



November 2020

Industry discusses the effects of the COVID-19 pandemic

IACLE’s Americas office hosted a radio show with key regional industry representatives, **Alejandro Baraldi**, Vision Care Specialist and Professional Affairs from [Alcon](#), **Ricardo Pintor**, Professional Affairs Manager from [CooperVision](#), **Paola Cavazzani**, General Manager from [Johnson & Johnson Vision Care Mexico](#), and **Juan Patiño**, General Manager from [Bausch + Lomb](#) (28 October). The topic of the show was ‘The impact of COVID-19 on the Latin American contact lens market’.

FIACLE **Edison Gamarra** provided a brief introduction on the effects on the Peruvian market which included data and statistics. Issues raised were how the COVID-19 pandemic has affected the contact lens consumer economy, changes in consumer behaviour, challenges for ECPs, opportunities for the Latin America contact lens market regarding the role of formal education, and challenges that allow the industry to grow.

Almost 200 participants tuned in through Facebook and YouTube live.



An update on contact lens education in the Dominican Republic



The Americas Regional Office hosted a Zoom meeting with the President of the [Asociación Latinoamericana de Optometría y Óptica](#) (ALDOO), **Dr Efrain Castellanos**, and discussed support for contact lens education on the new optometry program in the Dominican Republic. Dr Castellanos agreed to support membership from educators at [Universidad Tecnológica de Santiago](#) (UTESA) through ALDOO, to work together with IACLE to implement the program and to base the contact curriculum on the [IACLE Contact Lens Course](#).

FIACLEs from Mexico, Argentina and Colombia are encouraged to participate in the program that aims to have a team of recognized educators working together to review contact lens courses. The program also focuses on implementing a standardized approach by taking advantage of current learning management systems, such as IACLE’s Teaching Online Platform, [IACLETOP](#).

IACLE LA Office on Radio – IACLE in the World

The graphic is a promotional poster for a radio program. At the top left is the IACLE logo (International Association of Contact Lens Educators) with the text 'MIÉRCOLES DE CONTACTOLOGÍA' below it. The central theme is 'LA PRÁCTICA CLÍNICA DE LENTES DE CONTACTO: ¿CÓMO HACERLO?' with the subtext 'TEMA:'. Below this, it says 'INVITADA:' followed by a photo of Melania Astúa, a woman with dark hair, and her name 'Melania Astúa (Costa Rica)'. At the bottom left, it says 'The TLC Initiative' with the tagline 'TEACH. LEARN. CONNECT.'. At the bottom right, it provides the date and time: '21 de Octubre 11:00 A.M (Hora Colombia)'. On the left side, it says 'Conéctate en: www.grupofranja.com' and 'Franja TV' with a YouTube icon. At the bottom left, there is a logo for 'Franja Visual Radio'. At the bottom right, there are social media icons for Facebook, Twitter, and Instagram, with the handle '@iacle.america'.

Every week, Americas Regional Coordinator **Guillermo Carrillo** interviews IACLE members from across the LA region on different contact lens topics, thanks to the sponsorship of www.franjavisualradio.com.

Members from different parts of the region take part and share their experiences on the educational markets.

This month’s topics were: ‘Adequate management of the care and maintenance of contact lenses: what not to forget’, ‘Our personal branding on the pandemic – a new normal’, and ‘Clinical practice in contact lenses: what to do’.

To date, we have reached 13 LA countries: Colombia, Perú, Mexico, Ecuador, Argentina, Guatemala, Bolivia, Chile, Costa Rica, Panama, Nicaragua, Honduras and Brazil.

Franja Visual Radio is a web-based radio station and now has an audience of over 300 eye care

practitioners. The program is titled ‘IACLE in the World’ and takes place every Wednesday from 11:00 to 12:00 am (UTC-5).

Recorded programs can be recovered [here](#) or through [ivoox](#).