

From *Niche* to *Mainstream*

SynergEyes provides a high definition experience

When Softperm® was the only hybrid lens available, **Don Robinson, O.D.**, South San Francisco and Redwood Shores, CA, used it. "It was my last lens of choice when all else failed," he says, laughing. "I knew it would work optically, but in terms of comfort and physiology and wearing time, it didn't always work."

But with the new hybrid lens from SynergEyes, Inc., it's a whole new story, he says. "I approach nearly every soft toric patient and ask if he or she wants better vision. I call this 'high-definition vision with soft contact lens comfort.'"

Words like 'high definition' and 'hybrid' are real buzzwords in Silicon Valley. Patients respond well to those ideas," he says.

When the SynergEyes® lens, with its 145 Dk rigid gas permeable center and soft

hydrophilic skirt, first became available, Dr. Robinson expected he'd use it for keratoconus and other specialty fits. But it quickly became apparent the candidate spectrum was far wider, he says. "It's fast becoming my first lens of



choice along with continuous wear with silicone hydrogel lenses," he says.

"If you have a -15.00D patient with 4.00D cylinder, what else are you going to use? The -8.00D to -15.00D computer workers? Toric lens wearers and patients with keratoconus?"

Each one of them needs to be in these contact lenses," he says, recalling some of the 100 patients he fit in the first few months the lens was available. "My goal is to have 300 patients in this lens by the end of the year."



Dr. Robinson

With the 85 percent success rate he's seen so far in converting patients to the new lens, that goal is well within reach.

"I don't give these patients an option. This is a better product. It's better for their acuity. There's greater oxygen transmission than a soft toric. And there are no rotation problems that occur with a soft toric when the lens dries out," he adds.

Fitting the SynergEyes lens does have a learning curve, but the company and experienced practitioners can be very helpful, he says. Dr. Robinson says the diagnostic set is needed to evaluate the lens fit. He waits about 10 minutes before evaluating the fit. "At that point, I have a pretty good idea if the lens will work. With the acuity, you know right away. But I look for .02mm to 1mm of movement on the blink," he says. He has also learned to fit a 1.00D steeper lens than he initially would have with Softperm. "I start at steep K and work backwards, rather than start with flat K and work up."

Even though Dr. Robinson encourages other practitioners to work with this lens, he does admit to enjoying the exclusivity of it. "All around me, practitioners are still dispensing 'inside the box.' I've got something different and exciting." **VS**

O.D. Takes Active Role in Cancer Funding

For **David Macarty, O.D.**, Cordell, OK, raising funds for cancer research is personal. In 2000, he was diagnosed with



Dr. Macarty and his family, all of whom support cancer research funding.

chronic myelogenous leukemia (CML). Thanks to an experimental drug funded by the American Cancer Society (ACS), the disease has been in remission. But the experience made him realize the important role the ACS plays in funding cancer research.

Now Dr. Macarty has been selected as a Celebration Ambassador, one of just eight people per congressional district. The ACS trains these representatives to lobby on behalf of cancer research. In September, he'll join 8,000 others to lobby the U.S. Congress.

He has lobbied at the state level, delivering daffodils to representatives while encouraging

them to include colorectal screenings in insurance plans. He has also been actively involved in local fundraising efforts, including the annual Relay for Life. Last year, his community of fewer than 3,000 residents raised about \$32,000; this year, it raised about \$45,000. **VS**

Making an Impression at Vendor Fair



Vision Source representatives attended a Vendor Fair in Oklahoma City in January. Seated, Jayne Christensen. Standing, (l-r): Dr. Bobby Christensen, David DeGeorge, Jill Cox and Dr. Glenn Ellisor.

Vision Source O.D.