

The design team at J.F. Rey has imagined an architectural collision in which a perfect round shape is heckled by an eye-catching deconstruction/construction. Acetate quarter circles add rhythm to the metal structure of the frames while bringing a surprising and distinctive graphic effect.

The visual interest is reinforced by colour schemes of intense black or bicoloration that contrast with the raw metal finishes. Launched last year, the line is now extended with two new shapes: JF3024 and JF3025, the latter of which is distinctive with its two subtle side shells.

The concept explores a stylistic vocabulary that combines retro and futuristic, exploratory and contemporary. Made in France, these bold new eyeglasses are offered with a solar clip (category three sun lenses) that adds further futuristic flair.

**For more information, contact your J.F. Rey sales representative or visit [jfrey.fr](http://jfrey.fr)**

## ETNIA BARCELONA

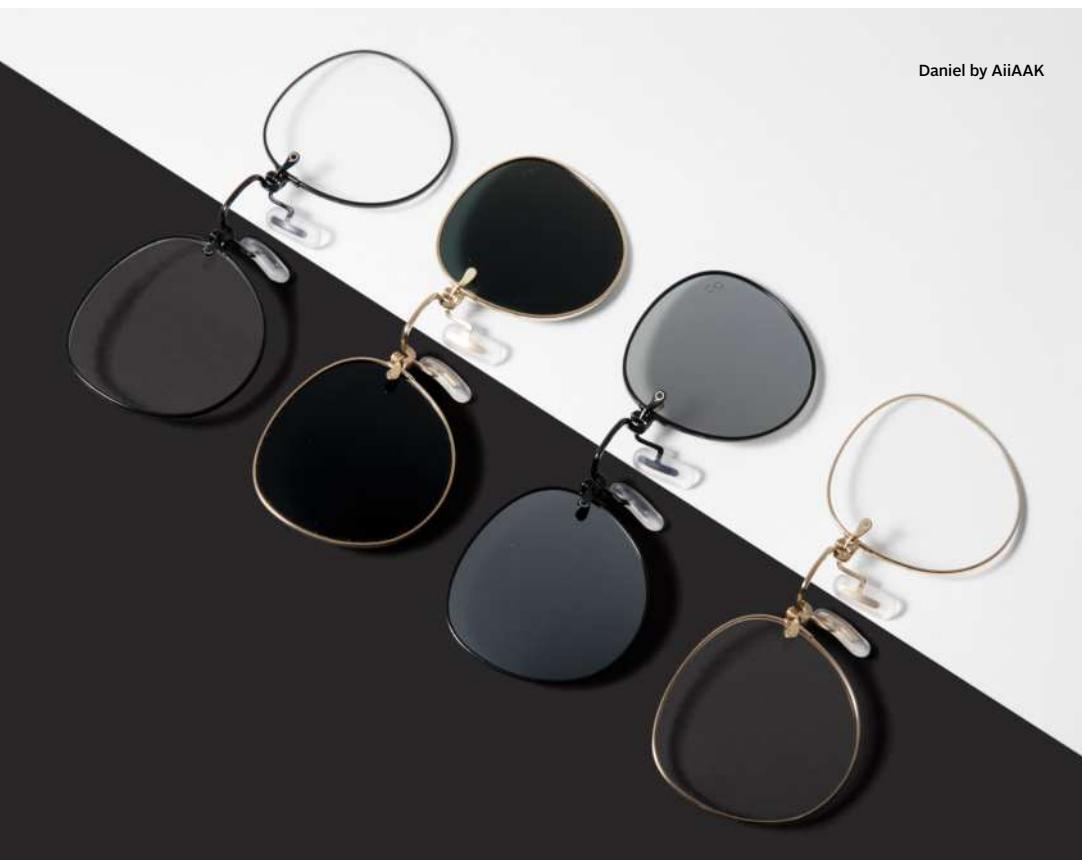
Etnia brings art and sport together with its new Anatomy collection, which celebrates the roots of the Barcelona eyewear brand and those of the world's most famous football club, FC Barcelona (Barça).

Each of the seven new models blends vintage lines and modern trends, featuring Mazzucchelli natural acetate and HD coloured mineral lenses that offer a unique visual experience.

The collection includes six sunglasses in vintage styles that reflect the heritage colours of Barça, while the 1899 Gold model is limited edition style with a design that deconstructs the Barça crest. The exclusive frames come in a solid black acetate with details in gold.

**For more information, contact your Etnia sales representative or visit [etniabarcelona.com](http://etniabarcelona.com)**





“

Pince-nez have been around since the 4th century, and became iconic when U.S. President Teddy Roosevelt started wearing the style in the early 20th century.

### AiiNAAK

Gender-neutral eyewear brand AiiNAAK has launched a new line of luxury pince-nez glasses that stay on the face without earpieces, by just pinching the bridge of the nose.

Pince-nez have been around since the 4th century, and became iconic when U.S. President Teddy Roosevelt started wearing the style in the early 20th century.

The AiiNAAK glasses come in four different styles that clip comfortably on the bridge of the nose, making them float on the face. One part fashion statement, one part comfort, these modern reinventions of a classic style have “urban creative” written all over them.

**For more information, contact your AiiNAAK sales representative or visit [aiinaak.com](http://aiinaak.com)**



Setarah Sunglasses  
by AiiNAAK



### OTP SUN

OTPS-2031's Rose Tortoise is a fun and flirty frame created using colourful patterned acetate. Its thin cat-eye shape and chunky profile is a trending look for OTP's target market, naturally drawing in a wide demographic of Gen Zs and Millennials.

OTP-157 Brown Havana is all about cinematic flair. Made with biodegradable acetate, this ladies' model will appeal to the eco-conscious and fashion-forward consumer. An oversized square frame with loads of attitude, this style has a tortoise pattern and a glimmered textured wire core that adds a touch of femininity to the frame.

**For more information, please contact your WestGroupe sales representative or visit [westgroupe.com](http://westgroupe.com)**

### EVATIK

Made of acetate, the men's E-9247 in Olive Tort has retro swagger, thanks to its modified round shape and keyhole bridge.

This tortoise-patterned high-fashion frame features convex temples and rivet hinges, which unite to create a complete and seamless look. The metal décor along the hinge is subtle and sophisticated.

**For more information, please contact your WestGroupe sales representative or visit [westgroupe.com](http://westgroupe.com)**



### KIRK & KIRK

New for Winter, Kirk & Kirk's limited-edition collection of nine frame combinations.

Based on the most popular styles in the Kaleidoscope collection, there are only 30 sets available in the world via independent opticians. Three super-sellers, Hana, Victor and Ray, were created especially for this very limited series in eye-catching new colours of Matte Capri, Matte Ice and Matte Anthracite. Hand-crafted from bespoke Italian acrylic, the frames are lightweight and comfortable to wear.

**For more information, contact your Kirk & Kirk sales representative or visit [kirkandkirk.com](http://kirkandkirk.com)**

## OPTIKA EYEWEAR

Metal is back! Optika has 12 new models for Winter 2023 in both handmade acetate and stainless steel.

For women, oversized metal shapes are on tap, such as model MC4310, available in Burgundy and Black. Model MC4336 features popular round shapes for women in super-lightweight stainless steel construction.

For men, model MC4332 has a classic rectangular shape, and features two-tone metal in fun colourways such as Black with Dark Green and Dark Navy with White.

**For more information, contact your Optika Eyewear sales representative or visit [optikaeyewear.com](http://optikaeyewear.com)**



MC4310



MC4332



MC4336

## STRAK

Amsterdam, capital of the Netherlands, was the inspiration for Strak's innovative, contemporary and uninterrupted sleek design process. The resulting new Amsterdam collection is defined by frame fronts crafted from a single plate of Japanese titanium mated to temples formed from a single rod of Beta-titanium.

**For more information, contact your Canadian Optical Supply sales representative or visit [strakeyewear.com](http://strakeyewear.com)**



STRAK A8

STRAK A19



#### KLIICK DENMARK

For the fun and flirty woman ready to turn heads, K-731's Copper Blush is an oversized square frame inspired by a previous best-selling KLIIK denmark model.

Openwork on the front endpieces adds delicate detailing to this ultra-feminine frame.

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Chic openwork on the front endpieces adds delicate detailing to this ultra-feminine frame.

#### FYSH

F-3708 is a trendy, square acetate model that's full of surprises. The Blue Shimmer colourway is reminiscent of a starry night sky, with glitter added to the acetate for feminine appeal.

The frame's chunky profile is softened by bevelling around the rims, while its temples feature chic design components such as metallic endcaps and subtle wire cores.

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#### ROBERTO CAVALLI

SRCo15 is an oversized mask with a wraparound front embellished with micro studs.

On the temple, Roberto Cavalli's iconic snakes wrap around a metal chain in rose gold. Available with grey or special bronze mirror lenses.

**For more information, contact your Eredità Eyewear sales representative or visit [ereditaeyewear.com](http://ereditaeyewear.com)**



# Smart Eyewear 101

An exploration of the newest  
launches from this fast-growing  
segment of the eyewear market

BY AMANPREET DHAMI

**E**yewear helps us to see and look better, but the world of smart glasses takes that to the next level, merging with smart phones to allow wearers to be more productive and functional in daily life by streamlining communication, content creation, leisure, and even health and wellness.

We spoke to some industry insiders to learn more about the features, benefits and latest launches of one of the newest trends creating a storm of innovation and buzz in the eyewear market.

Simply put, smart glasses are eyewear with computer technology built into them. They're essentially a wearable smart device that allows users to do everything from capturing photos and videos to taking calls and listening to music or podcasts – all through their glasses. Similar to a smart watch, the glasses enable users to stay plugged in while working, at home or on the go (whether running an errand, hiking outdoors or dropping the kids off at school) without having to pick up a phone or laptop.

Key features include a camera for capturing pictures and video, audio capability for listening to media, and a microphone to answer calls hands-free. Each smart eyewear product offers something different and brings something unique to the market.

Here are some of the most recent smart glasses from some of the top brands in the market.



## RAY-BAN STORIES

A collaboration between Ray-Ban and Meta (parent company of Facebook, Instagram and WhatsApp), Stories smart glasses enable the wearer to capture photos and video, listen to music and podcasts, and take calls – entirely from the frames themselves. Key features include instant photo and up to 60 seconds of video, built-in Bluetooth and a three-microphone audio array that allows the wearer to listen to music and podcasts from any app, and even take calls from the glasses.

Due to the Meta collaboration, Ray-Ban Stories encourage seamless content creation for social media, says brand director Corinne Abruzzi. “Users can edit and

Each smart eyewear product offers something different and brings something unique to the market.

Ray-Ban Stories Wayfarer



enhance everyday memories captured with the Ray-Ban Stories using the companion app and share with loved ones across Facebook, Instagram, WhatsApp or any app of their choice,” she explains.

Available in the iconic Wayfarer frame style as well as Round and Meteor, there are more than 20 different combinations of frames and lenses – all with a similar weight to regular Ray-Ban frames. Stories are available with prescription lenses, Transitions lenses or as sunglasses.

“Different versions of smart glasses have entered the market, but the Ray-Ban Stories are the first pair that combine iconic style with everyday wearability,” says Abruzzi.



## ABEYE LEXILENS

Abeye's Lexilens fills a unique market demand in the smart glasses market as a reading aid for individuals with dyslexia to help with sight correction, processing, and overall health and wellness.

Affecting about 10% of the world's population, dyslexia makes reading difficult and can have a significant impact during education, in the workplace and in everyday life. Symptoms can vary from mild to severe, it usually runs in families, and is a life-long condition; no cure is known to date.

In 2017, an academic research paper suggested a cause for dyslexia and a way to counter it. The Abeye research team collaborated with the academic team for three years to design a device that would utilize this discovery to help individuals with dyslexia overcome their disorder.

The resulting Lexilens is based on the science of how the brain perceives images. “Echo images are generated by the brain, but we are unaware of this, as most of us filter them out thanks to our eyes being asymmetrical [those who read normally usually have one dominant eye],” explains Michael Kodochian, CEO and founder of Abeye.

But those with dyslexia have eyes that are too symmetrical, and this leads to their brains' "reading area" trying to process superimposed images – a possible explanation for dyslexia. Lexilens filters out echo images, allowing people with dyslexia to read more fluently with less effort. As a result, the cognitive load once allocated to deciphering can now be allocated back to comprehension, so text is not only clearer, but more meaningful.

In other words, Lexilens helps those with dyslexia not only read with less effort, but also understand and memorize better, improving reading performance and overall self-confidence.

Ninety-two percent of Lexilens users have reported that the glasses changed their life, says Kodochian. "Generally speaking, eye care professionals need to know roughly how the Lexilens device operates so that they can assess the compatibility of the device with the condition of their patient," says Kodochian.

“Smart glasses are the next revolution that will take eyewear into the future.

*\_CORINNE ABRUZZ,  
RAY-BAN BRAND DIRECTOR*

The glasses also feature a clip-on accessory to mount prescription lenses for vision correction.

### RAZER ANZU

A leader in the gaming industry, Razer Anzu Smart Glasses offer prescription lens capability and a variety of features including an open-ear design for immersive audio and a discreet omnidirectional microphone built into the frame, plus more than five hours of battery life and a water-resistant design that keeps the product functional regardless of sweat or dampness.

"The open-ear audio glasses that protect and immerse your eyes, and the built-in speakers hidden in the Anzu frame give the phrase 'taking in the sights and sounds' a whole new meaning," says Razer's Paige Sanders.

With all of these features, Razer Anzu seamlessly merges work and play, enabling the wearer to engage in media consumption both during leisure and work time.

Razer Anzu is available in either a rectangular or round frame in three different sizes. The glasses are touch-enabled and voice assistant-compatible to play media, manage calls and use smartphone voice assistants.

A key point of difference with Razer Anzu is the advanced eye protection bundle included with each pair of

glasses, which features 35% blue light lens protection as well as replaceable and protective polarized sunglass lenses.

"Consumers stare at PC and mobile displays practically non-stop, and should be concerned about the impacts," explains Sanders. The Razer Anzu's blue light filtering lenses leave eyes feeling fresh and focused, a common feature amongst most smart glasses available.

### MORE THAN A TREND

This is just a small sampling of what is currently available in the smart glasses category, and there's doubtless much more to come.

The first generation of smart eyewear brings the promise of further developments that meet the increased consumer demand for technology designed to make their lives easier, more pleasurable and more efficient.

Features to look forward to from Ray-Ban include a Spotify Tap playback that allows users to play music from Spotify by tapping a single touchpad on the glasses. Meanwhile, Abeye is working on a Lexilens computer screen to allow individuals to read natively without the glasses.

The possibilities for smart eyewear to help your clients live a better life really are endless.

"Smart glasses are the next revolution that will take eyewear into the future," says Ray-Ban's Abruzzi.

"In the same way that smartphones changed our lives, smart eyewear will only continue to evolve." **OP**





Colour of  
the Year  
2023

# Viva Magenta

Pantone's Colour of the Year, Viva Magenta 18-1750, is an animated red that encourages experimentation and self-expression. *Optical Prism* presents some examples of eyewear in this delicious shade that are sure to make a stand-out statement.

BY SUZANNE LACORTE



2.



3.

“Invoking the forces of nature, Pantone 18-1750 Viva Magenta galvanizes our spirit, helping us to build our inner strength.”

- LEATRICE EISEMAN  
Executive Director, Pantone Color Institute

4.



5.

6.



1. FYSH F-3703, F-3696, F-3697 and F-3701 by WestGroupe
2. LOOL Aura 550 and Adhara 510 by ETNIA
3. Montauk by BlackFin
4. Carolina Herrera 0166, 0140S, 0167 and 0163 by Safilo
5. Izumi OS-9336 by WestGroupe
6. Fossil 7152 and 7150 by Safilo,
7. Duvall by Paradigm



7.

# THE POWER OF INNOVATION

Diagnostic developments and the future of eye care

BY DAVID GOLDBERG

**T**he world of eye care diagnostics is evolving at a mind-blowing pace. Some of the latest technology is hard to comprehend, but it's also impossible to ignore. Embracing artificial intelligence could help eye care professionals treat more patients, preserve more eyes and save more lives.

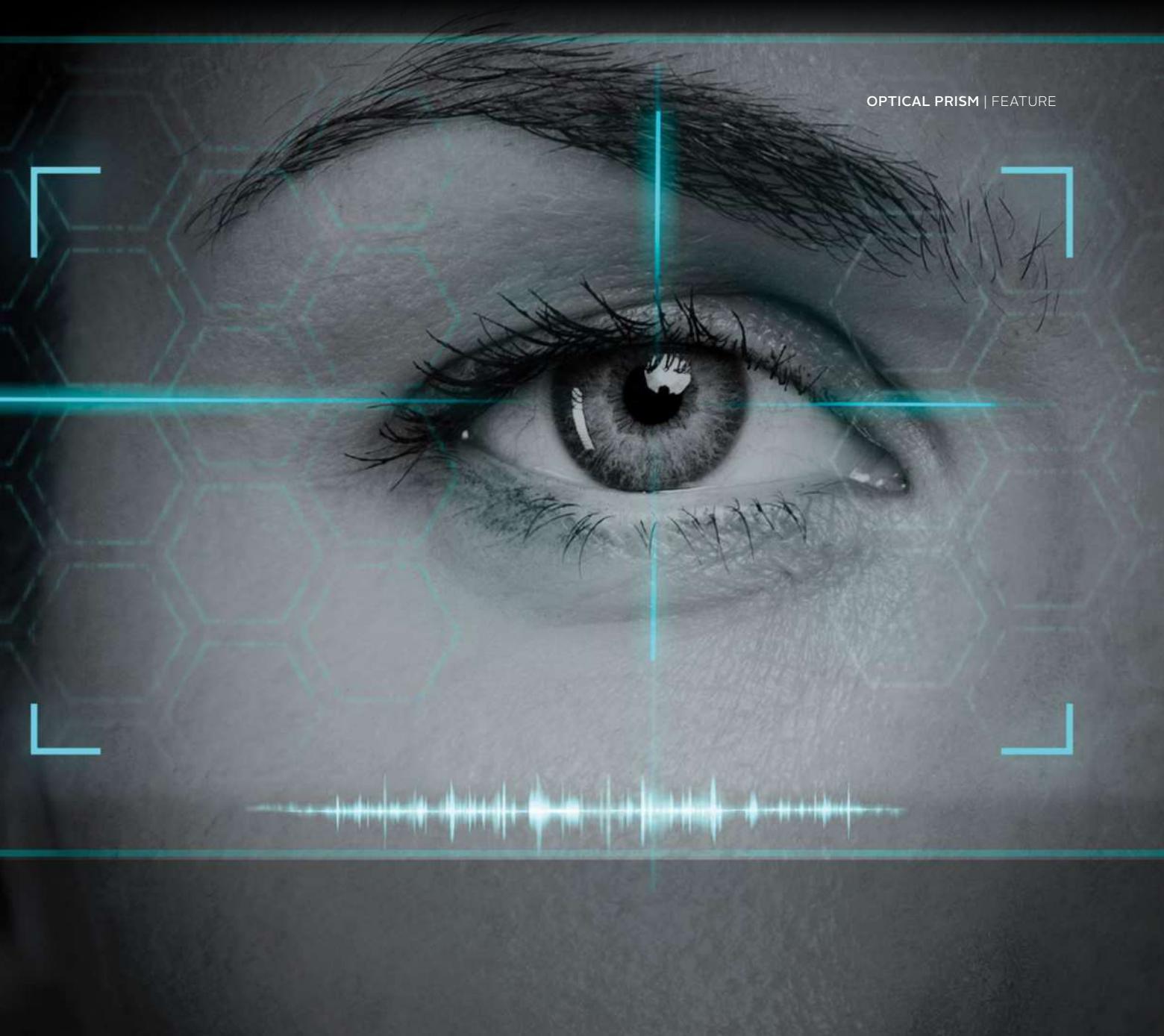
When asked about the future of the profession, many experts are quick to point out that we're already experiencing it.

Everything about future diagnostic capabilities is linked to faster readings, earlier detection, and better prevention of eye diseases. It's also about convenience.

Imagine a world where patients can self-examine at home using wearable tech, or through an app that beams pertinent medical information directly to an optometrist's office. These innovations make eye care more proactive and accessible to patients everywhere.

"When I look out to the next 10 years and beyond, we can see some key trends coming to fruition," says futurist Nik Badminton, who delivered the keynote address for a recent gathering of the Alberta Association of Optometrists.

"We're looking at autonomous diagnosis and monitoring using mobile devices, and even headsets evolved from technologies like Meta's Quest Pro



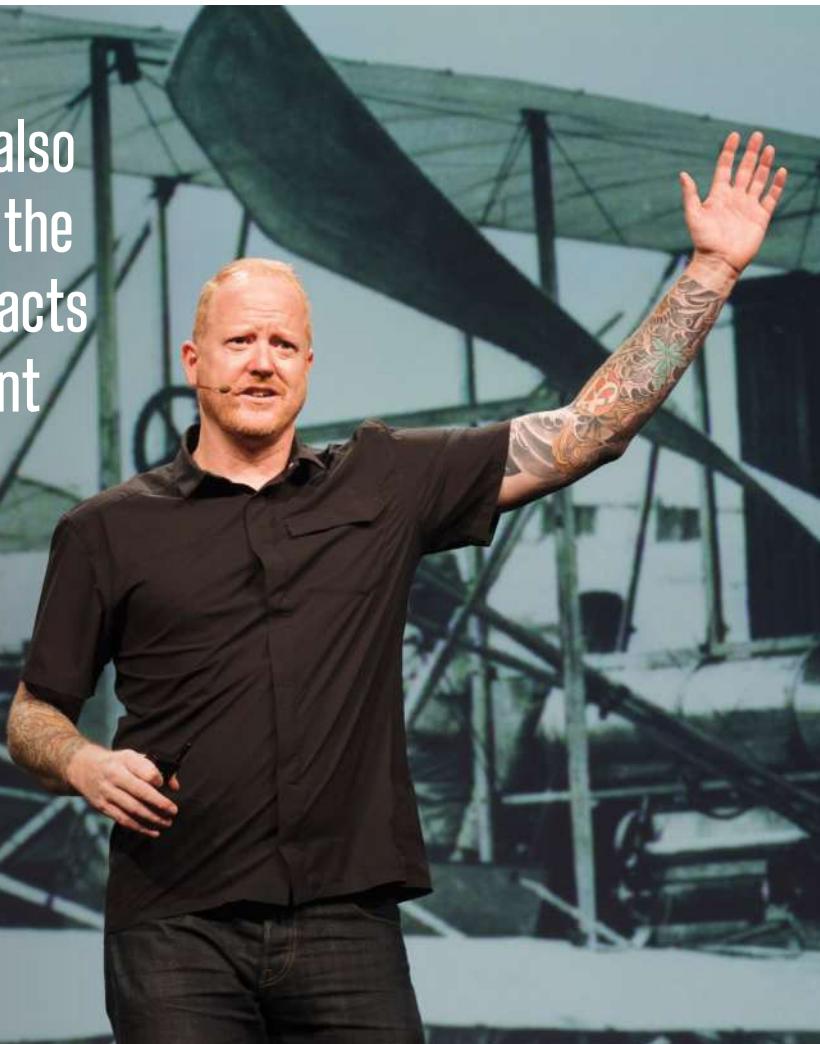
**Everything about future diagnostic capabilities is linked to faster readings, earlier detection, and better prevention of eye diseases. It's also about convenience.**

virtual reality: the experimental 'Project Aria' – a pair of glasses with a normal form function yet able to provide real-time monitoring and diagnosis. All of that is linked to state-of-the-art machine learning as well as databases of expert knowledge and research."

Tests are under way to determine the capability of Project Aria's glasses to help patients with low vision see the world unencumbered. A partnership between Meta and Carnegie Mellon University's NavCog is creating 3D maps of large public places such as airports

**“The advent of AI can also potentially transform the management of cataracts in terms of assessment and monitoring, intraocular lens (IOL) calculation, intraoperative feedback and postoperative care.”**

– Nik Badminton



that can help people with visual impairments navigate the world more safely. And that's just one tiny facet of how technology is going to revolutionize the eye care industry.

It's clear that machine learning will continue to play a big role, says Badminton, who points out that AI is already well-established in the world of eye care.

That includes DeepMind's AI, which can detect over 50 eye diseases as accurately as a doctor. This software looks at 3D scans of patients' retinas to help hospitals turn around diagnoses more quickly. Using optical coherence tomography (OCT), DeepMind's AI was fed thousands of scans alongside real doctors' conclusions, teaching it how to raise early red flags about threatening eye conditions.

In another example, ComputeR Assisted Detector of LEukocoria (CRADLE) is a free smartphone app

designed to detect leukocoria. The app's AI algorithm finds all the pictures of people on your phone and analyzes their eyes for possible warning signs. In action, CRADLE detected leukocoria in 16 of 20 children who had already been diagnosed. And in another test, leukocoria was identified in photos taken an average of 1.3 years before the child was diagnosed.

“The advent of AI can also potentially transform the management of cataracts in terms of assessment and monitoring, intraocular lens (IOL) calculation, intraoperative feedback and postoperative care,” says Badminton. “AI has already been utilized clinically for artificial insert calculations, achieving superior results compared to conventional methods out there.”

Another company to keep an eye on, Altris Inc., has two exciting products, including a free mobile app for OCT education, with more than 12,000 registered users

around the world. There's also Altris AI, an artificial intelligence-powered platform for OCT scan analysis. Both digital products were created by a team of retina experts and can be tested for free by any eye care specialist in the world.

"Artificial intelligence is revolutionizing the way diagnostics work. It will never substitute a human professional, but it will become a support tool in the majority of spheres," says Maria Znamenska, an ophthalmologist with Altris Inc.

"AI can notice some minor, early or rare pathologies, or automate repetitive tasks such as differentiation between pathological and non-pathological scans. So with some tasks automated by AI, specialists can dedicate more time to the things that AI is not capable of doing: talking to patients, understanding them, empathizing with them, and being human."

But what about the majority of patients who just need a pair of glasses? Some companies are embracing the practicality of at-home vision screening for questions as simple as: Do I need a prescription or not?

Bryan Rossi, Canadian president of Carl Zeiss Vision, points to his company's vision screening app, My Vision. It can tell a client if they have clear vision or if they should book an appointment with an optometrist. The technology is also great from a marketing perspective.

"Services for consumers online and via an app are more and more important for the omnichannel experience," says Rossi. "And that's what links the optical store with the consumer's life at work and home."

## OPENNESS TO CHANGE

When people challenge Rossi on his company's decisions to innovate and try new things, he brings up one of his favourite stories about a 1920s engineer at Zeiss who wrote that "no major innovations are to be expected because eyeglass lenses are already fully developed."

"They were wrong, of course," says Rossi, whose lens company has also provided diagnostics equipment for generations.

Over the last few decades in particular, breakthroughs in vision science, lenses and instruments have provided patients with individually optimal vision correction.

"Innovation might take years to be market-ready, including clinical trials and wearer studies," he says.

"Long-term thinking matters. And science matters! We still need to know much more about the eye, vision processes, eye health, and the correction and treatment of vision impairments. Just think of progressive myopia – an urgent matter where massive efforts in fundamental research are still required."

The advancement of machine learning systems and consumer-level devices that can perform diagnosis and connect with telehealth solutions will provide a higher level of convenience. But an industry pro like Altris's Znamenska says optometrists shouldn't feel they're being left out of the equation.

"The key to unlocking innovations in the world of tech is the curiosity and open-mindedness of the specialists. Today, the majority of eye care specialists are skeptical about digital products because they feel threatened by

**Over the last few decades in particular, breakthroughs in vision science, lenses and instruments have provided patients with individually optimal vision correction.**

them. However, natural curiosity can push them to break the boundaries and implement technologies in their daily practice."

Badminton agrees, adding that ECPs and their patients need to think of these products as just another resource in the toolkit.

"There needs to be a promise made to consumers to use technology to augment their practices for the best care possible," he says. "And those that shun these advancements will be left behind. Training and keeping abreast of progress will be critical to success."

For Znamenska, that kind of success ultimately means more happy patients, "I feel that I am doing my job of helping people to live a healthy life. That's the main goal of any doctor." **OP**

# CONTACT!

The future of contact lenses

BY DAVID GOLDBERG

**T**he capabilities of contact lenses are growing rapidly, and researchers are looking to pack even more punch into every single lens.

From diagnostics to drug delivery and augmented reality applications, the industry is on the verge of some fascinating breakthroughs that we could see hit the market in the next couple of decades – or sooner.

*Optical Prism* spoke with Lyndon Jones, director of the Centre for Ocular Research & Education (CORE) and professor of optometry at the University of Waterloo, about these exciting innovations in the world of contact lens technology.

Jones says researchers are currently looking at using contact lenses to monitor patients for systemic complications, such as glucose levels as an indication of diabetes.

"There are also other potential biomarkers in your tear film that occur in cancer and other diseases such as Alzheimer's and Parkinson's," he adds.

A contact lens is already on the market that can diagnose localized eye diseases, such as glaucoma. Sensimed's silicone-based, single-use contact lens measures the pressure of a patient's eye and transmits that information to a recording device for a doctor to download and analyze. Next, researchers are interested in seeing if they can use



**LYNDON JONES**

Director of the Centre for Ocular Research & Education (CORE)

contact lenses to actually treat glaucoma patients, by the lens then taking that information and releasing exactly the amount of drug the patient needs to control the IOP.

Eye drops aren't great. Most people have trouble applying them – if they can even remember to use them in the first place. But Jones says that has all changed with drug delivery via contact lenses.

## The Future is Clear

What's next for eyewear lenses

Traditional lens makers have an important role to play in the future of eye care. They face immense pressure to innovate new solutions and anticipate the growing needs of this planet's exploding population.

Here's what some leading lens manufacturers have to say about the latest products and the future of the industry.

### PRIORITIZING PATIENT CARE

"As value retailers and online players penetrate the market, the incentive to invest in innovation goes down," says Brant Southwell, vice-president of marketing at Neurolens.

"We must make a more concerted effort than ever before to convince patients that premium eye care is well worth the investment. Remember, the incremental cost for premium technology funds

the next big innovation. We're all in this together."

Neurolens recently introduced the second-generation Neurolens Measurement Device (NMD2) to the market. The NMD2 can measure a patient's binocular system in approximately two minutes. The collected data is then used to develop Neurolenses, which uses a patented contoured prism design to shift images where the eyes comfortably want to be, so they don't have to work as hard anymore.

### BATTLING MYOPIA PROGRESSION

An estimated five billion people, or half of the global population,

“Because of the development of bioengineering concepts around things like nanoparticles, and really sophisticated engineering and production methods, now companies have gotten to the stage of being able to not only control the uptake of how much drug goes into the lens, but more importantly, deliver that over a period of time.”

Last year, Johnson & Johnson released the first commercially available contact lens for drug delivery. For now, the target demographic is allergy sufferers, but Jones says that as the technology improves, we could treat other eye conditions with these special lenses through a process called theranostics.

“Imagine if you had a contact lens that measured the pressure inside your eye, and it had built into it a little reservoir of an anti-glaucoma drug,” explains Jones. “And as your pressure went up throughout the day, it could control the delivery of that drug to your eye.”

## VISIONS OF THE FUTURE

Are you terrible with names? Imagine if your contact lenses projected a person’s name when they’re detected in your line

of sight. Jones says that’s a possibility as contact lens companies get closer to what most people think of as virtual reality.

“What you really want is augmented reality – where information is overlaid in your normal world – and a contact lens would be great for that,” he says. “Imagine you’re out for a run and you’ll see a projection in your eye of how far you’ve gone, how fast you’re going, your heart rate and GPS directions.”

grain of sand, and comes with the capability to correct vision.

Training and education are the next frontiers, with doctors using augmented reality head-up displays in contact lenses to rehearse complex surgeries and procedures. Jones says this would be great for field experience as well.

“Rather than watching a movie about the environment you’re analyzing, like the Antarctic, instead you could be virtually

*From diagnostics to drug delivery and augmented reality applications, the industry is on the verge of some fascinating breakthroughs that we could see hit the market.*

That vision is a reality, with testing on humans already occurring with several digital concepts. Mojo Lens has created what it calls the “world’s first true smart contact lens.” It shows the user information via an LED display no bigger than a

walking around in a field of penguins,” says Jones. “Imagine that.”

But don’t expect anything like that on the market for another 10 to 15 years or maybe even longer for some of these ideas, according to the professor. **OP**

**could be affected by myopia-related short-sightedness within the next 25 years.**

“I know the minds of many of the companies working on this right now,” says Southwell. “And I’m confident we’re going to crack this code and produce therapeutic solutions and multi-faceted treatment regimens that have a major impact.”

HOYA’s MiYOSMART lenses are designed to slow down myopia progression in children, which is so important because children do 80% of their learning visually.

Quebec optometrist Langis Michaud agrees that the industry’s work on myopia progression prevention is

one of the greatest achievements of this era.

“To develop, study and launch several new products, when clinical trials were conducted during the COVID-19 pandemic, is exceptional,” says Michaud.

### PERSONALIZED PRESCRIPTIONS

In 2023, Centennial Optical will introduce Biometric Intelligent Glasses (B.I.G.) by Rodenstock to Canada.

According to Paul-André Desjardins, vice-president of Centennial Optical’s lens division, “The majority of patients can benefit from biometric data gathered from hundreds of thousands of individual eye scans through the application of AI technology.”

Starting with a data set of more than 500,000 eye scans, Rodenstock employs an AI algorithm to discover the patterns in its data set and create a virtual biometric model of the eye using standard prescription values.

“Rodenstock Impression B.I.G. Norm lenses will deliver a higher level of biometric precision, using standard prescription values and AI technology to produce these lenses with 3D freeform technology,” explains Desjardins.

One thing is clear: patients will benefit from these and other innovations coming soon to the eyewear industry.



# A Year of Firsts

Specsavers Canada's first partners open up about their first year of ownership

**S**pecsavers Woodgrove opened its doors on Vancouver Island in November 2021, marking itself as Specsavers' first location in Canada. One year into the partnership, Retail Partner Seija Gilks and Optometry Partner Dr. Ian Scholfield share their surprises about ownership with the privately-owned, global brand.

## **Q: How has your first year been as a partner?**

**SEIJA:** It has been absolutely amazing! Better than I could have expected. My team has grown from nine to 15 people, we have sold 8,200 pairs of glasses, and my team, Dr. Scholfield and I, have witnessed hundreds of platinum moments. It has been an incredible first year, and I can't wait for year two!

**IAN:** Being a partner was a completely new experience and a learning curve for me, as I had previously only been a locum optometrist and had a small mobile business. As the year has progressed, the business has become progressively stronger and more productive with the help of excellent team training and ongoing in-house support. Having access to a large clinic with multiple exam rooms equipped with "wow" factor, high-tech equipment has been a highlight for me. Not to mention the awesome selection of frames and contact lenses that patients now have access to.

## **Q: What was your biggest challenge in your first year?**

**SEIJA:** The demand for eye exams at Woodgrove has been so much higher than anyone could have predicted that we're eager to add more optometrists to keep up with appointments. Also, being the first store doesn't come without some hiccups, but I couldn't have asked for a better, more dedicated support team.

**IAN:** One of the biggest learning curves for me was setting up my own incorporated optometric business. I was quite new to this, as I have never started my own business before. Also, seeking a full-time associate optometrist to keep up with the demand for eye exams at the clinic.

## **Q: What is the best part about being a partner?**

**SEIJA:** Pride. I'm so proud of my team; my business partner, Dr. Scholfield; my store; the support office; myself; and of course, the brand. What we are doing is so unique and I am so proud of the impact we are making in Canada. Customers tell me all the time, "Wow! Where has a place like this been all these years since I've worn glasses?" I am so grateful to be a part of that!

**IAN:** The best part about being a partner at Specsavers is being part of a much bigger team. Everyone from the support office to the clinic staff shares the same goal of leading the way in Canadian eyecare excellence.

## **Q: How has your location been doing over the past year?**

**SEIJA:** In the first year, we sold more than 8,000 pairs of glasses, exceeding our expectations. In our second year, we are working towards having 30-40% more growth. More and more patients are telling their friends and family, and quickly spreading the word about the amazing prices, quality products and comprehensive eye exams that include OCT.

**IAN:** Specsavers Woodgrove has gone from strength to strength as the (mostly unknown) Specsavers group has hit the Canadian market. Customers are realizing the benefits of accessible eyecare and our patient/customer base is rapidly increasing. I feel that the business is a huge asset to the surrounding community and will continue to be so. **OP**



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Specsavers

# AFRICAN VISION BECOMES REALITY

Canadian docs bring eye care to Malawi

BY DAVID GOLDBERG



Eye care is now accessible to hundreds more people living in Rumphi, Malawi, Africa thanks to the tireless efforts of Dr. Allan Jones and the team at Canadian Vision Care (CVC).

It all started 10 years ago with the founding of the Malawi School for Optometry by Optometry Giving Sight.

“[The school] has graduated 130 optometrists since then, but of course they need clinical experience, too,” says Jones, an optometrist who has been working in Alberta for more than 30 years. “They told us about one rural clinic in Rumphi that was in pretty bad shape, so that’s when we decided to get a plan in motion. Dr. Grace Ogobonna, a local optometry instructor, had the vision of a rural container clinic.”

Last spring, Jones and the team at CVC packed a shipping container with 50,000 pairs of eyeglasses, 150,000 pairs of latex gloves and enough optometry diagnostic equipment to fill multiple exam rooms. And, to use all of the container’s available space for donated items, they even wrapped the delicate medical tools in childrens’ clothing and topped off the shipment with 30 bicycles that had been gifted to the organization by Bicycles For Humanity.

It was truly a Canadian community effort, says Jones.

“The windows, doors and roofing were all made in Canada,” he explains, adding, “All the bars on the windows were contributed by an associate’s husband who does welding.”

From acquiring medical equipment, painting the inside of the container with a strong epoxy paint and carefully packing all the items in,



**Allan Jones (left) with local optometrist Levie Msiska outside the new shipping-container clinic in Rumphi, Malawi.**

the whole process took about three or four months before the container was ready to ship to Malawi.

But Jones says that wasn't even the most daunting part of the process. Because the container was going to remain on-site to house the actual clinic, this added an extra challenge.

"My biggest fear was that we were going to do all this work and we wouldn't be able to get a crane to get it off the truck in Rumphi," he recalls. "But everything worked out better than I expected, and it's really a feel-good story."

Now, optometry students in Malawi have a proper clinical facility to learn and dispense rural eye health.

The container-clinic is fully outfitted with all plumbing and electrical needs to properly serve patients across the region.

The next step involved getting the optometrists and optometry students to the facility – especially challenging in a rural part of a country that's one of the poorest in the world. Jones and his team, along with Optometry Giving Sight, were able to help out with this as well, thanks to the generosity of CVC supporters and community sponsors back home in Alberta.

"We bought them a brand new 15-seater Toyota van that allows them to take the optometry students

to the various outreach clinics on a daily basis," says Jones. "They're doing about 70 kilometres a day on roads that are in very poor condition, so their old van was in rough shape, to say the least."

Today, even with Rumphi's new outreach clinic running, the work is never done for Jones and the team at CVC. They're going to Ghana in February and have similar programs in place globally, from Jamaica to the Philippines, that are always growing.

Jones says the rewards are well worth the effort. "There's no explaining how it makes you feel – it's just fantastic."

CVC is always looking for optometrists and other eye care professionals to join them on their quest to help students and communities improve their eye care practices. If you would like to help, don't wait, Jones advises.

"This is a chance to give back and create a memorable experience that will stay with you forever. Life is just a series of adventures, and this is a great opportunity to have one." **OP**



**Staff gather inside the fully outfitted clinic, where they can treat as many as 50 patients per day.**

# THE GREATEST GIFT

Healthy eyes for 2023

BY DR. HARRY BOHNSACK

President, Canadian Association of Optometrists

Two things usually happen every January. We look back and reflect on our previous year's highlights and hurdles, and we contemplate our personal and professional hopes, wishes and resolutions for the upcoming year.

Looking back at 2022, we faced many challenges: the pandemic is still shaping our professional and personal lives; the healthcare labour shortage rose to unprecedented peaks; and instability around the world brought together inflation and rising concerns about the present day and the future.

All businesses and sectors are impacted. Our healthcare community has been resilient, and I have faith that despite disruption and changes in our industry, we will continue to take care of our patients and their eyes, advance our clinical and practical knowledge, and encourage new generations of practitioners. This is hopeful news!

Each and every one of us can bring ideas and expertise to our profession to expand knowledge in various fields:

- studies and research;
- advocacy to ensure vision care remains a top priority in legislative chambers;
- best practices in clinical care and practice management; and
- new ways to address the needs of diverse communities to ensure that all Canadians receive the highest standard of vision care.

Technology can bring innovation and improvements to patient care and open the door to new paths of valued collaboration. Our humanity, our dedication, our sense of community, and our ability to empower our staff and create a trustworthy relationship with our patients will not be replaced by machines or AI.

It is the combination of our unique skills and expertise with the advantages of technology that will ensure that we improve access, delivery and quality of care for Canadians.

Looking to the future, I wish every eye care practitioner a happy and successful 2023 as you provide your community with your greatest gift – your expertise and care. We can confidently remind our fellow citizens that health is and will remain our most precious asset, and highlight our role in detecting, preventing and managing eye diseases.

Science brings more evidence every day about eye health related to genetic factors, daily habits and activities (or lack of activity!), environmental factors, age and more.

To increase awareness, campaigns may be rolled out all year long about glaucoma, AMD, cataracts, myopia, diabetic retinopathy or eye injuries in newspapers or on TV, radio or social media platforms. However, ECPs are the most efficient vector to remind Canadians to keep eye health top of mind and to take care of the gift of sight.

We shall continue to raise awareness about the need to think and care about one's eyes through comprehensive eye exams and preventive care as a first step to achieving bigger resolutions in 2023. As a new year dawns, people traditionally wish for good health, focusing on better habits, exercise, etc. – the list can be short or long.

A comprehensive eye exam is a perfect start to ensure that people in your community begin 2023 with healthy eyes and a clear vision for the year ahead! **OP**

THE CANADIAN ASSOCIATION OF OPTOMETRISTS (CAO) is the national voice of optometry, providing leadership and support to its more than 5,400 members to enhance the delivery of healthy eyes and clear vision for all Canadians.

# EYE *level*

A selection of important, innovative or unique eyewear and eyecare products we're loving this month.



1

## AMAZING EYEWEAR – THE HOLY GRAIL ON EYEWEAR DESIGN

This unique oversized coffee table book spotlights independent eyewear, with stories from designers, architects, artisans and journalists on eyewear design. The 297-page hardback book features the best independent brands from our industry. [theeyewearforum.com/product/amazing-eyeewear/](http://theeyewearforum.com/product/amazing-eyeewear/)



2

## MAGNO TRAVEL LAMP

Eschenbach Optik of America introduces the Magno Travel Lamp, a handy two-in-one light that can be used as either a desk lamp or flashlight. With a compact design and multiple lighting options, it can be used as a desk lamp with three colour temperatures: warm yellow, neutral white or cool white. When the lamp head is folded in, it can be used as a hand-held flashlight. Includes a USB cable for recharging. [eschenbach.com](http://eschenbach.com)



3

**SMART MIRROR** is the most complete and intuitive iPad solution for dispensers. Designed to make the eyewear selection process exciting, easy and fun, it helps patients see themselves for the first time in their eyewear choice. The augmented reality simulations help spectacle wearers experience the advantages of various lens options. Measuring PDs, Seg Height, position of wear measurements, reading distance and best corridor length detection is easy, quick and accurate, without the need for a calibration clip. [acep.tech](http://acep.tech)

4

## EYES ARE THE STORY EYE PROOF REFRESHING TOWELETTES

Developed for daily ocular hygiene, these ultra-soft towelettes are infused with hyaluronic acid, calendula and aloe, to remove Eye Proof eye makeup and refresh strained and tired eyes without leaving tissue fibres or greasy residue behind. In packs of 30 individual sachets. [eyedropshop.ca](http://eyedropshop.ca)

# Teamwork for the WIN

BY DAVID GOLDBERG

**L**eanne Roach is a proud east-coaster, a person who gives back to her community, a sports fanatic, and a trusted optometrist at Insight Optometry in Halifax, Nova Scotia.

“I love that optometry combines healthcare, business ownership and fashion,” says Roach, an alum of University of Houston’s College of Optometry. “But there’s nothing better than witnessing someone seeing clearly for the first time.”

In one example, she was fitting a keratoconus patient for scleral lenses, with the goal of helping

For aspiring optometrists who want to implement that kind of positive change in the world, Roach recommends shadowing other eye care professionals.

“Take it all in and don’t be afraid to seek out new knowledge” says Roach, who observed many different optometrists and ophthalmologists during her training. “I have taken something – a phrase, a method – from each of my preceptors to use in my day-to-day interactions with my own patients and team members.”

Roach says working together is key when you’re trying to practise

*Working together is key when you’re trying to practise full-scope medical optometry.*

him keep a driver’s license. But something unexpected happened.

“When we put his lenses on, he couldn’t believe how hairy his arms were,” recalls Roach. “As humorous as the moment was, I’m not sure I fully appreciated the significance of something like being able to see your arm hair. As optometrists, we get to improve all those everyday experiences most of us take for granted.”

full-scope medical optometry. And the former varsity athlete is familiar with that commitment to teamwork. At different times she was a competitive figure skater, varsity swimmer at McGill University, and now a basketball coach.

When the non-profit organization Nova Scotians Helping Nova Scotians started a free youth basketball league for low-income families, Roach



jumped at the chance to share her love of sports.

“I’m currently an assistant coach to an amazing group of teens, and we’re hoping to expand the program to include other sports and more kids in our area,” she says.

At one time, Roach combined her loves of optometry and sports. She was on the medical team at Atlantic University Sport and the USports basketball championships when they were held in Halifax. If she wasn’t an optometrist, she says she could definitely picture herself working in something basketball related.

Roach is an east-coaster for life. She was born in Newfoundland, lived in New Brunswick, and now calls Nova Scotia home – and she’s not likely to leave the Maritimes anytime soon.

“One of the other best parts about being an optometrist here is the people I work with and the patients I see,” she says. “I love coming to work every day with our amazing staff, and I love talking to patients and learning about their interests, cultures and families.” **OP**

# GOAL SETTING KEEPING



Making your goals a reality in 2023

BY NANCY DEWALD,  
Lead Up Training and Consulting

We all know that a new year is a great time to reflect back and plan forward. We also know that human nature drives us both to set and forget goals. So how do we set goals effectively, given that a Harvard Business study revealed amazing statistics relating to goal setting and success?

The Harvard study found that only 14% of us have goals, but these 14% are 10 times more successful than those without goals. And the 3% with written goals are three times more successful than the 14% with unwritten goals.

So how do you become part of the smallest but most successful group? Here are some suggestions.

## 1. Reflect on Last Year

- What do you feel went well?
- What do you feel needs improvement?
- If you are unsure of where there are opportunities, use industry benchmarks to compare results.

## 2. Review Your “Why”

- This could be your vision or mission statement. It should serve as your touch point to keep you on track and articulate why you do what you do.
- If you don't have something like this in place, it is a good place to start. Every business should have a statement that guides its decision-making, inspires its team and provides purpose.

## 3. Finalize New Goals

Taking the first two steps into consideration, list the new goals you have for the year.

- Prioritize this list from most important to least, considering aspects such as return on investment, available resources, key players, etc.
- Choose wisely, keeping in mind that you should only work on two goals maximum at a time. This is key – working on too many goals at once dilutes the effectiveness and nothing gets achieved.
- Once you have achieved a goal or have the actions steps consistently in place and consistently being followed, then you can begin working towards a new goal.

## 4. Create an Action Plan

- What are the actions/ behaviours that need to be put in place to reach the goal?
- Clearly state the goal.
- Determine the expectations.
- Identify key players and gain commitment.
- Collaborate with key players to fine-tune the plan and gain commitment (as the owner or leader of a group, you don't have to have all the answers).

*"The responsibility of leadership is not to come up with all the ideas. The responsibility of leadership is to create an environment in which great ideas can thrive." – Simon Sinek*

That is why you hire good people, invite their knowledge and welcome their insights. In addition, when key players contribute ideas, they will be more committed to ensuring that those ideas are successful if implemented. Be open to whoever supports the plan—a part-time team member who is passionate about a topic can be a valuable resource.

- Be sure everyone understands the “why” behind the goal and what is in it for them, for the organization, and for the consumer.
- Agree on expectations.
- Communicate the plan and check for understanding.

## 5. Identify Training & Coaching Needs

**Training** – List skills required to reach the goal, identify team members who require training, and make a training plan (this is included in the goal-setting template I can provide).

**Coaching** – Be prepared to provide feedback and redirect if needed. Coaching helps employees work with more involvement and leads to greater job satisfaction (included in template).

## 6. Monitor Progress

- Keep the plan alive – talk about it constantly and create excitement when you see effort and “wins.”
- Keep it simple – be sure it is easy to monitor success.

Clients are at times anxious about tracking and reviewing metrics, as they may see it as some sort of score card on their performance. This is one way to look at it, but when goal-setting is done properly and includes actions steps, I encourage you to view the metrics as a sign of whether the behaviours or actions steps you have put in place are working.

This helps evaluate and direct you.

- If the metrics are trending up – this is a sign to do more of what is working, and to acknowledge and reinforce the positive behaviours with your staff so they continue on this track.
- If the metrics are not moving – determine and remove obstacles
- Stop, look and listen – this will stop you from jumping to conclusions or giving up too quickly.
- If concerns are expressed – ask for examples/proof that the problem exists. I often see staff apply the exception rather than the rule to situations. Be sure that something has occurred more than once before you label it as a problem.
- Identify the sequence of events that has led to the problem and ask what conditions allowed it to occur.
- Collaborate on solutions and communicate next steps.
- Most importantly, stick to the goal.

## 7. Acknowledge & Celebrate Success

- Acknowledge success and the team for their efforts, even if it is their job.
- Remind the team of the steps you took, and they will be more likely to get behind the next goal.

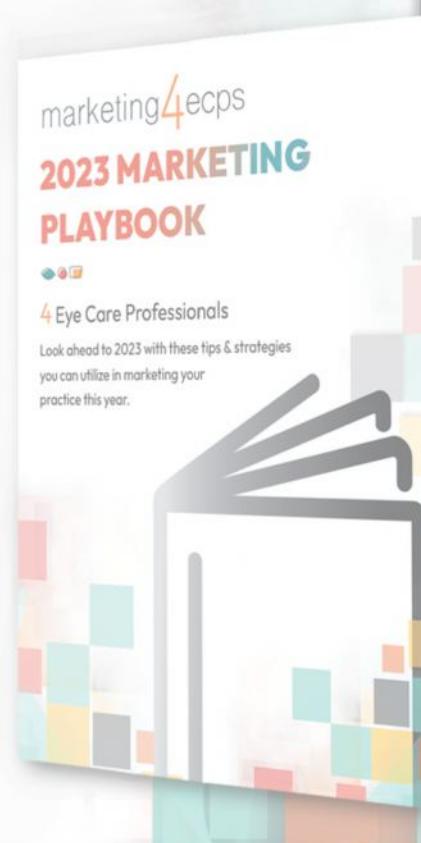
I hope this is helpful and gets your year off to a great start with clear direction. If you would like a copy of my goal-setting template, feel free to reach out. **OP**

**Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran. She is CEO and founder of Lead Up Training and Consulting, which specializes in identifying business gaps, implementing solutions and developing leaders. To find out more, visit: [leaduptrainingandconsulting.ca](http://leaduptrainingandconsulting.ca)**

## GROW YOUR PRACTICE IN 2023!

Look ahead to 2023 and start plotting the areas that your practice needs to focus their marketing on. Our Marketing Playbook will help you build your brand's voice and image to make your presence known in your community as the eye care specialist.

[DOWNLOAD NOW](#)



## LET'S CHAT



Turn your marketing into an investment by booking a free consultation with me today.

**TRUDI CHAREST**  
**CO-FOUNDER MARKETING4ECPS**  
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# Introducing **LEAD UP**, a training and consulting provider specializing in the Optical Industry.

We believe everything is figure-out-able and everyone can be successful with the right support.

## We specialize in

### **OPTICAL BUSINESS PERFORMANCE REVIEWS**

Identify Business gaps, develop cost effective plans and partner to implement solutions.

### **DEVELOP LEADERS**

One on one coaching to enable and empower leaders in the Optical Industry.

### **BUSINESS BUILDING**

Identify opportunities and implement action plans that ensure financial stability in this competitive environment.

### **TRAINING**

Custom workshops to build high performance teams and businesses. Including sales strategies to increase eyewear sales, niche products and treatments.

### **VISUAL MERCHANTISING**

Organize and reset Ophthalmic office and retail space to improve product appeal and create sales.

### **CUSTOMER MAPPING**

Understanding and improving the customer experience throughout the Eyecare journey, creating long term patients.

### **SPEAKER**

Experienced storyteller and influencer with powerful messaging.

### **CHANGE LEADERSHIP IN THE OPTICAL INDUSTRY**

Guide ownership to be proactive and lead change strategically rather than reacting to change.



### **NANCY DEWALD, Owner**

Over 20 years guiding Optometry Leaders and practices to be successful. In addition recognized for excelling in Leadership roles:

- 2017 Most Influential Women in Optical Vision Monday Magazine
- 2008 Eye care Director of the Year Pearle Vision, North America
- 2007 Field Performance Consultant of the Year, North America



Encourage, Enable & Empower

For a complimentary 30 minute consultation visit [leaduptrainingandconsulting.ca](http://leaduptrainingandconsulting.ca)



# YOU CAN'T MASTER EVERYTHING

What should you focus on?

BY COLE CURRIE, Marketing4ECPs

**T**here are countless avenues to pursue when it comes to your marketing. You can't be the best in every marketing area, so the question is where to focus your efforts to bring in new patients who are ready and willing to access your services.

Once you decide the areas you want to invest in, you can create an actionable marketing strategy that elevates your brand, establishes your place in the market, and helps you reach your business goals.



## CRAFTING YOUR BRAND

Your marketing strategy starts with establishing a brand people can trust. In many cases, this means creating a website.

A well-written website houses “evergreen content” – content that doesn’t get changed often – which you can refer to in your other marketing efforts. A well-designed website also helps convey your visual brand identity to your audience, which you can translate to other platforms.

A well-crafted brand legitimizes you to potential new patients. When your website reflects your brand, patients are more likely to trust you and reach out to book an appointment.



## GENERATING LEADS

Advertisements are a traditional way of generating leads for your business. In today's increasingly online world, Google and Facebook are the giants in ad space on the internet. Putting resources behind creating ads on Google and Facebook can increase brand awareness among your target audience so they can become patients.

Think of your marketing efforts as building blocks. Gradually stack one block on top of another until you have a cohesive strategy.

One of the most effective ways to use Google Ads is through pay-per-click advertising. Pay-per-click is precisely what it sounds like – you pay Google each time an individual user clicks on your ad. That means you need to tailor your ads to lead to booked appointments and revenue for your business, so you can see a good return on your investment.

Map your sales journey by imagining a funnel. If the ad is at the top of the funnel, ask yourself how you plan to entice a user to book an appointment. These enticements could include having solid calls to action on your website, and emphasizing

trustworthiness and patient experience in your content.



## RETAINING YOUR AUDIENCE

After you've generated leads for your practice, you should focus your efforts on retaining your clients. Continue building trust with your audience by investing in an email newsletter. Email newsletters are an effective way to share information about upcoming events and promotions, and educate your audience on the benefits of taking care of their eye health.

Maintaining an email newsletter to help your existing patients reminds them you're here to help. If a client

level of exposure when people search for terms like "eye exams" or "dry eye treatment" on Google. But there's a way you can show up on Google organically that boosts your credibility and helps you "own the space": search engine optimization.

Investing in search engine optimization for your website is a crucial way to own the space and become a go-to source for eye care information in your area. Beyond the evergreen content that lives on your existing web pages, maintaining a blog is an effective way to boost your ranking on Google.

Google boosts web pages and websites it knows users can trust. Your blog can focus on answering questions your audience may have, like "Why are my eyes so dry?" or "Why are kids' eye exams so important?" By answering these questions, you're telling your audience and Google that you're a trustworthy source of information and quality eye care.



## BUILDING YOUR MARKETING PLAN

Once you establish your brand presence with a well-constructed website, you can begin creating your marketing plan to meet your business goals. Think of your marketing efforts as building blocks. Gradually stack one block on top of another until you have a cohesive strategy, with content that works collectively to reflect your brand voice and brings value to your audience. **OP**



## OWNING THE SPACE

Advertising channels like Google Ads are often referred to as "renting space." You're paying for a certain

**Cole Currie is a content writer at Marketing4ECPs, where he helps eye care professionals reach their patients in new and creative ways. His passion for building connections through stories comes from his background in journalism and literary theory. Find out more at [marketing4ecps.com](http://marketing4ecps.com).**



**Spectacle Eyeworks**

**2023 FEBRUARY**  
**February 4-6, 2023**  
**Event:** MIDO 2023  
**Place:** Milan, Italy  
**Website:** [mido.com](http://mido.com)

**2023 MARCH**  
**March 16-19, 2023**  
**Event:** Vision Expo East  
**Place:** New York, New York  
**Website:** [east.visionexpo.com](http://east.visionexpo.com)

**2023 SEPTEMBER**  
**September 8-10, 2023**  
**Event:** 4th World Congress of Optometry  
**Place:** Melbourne, Australia  
**Website:** [worldcouncillofoptometry.info](http://worldcouncillofoptometry.info)

**September 27-30, 2023**  
**Event:** Vision Expo East  
**Place:** Las Vegas, Nevada  
**Website:** [east.visionexpo.com](http://east.visionexpo.com)

**September 29 - October 2, 2023**  
**Event:** SILMO Paris  
**Place:** Paris, France  
**Website:** [en.silmoparis.com](http://en.silmoparis.com)

## EVENTS CALENDAR

# Learn the art of better vision

NAIT Continuing Education is proud to offer a variety of programs towards certifications in optical sciences. Advance your knowledge, skills, or career in this rapidly growing industry.

Explore programs in:

- ▶ Contact Lenses
- ▶ Eyeglasses
- ▶ Refraction

To learn more, visit [nait.ca/optical](http://nait.ca/optical)

Email: [Optical@nait.ca](mailto:Optical@nait.ca)



CONTINUING  
EDUCATION



# Timeless ICON

BY JANET LEES

The Eyewear by David Beckham collection from Safilo introduces these stylish, softly squared DB 1117/CS optical frames in acetate, designed for functionality and versatility thanks to the easy-to-apply clip-on with sun lenses.

The Talisman signature detail in metal – inspired by the symbol of wings to denote freedom, moving forward, travel and protection – is subtly visible between the front and temples.





# TOTAL comfort<sup>1-3</sup> in a Toric lens is on the horizon



## TOTAL comfort for your astigmatic patients<sup>1-3</sup>

The first and only daily disposable and monthly replacement Water Gradient Toric contact lenses are coming soon.

Ask your Alcon Sales Representative for more information.

**References:** 1. In a clinical trial to evaluate on-eye performance of TOTAL30® for Astigmatism lenses where n=69; Alcon data on file, 2021. 2. Based on a clinical trial where n=18; Alcon data on file, 2021. 3. Alcon data on file, 2021. See product instructions for complete wear, care, and safety information. Not for use by persons with eye infections.

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