

## IN THE NEWS

### The 2004 Bausch & Lomb Visionaries Recognition Award

Bausch & Lomb has announced the recipients of the 2004 Bausch & Lomb Visionaries Recognition Award, a program established to commemorate the company's 150th anniversary by honoring five eye care professionals who embody the highest ideals in vision care and personify Bausch & Lomb's commitment to "Perfecting Vision. Enhancing Life."

The Visionaries honorees were nominated by their peers and selected by an independent Visionaries Selection Committee comprised of representatives from academia and professional organizations. Listed in alphabetical order, the 2004 Bausch & Lomb Visionaries Recognition Award recipients are:

- Eleanor E. Faye, M.D., Lighthouse International, New York, New York;
- Bradley R. Staatsma, M.D., Jules Stein Eye Institute, Los Angeles, California;
- Michael T. Trese, M.D., Associated Retinal Consultants, Royal Oak, Michigan;
- George O. Waring, III, M.D., InView Vision, Atlanta, Georgia; and
- Karla Zadnik, O.D., Ph.D., Ohio State University, College of Optometry, Columbus.

In recognition of their achievements, Bausch & Lomb will equally distribute a total of \$150,000 in donations to vision-related, nonprofit organizations chosen by the Visionaries honorees. Biographies of the recipients can be viewed on the Web at [www.perfectingvision.com](http://www.perfectingvision.com).

Academy fellows will recognize the fifth awardee, Karla Zadnik. She has conducted extensive studies funded by the National Institutes of Health, greatly contributing to the knowledge of complex eye care issues, including myopia development in children. Dr. Zadnik is being honored with the 2004 Bausch & Lomb Visionaries Recognition Award for her tireless efforts to expand the field of optometry in both research and patient care. With this award in recognition of her achievements, Bausch

& Lomb will make a donation of \$30,000 to the American Optometric Foundation on behalf of Dr. Zadnik.

Later this year, Bausch & Lomb will begin accepting nominations for the 2005 Visionaries Recognition Award. For details, please visit [www.perfectingvision.com](http://www.perfectingvision.com).

### Eye Drops May Delay or Prevent Glaucoma in African Americans at Higher Risk

Eye drops that reduce elevated pressure inside the eye can delay or possibly prevent the onset of glaucoma in African Americans at higher risk for developing the disease, researchers have found. This makes it more important to identify African Americans at higher risk for developing glaucoma so they can receive prompt evaluation for possible medical treatment. These results are reported in the June 2004 issue of *Archives of Ophthalmology*.

Scientists found that daily pressure-lowering eye drops reduced the development of primary open-angle glaucoma in African Americans by almost 50%. Of the African American study participants who received the eye drops, 8.4% developed glaucoma. By comparison, 16.1% of the African American study participants who did not receive the eye drops developed glaucoma. The study was funded by the National Eye Institute (NEI) and the National Center on Minority Health and Health Disparities, two components of the federal government's National Institutes of Health. These results are a follow-up to initial Ocular Hypertension Treatment Study results released 2 years ago. In those findings, researchers discovered that treating people with elevated eye pressure could delay or prevent the onset of glaucoma. At that time, results for the subgroup of African Americans trended in the same direction, but were not conclusive.

### Former ICO President Receives Esteemed Recognition

On June 5, 2004, Dr. Alfred A. Rosenbloom, Jr., AM'54, was the recipient of the

University of Chicago Alumni Association's Public Service Citation, one of the highest awards the University can bestow upon its alumni. He was recognized by the University for his outstanding commitment to community service and his pioneering leadership in optometric education throughout the world.

Dr. Rosenbloom, an Academy Fellow of long standing, a Low Vision Diplomate, and one of the first to receive an AOF Fellowship, served as Dean—then President—of the Illinois College of Optometry (ICO) between 1955 and 1982. He has been a leader in establishing low vision clinics throughout America and in many foreign countries. As founder of Low Vision Rehabilitation Services at the Chicago Lighthouse for People Who are Blind or Visually Impaired, he has had a profound impact on the lives of thousands of children and adults by providing them with the means to lead independent, self-sufficient lives.

Dr. Rosenbloom has also been a leader in optometric education at the national and international level. According to ICO President Dr. Arol Augsburger, "Dr. Rosenbloom's leadership in education has dramatically impacted thousands of students. Further, he is an amazing example of a University of Chicago and ICO graduate who has worked tirelessly in Chicago and in remote regions of the world to help those in need."

### New Educational Web site on the History of Eyeglasses

Almost 720 years ago, the first simple pair of eyeglasses was invented. This was an achievement of monumental significance with an incalculable impact. David A. Fleishman, M.D., a retired ophthalmologist from Massachusetts, has built an educational Web site with the help of many noted experts. This new site reviews the subject of antique spectacles and other vision aids and is filled with interesting text and abundant imagery.

The core of this new Web site is "Eyeglasses through the Ages," a history paper with over 60 colorful images attached. There is a list of the world's public collections, where groups of spectacles can be seen and hyperlinks to all institutions which have Web sites are included. There is a Timeline of Development, a Guide to Assist in Identification, a Glossary, Educational Games, Key Translations, and many other relevant pages. Nothing is bought or sold because the Web site is not commercial. There is a Virtual Museum page which will become an ever-expanding organized group of slideshows of exceptional images aimed at drawing attention and interest.

Defined goals are: 1) to educate interested visitors to the website; 2) to increase public awareness and thereby nurture a deeper appreciation in general; 3) to complement other Web sites that have information on this topic; 4) to attract the newest generation of collectors (who may wish to join existing collectors clubs, the Ocular Heritage Society, and/or the Ophthalmic Antiques International Collectors' Club); and 5) to provide a forum where scholarly people can have a dynamic exchange of information and ideas.

This Web site is dedicated to an Honor Roll of Distinguished Persons, 22 individuals from 11 countries who were the true pioneers of this hobby. A "Newsworthy" page will list recent books, upcoming meetings and exhibits, new discoveries, and other important news related to this subject. Information is also being gathered on 20 key subtopics, which will become add-on pages in the future. Visit [www.antiquespectacles.com](http://www.antiquespectacles.com) and enjoy this exciting Web site.

#### Editors Note:

Academy Fellow Jay M. Enoch also notes the existence of The Cogan Ophthalmic History Society, which honors the memory of the late Professor David Cogan. It meets annually in historically interesting locations and its meeting notes are deposited in the Museum of Ophthalmology in San Francisco. All members are invited and most members are currently ophthalmologists. Topics cover famous clinicians and scientists in vision and eye care; scientific instruments and clinical techniques; and early history of eye care and optics.

## Community Awards Program to Support Healthy People 2010 Vision Objectives

The NEI, through its support contractor Social & Health Services, Ltd. (SHS), is pleased to announce the 2005 round of the Healthy Vision Community Awards Program. This program provides funding for the implementation of health education activities that support the Healthy Vision 2010 objectives and the Healthy People 2010 goals to reduce health disparities and improve quality of life.

The focus of the 2005 awards are to reduce visual impairment due to diabetic retinopathy; to reduce visual impairment due to glaucoma; to reduce occupational eye injury; to increase the use of appropriate personal protective eyewear in recreational activities and hazardous situations around the home; and to increase the use of rehabilitation services and adaptive devices by persons with visual impairments. Application forms and program information are available at [www.healthyvision2010.org/](http://www.healthyvision2010.org/) funding, or by contacting SHS staff.

## Free SilSoft Contact Lenses to Babies With Cataracts from Bausch & Lomb

Bausch & Lomb has announced the new SilSoft Pediatric Patient Assistance Program to help needy families that have infants born with cataracts cope with the costs of their care. Although most people associate cataracts with older adults, cataracts are the leading cause of infant blindness in the U.S., accounting for nearly 30% of cases.

In treating a newborn with cataract, a surgeon usually removes the cloudy lens and prescribes a special baby-sized custom contact lens that will allow the infant's visual system to develop properly. Without this, vision is severely diminished and blindness may result. The Bausch & Lomb SilSoft brand contact lens is the leading treatment option for pediatric patients recovering from cataract surgery. The SilSoft brand material and customized design permit the eye to breathe and deliver outstanding vision—necessary elements for healthy development of babies' eyes.

## VSP Receives High Ranking in National Vision Care Plans

In a study conducted for VSP by J.D. Power and Associates, VSP was ranked "highest in overall member satisfaction among national vision plans." The study was based on 766 respondents who are members of large national vision care plans. This is the first such recognition for the vision care industry. VSP has over 38 million covered members across the United States, representing approximately one in eight people nationally using VSP for their eye care health coverage. Roger J. Valine, VSP president and CEO, notes that "this acknowledgment by J.D. Power and Associates confirms our belief that VSP private-practice eye doctors provide the best in quality, care, and dedication to the health and satisfaction of their patients."

## 2004 Varilux Student Grant Award Winner

After reviewing dozens of case studies submitted by third- and fourth-year optometry students across the country, Essilor of America has awarded Quynh Tran as its Varilux Student Grant Award winner. A third year student at the New England College of Optometry, Tran's winning case study outlined how Varilux Panamic progressive lenses were the ideal solution for a presbyopic patient with retinitis pigmentosa, because of its integration of both central and peripheral vision. Tran and her faculty advisor each received an all-expense paid trip for two to the joint meeting of the American Optometry Association and American Optometric Student Association, held in Orlando, Florida, in June. The competition was open to third- and fourth-year optometry students in the United States, Canada, and Puerto Rico, and recognizes one student at each school for their insightful case study and awards \$1,000 directly to them.

## Vistakon Helps Consumers See Their Way to Better Vision

Vistakon has launched an awareness and education program that asks consumers to start thinking more about their eyes and their "I's (egos) as they relate to overall