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September 01, 2011



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**In This Edition**

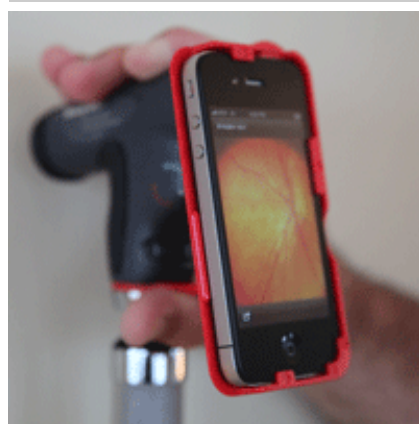
**EXAMS / DISPENSING**  
iExaminer App

**WEB TECH**  
Menicon America's GP Lens Care System  
ABB CONCISE Webinars

**TOOLS / SUPPLIES**  
Santinelli Profits Calculator

**EXAMS / DISPENSING**

**iExaminer Allows Fundus Photos with iPhone 4**



**Product:** iExaminer App  
**Top Line:** Intuitive Medical Technologies, developers of iExaminer hardware, are now offering the iExaminer App. When used with the hardware, the app creates a new system of imaging the back of the eye including the optic nerve and retina. The app also walks the user through a complete eye exam including visual acuity testing, eye chart, and more. With the Pro Version of the app, users can email, print the photographs and save to the patient's file. The iExaminer can be an affordable solution to accessing quality images of the

optic nerve and help prevent diabetic blindness with early detection.  
**Close Up:** According to Intuitive Medical Technologies, the iExaminer app is the easiest way to view and photograph the retina and optic nerve. It is the first and only app that allows imaging of the retina using the iPhone4 camera. The app is optimized for use with iExaminer hardware available at iExam.com. It walks the user step by step through the entire eye exam even without the hardware. The iExaminer adapts iPhone4 to Welch Allyn PanOptic allowing high-resolution fundus photos for ultimate portability. Users can save, print, and send images and exam findings.  
**Vital Stats:** Device Requirements: iPhone 4; iOS 4.2 or later; 0.8 MB. The iExaminer hardware can be purchased from the iExaminer website for \$179.99 plus shipping, and the iExaminer app is free and available worldwide exclusively through the App Store in the Medical category.  
**www. iExam.com**

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**WEB TECH**  
**Menicon America Launches GP Lens Care System, e-**

An EyeRock Concert Benefitting:  
**kids vision for life**  
ESSILOR VISION FOUNDATION  
**The EyeRock Band**  
Event Location:  
Hard Rock Cafe  
Las Vegas Strip

**3771 Las Vegas Blvd.  
Suite 120  
Las Vegas, NV 89109**

**Event Date:  
Friday,  
September 23, 2011**

**Event Time:  
9pm - 1am**

## Commerce Model for ECPs



### More Images

generates revenue to the practice, and provides a new way to manage patient compliance”.

**Close Up:** This GP lens care system consists of Menicon Unique pH, Menicon PROGENT, and Menicon Rewetting Drops. Menicon has acquired the Unique pH brand name and worldwide manufacturing license from Alcon Laboratories Inc. Previously available in the U.S. for in-office use only, Menicon PROGENT is now FDA-cleared for biweekly cleaning by patients at home. Menicon Rewetting Drops have been rebranded and are now available in a 10mL bottle. In conjunction with the launch of the Menicon Lens Care System, the company has created the Menicon WebStore, hosted by eye care professionals for their patients. All transactions are safe and secure, and shipping to patients is free.

**Vital Stats:** Menicon Co., Ltd., is celebrating its 60th year of operation. Founded by Mr. Kyoichi Tanaka in 1951, Menicon is Japan's first and largest contact lens manufacturer and now is represented in over 30 countries. In North America, Menicon is best known for the hyper-Dk GP (Menicon Z) material and Rose K, a frequently prescribed lenses for keratoconus.

[www.meniconamerica.com](http://www.meniconamerica.com)

**Product:** Menicon America GP Lens Care System and e-Commerce Model for ECPs  
**Top Line:** Menicon America, Inc. is introducing a novel GP lens care system in the U.S., bringing together well-known products with several enhancements, a new look, and an e-commerce selling strategy with added value for practitioners and their patients. “The new Menicon Lens Care System offers a synergistic approach for cleaning and maintaining today’s GP lenses,” said David Moreira, vice president of marketing for Menicon America. “We’re also launching an e-commerce model that adds ease and convenience for patients,

[↑ Top](#)   [✉ Send your comments to VM](#)

## ABB Concise Receives COPE Accreditation for 2011 Practice Partnership Webinar Series



**Product:** ABB Concise Webinars  
**Top Line:** **ABB CONCISE** has announced that the Primary Eyecare Network (PEN) 2011 gas permeable webinar series, which was supported by ABB Concise and Paragon Vision Sciences, has received COPE approval for the last seven webinars. The remaining webinars to finish off the year are pending COPE accreditation. "With an average of 100 participants a month, ABB Concise is thrilled to be able to support this educational opportunity with Paragon and PEN. Our accounts have the opportunity to not only learn from one of the

best lecturers in our industry, but receive CE credits as well," states Lynda Baker, ABB Concise's executive vice president.

**Close Up:** All webinars are free for all that are interested in attending, the company said, though those looking for the CE credits will need to pay a fee of \$35 and pass a 10-question online exam, administered by PEN. This current series—led by Pacific University’s Patrick Caroline, FAAO—focuses on topics that support successful treatment options and outcomes with gas permeable lens fitting.

**Vital Stats:** Topics for the remaining 2011 webinars include:

- Modern Contact Lens Corneal Reshaping or Fundamentals of Corneal Reshaping, Sept. 21
- Management of the Astigmatic Patient with GP Lenses, Oct. 19
- Keratoconus in 2011, Nov. 16
- Modern GP Lens Materials and Manufacturing, Dec. 21

Webinars are scheduled monthly on Wednesdays throughout 2011 and will be held at 6:00 p.m. PST (9:00 p.m. EST).

[www.primaryeye.net/education](http://www.primaryeye.net/education)

↑ Top    ✉ Send your comments to VM

## TOOLS / SUPPLIES

### Santinelli International Launches New ‘Real-Eyez’ Profits Calculator





**Product:** Real-Eyez Profits Calculator  
**Top Line:** Santinelli International has introduced a proprietary, interactive tool that calculates the costs and savings associated with finishing lenses in-office. The “Real-Eyez” Profits Calculator was created exclusively for Santinelli International by GPN, a leading business management consulting company. Santinelli’s team of sales consultants is fully-trained on assessing practice needs and well-qualified to advise on profit-building strategies.

**Close Up:** According to Rick Clemente, Santinelli’s executive vice president of sales

& service, “More often than not, the exercise shows how purchasing better and In-Office Finishing reduces outsourcing costs by as much as 30 percent. With so many variables negatively impacting a practice’s profits, ECPs can no longer ignore the opportunity of a ‘third profit center’—in-office lens processing.” As a best practice, Santinelli International provides this customized service to any practice at no cost. Independently, GPN, which has successfully delivered business management services and products to independents in over 35 states, offers an overall business assessment. With their performance management system, The Edge, and their personalized mentoring program, GPN consistently delivers the information and resources needed for independents to survive and thrive.

**Vital Stats:** For a preview of the “Real-Eyez” Profits Calculator and The Edge, stop by Santinelli International’s booth (#12087) at the International Vision Expo West (September 22-24, 2011). Jay Binkowitz, GPN President, will conduct overview sessions and offer attendees a chance to win a \$500 consultative mentoring session with a GPN specialist.

[www.santinelli.com](http://www.santinelli.com); [www.gpnconference.com](http://www.gpnconference.com)

 [Top](#)    [Send your comments to VM](#)



***[BACK TO TOP](#)***

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