



IACLE

**2015
IACLE
INDUSTRY
UPDATE**

IACLE AND INDUSTRY

INDUSTRY SUPPORT

It is through the generous support of leading global contact lens manufacturers that IACLE develops and delivers high quality contact lens educational programs and resources.

IACLE works with an Industry Advisory Board to discuss activities and priorities, and together we work to set our strategic direction and identify priority countries in each region.

Currently, IACLE is sponsored by platinum sponsor Alcon, and silver sponsors CooperVision and Johnson & Johnson Vision Care. In 2015, SynergEyes provided support for IACLE at the donor level. This core funding supports the development and implementation of ongoing programs and resources for members worldwide.

Individual programs may also receive incremental funding at the global, regional or local level.

Programs and meetings conducted at the local level may be supported partially by local manufacturers or distributors.

FACILITATING RELATIONSHIPS BETWEEN MEMBERS AND INDUSTRY

- Host IACLE Train-the-Trainer Programs and Educator Meetings to provide a platform for members and industry to interact
- Encourage members and FIACLEs to be involved with industry CE programs and to become Key Opinion Leaders
- Request donations (CLs, solutions etc) from industry for institutes in need
- Update industry on member activities via IACLE's Industry Informer (e-newsletter)

INSTITUTIONAL DEMOGRAPHICS DATABASE

The Institutional Demographics Database was developed to gain knowledge about the level of CL activity in institutions and to identify areas of need for practical training. Launched in 2007, data has been collected from member institutions and shared at the local and regional levels. In 2016, data will be collected from institutions in priority countries only.

- Information collected focuses on the practical experience of students
- Snapshot of resources and clinical facilities available at institutions, patient load and number of fits required by students, etc

- Identifies how IACLE and local industry can work with institutions ensuring CLs, solutions, instrumentation, etc are available for practical teaching of students

GLOBAL PROGRAM SUPPORT

First introduced in 2014 and supported by CooperVision, the IACLE Contact Lens Educator of the Year Awards are awarded to an individual from each of IACLE's global regions to recognise and reward achievements in contact lens education worldwide. In 2015, all award recipients were awarded their certificates at a ceremony conducted during an IACLE session at the British Contact Lens Association (BCLA) conference in Liverpool, U.K.



The Third IACLE World Congress (WC3) on 'Shaping the future of contact lens education' was conducted in May 2015 in Manchester U.K. for more than 100 delegates from around the globe. This global meeting was supported through incremental support from Alcon, CooperVision and Johnson & Johnson Vision Care.



WC3 saw educators come together to share their experiences and learn about the role of classroom technology in shaping the future of contact lens education. Industry representatives also played an active part and collaborated on a special business session examining the role of educators in growing global contact lens penetration. IACLE members around the world were able to participate via a live online broadcast throughout the four days.



REGIONAL PROGRAM SUPPORT

IACLE and our Industry Partners collaborated in 2015 on the following:

INDIA

Local IACLE sponsors Alcon, CooperVision and Johnson & Johnson Vision Care, along with B+L, provided support towards conducting the IACLE Annual Educators' Meeting for members in India. The meeting was held at the Lotus College of Optometry, Mumbai in October 2015.

Industry Representatives shared their insightful ideas with all meeting attendees. A set of trial lenses and CCLRU Grading Scale charts were donated by Johnson & Johnson Vision Care and distributed to all members in attendance.

The inception of an innovative new educational tool was the result of discussions between local Industry Representatives and Nilesh Thite (IACLE Director of Educational Programs) and Lakshmi Shinde (IACLE Global Education Manager). The 'Did You Know' series has been developed to improve not only the overall knowledge of the contact lens market but specifically the business related aspects of the market. The resource provides a series of bite-sized insights from IACLE and the contact lens industry for our members in India. Issues are delivered monthly by email and WhatsApp, and archived in the Member Login section of our website under IACLE Resources (Various).

Industry Representatives in India agreed to collaborate with IACLE by providing content for the editions.

'This novel initiative is appreciated by many members. They found it crisp, interesting and insightful,' said Nilesh.



CHINA

In China the demand is high for donations of trial lenses to teaching institutes. IACLE is working with members in China to identify these institutes and through the generous support from industry companies, IACLE has been able to donate materials where needed. Johnson & Johnson Vision Care donated trial lenses to 22 IACLE Resource Centres and Alcon donated trial lenses and solution to 5 IACLE Resource Centres across China. CooperVision donated over 1,000 boxes of trial lenses (hydrogel and SiHy) servicing 30

IACLE Resource Centres. B+L, acting as a local sponsor, donated over 1,000 trial lenses that were provided to a further 4 IACLE Resource Centres across China.

It was a productive year in China, thanks to Industry's generous support of seminars and meetings. Alcon sponsored 6 industry seminars and CooperVision sponsored 1 (also covering the cost of meals and donated trial lenses). Johnson & Johnson Vision Care conducted a seminar for educators from 20 schools across China along with an industry seminar for 8 schools.

In 2015 B+L conducted a training program with IACLE members for 1,400 practitioners at various institutes in China. B+L also established a scholarship program in Wenhui Medical University awarded to an outstanding student.

CooperVision China has consistently supported the IACLE Student Trial Exam (STE) in recent years. In 2015 their sponsorship of the STE was provided to Tianjin Vocational Institute. CooperVision has set up an annual scholarship program at Tianjin Vocational Institute for students who achieve a high score in the STE. This excellent initiative is generously offered to up to 10 students.

IACLE's annual Educators' Meeting for IACLE members in China was sponsored by Alcon, CooperVision and B+L. B+L also gave funding towards the Train-the-Trainer Program attached to the Educators' Meeting along with donating trial lenses and paying for the post meeting dinner.



INDONESIA

In Indonesia Alcon conducted 3 industry seminars in 3 optometry schools and Johnson & Johnson Vision Care conducted 4 industry seminars in 4 optometry schools. Both companies provided trial lenses for the practical sessions at their seminars.



LATIN AMERICA

In Latin America, Industry played a pivotal role in enabling IACLE to provide trial contact lenses and solutions to multiple workshops and CL labs in 16 institutions giving opportunity to more than 250 students to manipulate and fit contact lenses.

Additionally, IACLE Latin America received support from academic and trade associations like FEDOPTO (Colombia), APO (Argentina) and APOO (Perú) providing venues and facilities for exceptional educational meetings. One

example is IACLE Latin America's participation in the 1st World Congress of Optometry held in Medellin, Colombia in August by WCO and FEDOPTO.

IACLE would like to thank its sponsors for their generous support and collaboration during 2015. With industry's help, IACLE will continue to fulfill its mission to:

- Maintain high standards of contact lens education throughout the world
- Promote the safe use of contact lenses globally
- Provide an international forum for the exchange of ideas and information