



3rd International Conference and Expo on

Optometry & Vision Science

October 08-09, 2018 | Edinburgh, Scotland

Accepted Abstracts

Optometry 2018

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Presbyopia correcting IOLs: The ugly, the bad, the good

Robert D. Gibbs

Pacific Cataract and Laser Institute, USA

This course reviews the rising interest in patients for presbyopia corrected intra-ocular lens technology. Pre and post-operative care of the presbyopia IOL patient will be discussed in detail with emphasis on current presbyopia correcting lens technology. To educate optometric physicians on current presbyopia correcting lens options for their cataract and refractive lens exchange patients. To review past and present presbyopia correcting lens technology. To explain the mechanism and biomechanics of presbyopia correcting lens function. To better understand the importance of patient selection, counseling and pre-operative evaluation of the patient interested in full focus lens implant surgery.

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Scleral lenses: Basic fitting to advanced problem-solving

Justine L Siergey
Hunter Vision, USA

This 2-hour course is intended to provide attendees with education, information, and techniques necessary to fit scleral contact lenses of all types and designs. For novice scleral lens fitters, this course will prepare them to initiate fitting their patients with scleral lenses. For those who have scleral experience, it will also present special techniques/modifications that may be helpful in solving complex fitting challenges that scleral lens wearers may present. The objective is to provide practitioners with detailed description of every step involved in fitting and caring for patients wearing scleral lenses including: patient selection, pre-fitting diagnostic evaluation of the patient, specialized testing, initial diagnostic lens selection and evaluation, lens ordering, follow-up care, modification of the fit, problem-solving, specific care and handling of lenses and in-office management tips. It is hoped that, upon completion of this course, practitioners will be comfortable with all aspects of fitting and problem-solving with scleral lenses.

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The visual evoked potential as a clinical tool in the assessment and treatment of traumatic brain injury

Robert A. Orsillo

Orsillo Vision Care & Optical, USA

Purpose: The purpose of this investigation is to evaluate changes in brain function associated with concussion, and or post-concussion syndrome individuals with emphasis on the vision sensory signal and thalamus lateral geniculate nucleus to primary visual cortex, employing the visual evoked potential (VEP) test; also, to establish the influence of vision therapy on recovery, used by the waveform properties of the VEP.

Methods: The study was done by means of biasing the magnocellular pathways using a low Michelson contrast, temporally modulated phase reversing checkerboard stimulus pattern and successive spatial frequencies, simultaneously measuring the VEP. First, a base line of VEPs for the normal group was established and then the normal group results were compared to the concussion, and or post-concussion syndrome group.

Results: The normal control group VEP results of successive spatial frequencies, show repeatable findings, depicted by a temporal organization of latency, represented by an upward slope. The concussion and post-concussion group results indicated a temporal disorganization of latency of subsequent neural impulses resulting in a skewed and non-upward slope.

Conclusion: The failure of the lateral geniculate nucleus (LGN) to successfully filter and deliver relevant signals in temporal order to the visual cortex caused failure in synchronizing the feedforward connections to the feedback pathways consisting of top-down information that facilitate reentrant processing, or meaningful perception. Following completion of vision therapy the signs and symptoms of concussion or post-concussion resolved, and the visual evoked potential returned the temporal organization of latency, represented by an upward slope.

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Treatments for dry eye disease: A comparison analysis

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Academy of Integrative Health & Medicine (AIHM), USA

Description: The purpose of this meeting is to examine and discuss the evidence-based comparisons of the current treatments for Dry Eye Disease (DED).

Introduction: Dry Eye Disease (DED) affects up to 30% of the global population (2.25 Billion people) and this inflammatory condition of ocular surfaces has symptoms of visual disturbances, eye discomfort, tear film instability, etc. In the United States the average cost of treating this anomaly is over \$6,500 with incidence rate of up to 20 million patients. This meeting will discuss three primary treatments of Cyclosporine 5%, Lifitegrast, and studies showing significance and differences between these treatments. A recent Systematic Review with meta-analysis was conducted on studies of Topical Cyclosporine 5% (Restasis®; Allergan, Inc., Irvine, CA). The 12 studies (mean 25 weeks) included 629 subjects receiving treatment of Restasis. The outcome measure shared between these studies was the Schirmer #1 test and the mean score reduction was 2.7mm. A retrospective case/control study was conducted, measuring efficacy of Lifitegrast (Xiidra® Shire, Inc. Lexington, MA) versus other treatments in over 2,000 eyes. The mechanism of action is different than Cyclosporine because Lifitegrast reduces ocular inflammation as an integrin antagonist that blocks binding of ICAM-1 to LFA-1 on the T-cell surfaces. Testing in this investigation was accomplished with Schirmer's tests, Corneal staining, and tear film Break Up Time (tBUT) in different sub populations. Even with different testing mechanisms, these Lifitegrast patients showed significant changes, particularly in short-term follow ups.

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Eye care update and review of some of the major oral medications and their ocular side effects

Mashaeh Namaeh

Pennsylvania College of Optometry, USA

Systemic drugs can affect the eye from the cornea to the retina, in this talk I would like to discuss the side effects of the major drugs used every day in our clinics such as antibiotics, anti-inflammatory, steroids, beta blockers and herbal medicine and their ocular side effects. As an eye care provider, would like to emphasize how critical to be aware of the possible ocular complications that are due to the list of medications the patients are taking from their primary care physicians in regular basis such as OTC medications or herbal medications or prescription-drugs. By knowing our side effects, we could easily rule out most of the patient complaint. A literature review of these medications has been followed through and their side effects will be presented in this talk.

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Effective marketing mix elements of optical medical products to improve performance

Nezar Rafiq Damati

Eyezone Institute of Opticianry and Private Training, Kuwait

The marketing mix of optical medical products is expressed by a variety of marketing tools that the organization needs to achieve its objectives in the target market, where the marketing mix consists of four main elements: product, pricing, promotion and distribution. The main criterion of these elements in the success or failure of the marketing of medical optical products, since the existence of any defect in the design or implementation of marketing mix leads to the failure of delivery of products in the market. This study aims to identify the impact of marketing mix elements of optical medical products on the marketing performance in the optical manufacturing and trading industry in Jordan. Where optical medical products in this study presented by eyesight corrections' medical lenses, contact lenses, contact lens solutions, eyeglasses frames and sunglasses.

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