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Masterclass Optometry provides a feast of knowledge at Goan conference

Proactive recommendation of contact lenses and extending scope of practice into orthokeratology and myopia control were on the agenda as practitioners gathered in Goa. Niles Thite reports



After the first two very successful conferences, [Masterclass Optometry](#), an educational initiative by IACLE's Director of Educational Programs **Niles Thite** and FIACLE **Yeshwant Saoji**, along with [BIPOK](#) (British Indo Pacific Orthokeratology Myopia Control Academy), organized a three-day feast of knowledge, skills, fun and networking in the form of a conference dedicated to contact lenses – Knowledge Fest International. The theme of the conference was 'More contact lenses to more eyes'.

The event was held at the Bogmallo Beach Resort, Goa from 23-25 February and was attended by more than 160 delegates. The conference was accredited by the [Optometry Council of India](#) for 24 credits. It was generously supported by the contact lens industry from India and overseas. Among the sponsors were: Alcon, Bausch + Lomb India and Johnson & Johnson Vision (for Knowledge Fest International), and Euclid, Paragon Vision Sciences and Boston Materials (for BIPOK).

The first two days witnessed a plethora of eminent international and Indian speakers sharing their knowledge, wisdom and experience of regular and specialty contact lenses. The third day was dedicated to the current hot topic: orthokeratology and myopia control.

FIACLEs make their presence felt

Niles Thite and **Yeshwant Saoji** shared consumers' expectations of their eye care practitioners (ECPs). According to their recently conducted study, consumers were willing to spend time and money for a comprehensive eye examination. Later Niles shared his learnings from their recent

paper on two different approaches to contact lens recommendation: conventional proactive recommendation (CPR) and EASE (enhancing the approach to selecting eyewear). While CPR had better conversions from trials, other outcomes were similar for the two approaches. This instilled a thought among practitioners that proactively recommending contact lenses and giving a lens-wearing experience could benefit many potential lens wearers. Niles and Yeshwant also conducted an interesting session on different personality types practitioners had to deal with and situations that could occur in professional life, through recorded videos.

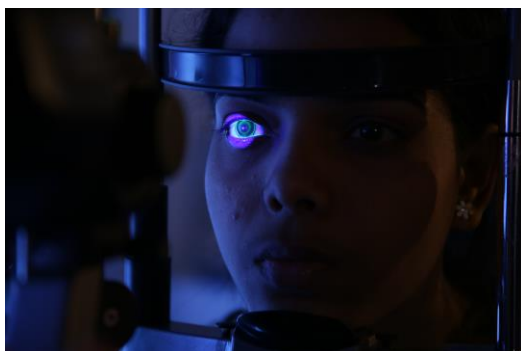
IACLE's Global Education Manager **Lakshmi Shinde** discussed the importance of a standard protocol during an eye examination. It was necessary to be professional in approach and perform a comprehensive examination, she said. This would eventually make an impression on our patients and establish us as reliable eye care practitioners.

FIACLE **Rajesh Wadhwa** spoke about contact lenses for digital eyestrain and dry eye. He explained that our eyes are working for long hours in front of screens and discussed the prevalence of dry eye. It was necessary to identify and treat dry eye since this was a major cause of contact lens dropouts due to discomfort. Rajesh also offered insights on how to make contact lens practice profitable. He strongly recommended not cutting down costs from the charges taken for service.

Having so many lens care products on the market, it is difficult for an ECP to understand what needs to be used and what could be best for the patient. To help solve this confusion, FIACLE **Prasad Sawant** discussed contact lens care solutions currently available and their recommendation, use and compatibility. Later he also shared his experiences with prescribing multifocal contact lenses.

BIPOK speakers take to the stage

The last day of the contact lens program was dedicated to orthokeratology and myopia control. **Dr Cary Herzberg** and **Dr Marino Formenti** opened the session with a workshop on myopia control. The importance of adequate correction and myopic or hyperopic defocus – relating to the working distance as well as the correction prescribed – was discussed in detail. They also explained the importance of binocular vision assessment in routine practice.



Dr Jaime Paune and **Dr Nitesh Barot** discussed ortho-K lenses and how/why they work. They gave a brief explanation of how ortho-K lenses change the shape of the cornea and provide correction.

Dr Bruce Williams and **Dr Cary Herzberg** talked about fitting ortho-K lenses, fitting patterns and characteristics. **Dr Herzberg** highlighted the importance of an informed consent contract in ortho-K and the right way to present it to patients.

In a practical session a live ortho-K fitting was demonstrated (pictured). Corneal topography was performed on the volunteer followed by fitting of an ortho-k lens. The fitting pattern as well as corneal topography pre and post-fit was shown and discussed.

Bausch + Lomb and **Alcon** utilised this perfect opportunity to highlight their technology as well as providing some interesting ECP and consumer-related insights.