

# VISION EXPO 2023 VEGAS

# SHOW DAILY

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**FRIDAY**  
**SEPTEMBER 29**

## Gather at the Innovation Stage

LAS VEGAS—The Innovation Stage, Vision Expo West's main stage destination located on the exhibit floor, will host a rich schedule of special events, panels, and presentations at this year's show. Highlights will include the continuation of EYEnovate, a pilot program at Vision Expo West dedicated to exploring the bleeding edge of advancements in eyecare technology.

Some of today's highlights at the Innovation stage will include a panel examining data-backed behaviors for contact lens success at 11:45 am and an afternoon session at 2:45 pm which will examine advances in AI and diagnosis for BIPOC populations.



Mitch Barkley, vice president of trade shows and events at The Vision Council, summed it up saying, "We encourage all Vision Expo West attendees to explore the variety of new technologies and products on the exhibit floor and learn about the 'why' behind it all, right here at the Innovation Stage." Turn to Page 32 to learn more about what's happening at the Innovation Stage. ■

## Question of the Day

### What are your priorities at the Show?



**Lisa MacIntyre**  
**The Optical Shoppe**  
**Regina, Saskatchewan**

"This is a great opportunity to be able to see suppliers that we don't normally see in our region, and to find new suppliers for our store. We're always looking for something different to bring to our region, like unique frames, and we're also checking out new technology."

Continued on page 8

## The Expo Experience: Where Innovation Meets Insight and Connections Are Made



LAS VEGAS—Vision Expo West 2023 continues today with an impressive lineup of special events and education, both on and off the Show Floor.

On the Show Floor, the Innovation Stage will kick off at 9:45 am with an **EYEnovate** session featuring presenting companies Topology, Yolia Health, Silk Tears, and VisionWEARx. EYEnovators will showcase the latest breakthroughs in automation, artificial intelligence, pharmaceuticals, diagnostics, VR/AR and other emerging technologies.

At 11:45 am, the Innovation Stage will host a panel discus-

sion in which the **Contact Lens Institute** and **The Vision Council** are poised to reveal initial findings from a new study among the U.S. eye care community, unraveling the mysteries of creating a positive contact lens culture.

At 12:30 pm, the **ABO-NCLE Patient Choice Awards** will take place, which honors recipients whose passionate work, through their specialized ophthalmic knowledge and expert technical skills, has preserved, protected, enhanced, and restored patients' vision and profoundly changed their lives.

Continued on page 87

**Two-in-one:**  
Refraction simplified.  
**ZEISS VISUCORE 500**



# LATEST NEWS

## Prevent Blindness Names Ed Buffington as Person of Vision Honoree

CHICAGO—Prevent Blindness, the nation's leading eye health and safety nonprofit organization, announced that the 2024 Person of Vision Award will be presented to Ed Buffington, president and CEO of GPN Technologies. The Person of Vision Award gala will be held on March 14, 2024, at 583 Park Avenue, New York City, in conjunction with Vision Expo East.

Prevent Blindness will also be giving special recognition to *20/20 Magazine* in celebration of its 50th Anniversary of publication. All proceeds from the event support the sight-saving mission of Prevent Blindness.

The Prevent Blindness Person of Vision Award recognizes an individual, corporation and/or organization whose inspired outlook champions healthy vision and its importance for a healthy life. Buffington was chosen as the recipient of the 2024 Person of Vision Award for years of outstanding service in the optical and eyecare industry.

Buffington began his career in the optical industry in 1979 as part of the contact lens com-



pany, American Hydron. In 1983, with his partners, he launched OfficeMate Software installing the first eyecare practice management software system to run on an IBM PC in April 1984.

After retiring from VSP in 2014, Buffington began his private consulting firm,

The Buffington Company, leveraging his nearly 40 years of expertise in the eyecare industry. In 2017, Buffington joined data analytics firm, GPN Technologies as president and CEO.

"I am humbled and honored to receive this very special industry recognition from Prevent Blindness, thank you," said Buffington. "I want to thank all the wonderful friends and partners I've worked with throughout my tenure in eyecare."

Maureen Cavanagh, Safilo, is once again serving as the 2024 Person of Vision committee chair.

For more information, including sponsorship opportunities, Person of Vision Award committee membership, and tickets, contact Albert Muci at (312) 363-6020 or [amuci@prevent-blindness.org](mailto:amuci@prevent-blindness.org), or go to <https://preventblindness.org/personofvision>. ■

## Safilo Presents New Iteration of Its Open-Concept Booth

LAS VEGAS—Safilo Group announced its return to the main show floor of Vision Expo West where it will be present with an expansive open-concept booth space (#P19075 - The Park) from which to greet customers and show attendees. The welcoming environment—complete with Zen-like greenery representing a symbolic nod to the company's corporate emphasis on sustainability—offers seating areas to meet and greet and reconnect with Safilo. Anchored by four freestanding focal walls, the booth will commemorate the messaging of the company's North American campaign for the market: We're Redefining Partnership. People. Product. Planet.

A new dedicated focal area for the company's Carrera house brand will feature the latest Carrera Woman and Carrera/Ducati collec-

tions, as well as the forward-thinking debut of the innovative Carrera Smart Glasses with Alexa ambient technology developed in collaboration with Amazon.com.

The booth's interior space will serve as a lounge with a large video screen and additional monitors that will play visually impactful corporate and branded video content. Several frame brands will be showcased in museum-style displays.

The back of the booth will include additional seating with products housed in the center. An enlarged order-writing area, with additional workstations and a conference room, will serve as an exclusive selling environment for customers and sales representatives to view the company's complete product portfolio. ■

## Question of the Day

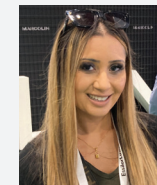
### What are your priorities at the Show?

Continued from page 1



**Gina Ellsworth**  
Cache Valley Vision  
Logan, Utah

"I came here to look at frames, especially the high-end frames. We're in a remote part of Utah, and my reps don't bring all the frames. This gives me a chance to see each piece without having to look online."



**Veera Patel**  
NV Optometry  
Gambrills, Maryland

"I came to keep up with the latest technology and see what's new here. We're interested in machines for dry eye treatment, and possibly virtual visual field, so being here gives us a chance to see what's new for the practice."



**Chad Fleming, OD**  
Wichita Optometry  
Wichita, Kansas

"My motivation to come here is to look for solutions for staffing. This meeting has tons of vendors and many of opportunities to find answers to that problem."



**Jessie Potrie**  
Independent Lenses  
Vernon, British Columbia

"We're an optical lab, so I wanted to see all of the new manufacturing machines. We're very excited to check out the new generators." ■

# SHOW SHOTS



1. Zeiss' Chad Miles (l) and Wayne Caulder were ready to meet customers on a busy first day at the Show.

2. EssilorLuxottica's Ludo Ladreyt, Sherianne James and Fabrizio Uguzzoni were all ready to showcase the new look and specially curated space of the company's booth.

3. The HELIX team, a new division of EssilorLuxottica, was ready to help attendees leverage modern practice technology. (L to R) Kim Schuy, Nicolas Sinet and Emory Edmiston.

4. (L to R) The Transitions team of Sara Massicotte, Rose Harris and Kayla Worthy were ready to chat with customers and new clients alike.

5. Brad and Bryan Manning, who both live with Stargardt disease, made a special appearance at the L'Amey America booth to talk about their mission to cure blindness through their luxury clothing company. (L to R) Brad, L'Amey's Steve Rappoport, Bryan and L'Amey's Kathryn Chambers at the company's booth.

6. (L to R) Handling the crowds lining up to see the Elton John Eyewear collection are Leisa Yetter-Brown, Rocket Entertainment, Eyewear Design's Steve Horowitz and Andrea Gluck, and Elton John Eyewear's Gretchen Oldt.

7. Hoya Vision Care's Bruce Scott (l) and Eduardo Martins were all ready for a busy first day at the Show.



1. Keynote speaker Rebecca Alexander, who has been losing both her vision and hearing due to Usher syndrome (type 3), shared her inspiring story of facing challenges and providing encouragement to others as part of the OptiCon general session. Blair Wong, ABOM, NCLEC, conducted the interview.
2. Henrik Nagel of EYE-GO, gave his presentation at The Innovation Stage as part of the EYEnovate program which began yesterday. EYE-GO is a Danish-based MedTech start-up developing disruptive eye treatment technologies to improve the quality of life for people suffering from severe and chronic eye conditions.
3. Zyloware's Christopher (l) and Jamie Shyer continue to celebrate the company's 100th year in business with anniversary promotions and giveaways at their booth.
4. DigitalOptometrics' Dr. Michael Gitchel (l) and Alex Louw were ready to greet attendees on the opening day of the Show.
5. Tura's Bob Dunn (l) and Kelly O'Grady were armed with all the information they needed to talk about the company's eyewear collections.
6. Etnia Barcelona's Mark Juncosa was looking forward to meeting new customers to share the company's vision with.
7. (L to R) The Marcolin team of Tom Carberry, Jennifer Wright and Cara Diorio were all smiles on a very busy first day of Expo.



# SHOW SHOTS



1. Satisloh's Steele Young led a tech tour at the booth highlighting the company's newest technologies.



2. (L to R) Nate Schomas, Brent Southwell and Pierre Bertrand of Neurolens welcomed guests at the company's Wednesday night party to launch its new N3 VR-based measurement device.

3. Howard Purcell, OD, FAAO, explained how a wide range of patients can benefit from the new Neurolens N3 at the Neurolens event.

4. Accounts, guests and executives celebrate Safilo's kate spade new york at the Wynn.

5. (L to R) Safilo's Vittorio Verdun, Roberto Genovese and Paolo Bizzotto welcomed guests at the kate spade new york party.

6. The Treehouse Eyes Provider Summit concluded with a reception at Lifftoff in Area 15 of Las Vegas. (L to R) The Treehouse Eyes team included, front row: Gary Gerber, OD, Michelle Carrasquillo, Jamie Cassidy, Angela Prass, and Yesenia Garcia. Back row: Kyle Bigos, David Turk, Chandler Pessah and Matt Oerding.

7. At the Treehouse Eyes Provider Summit, Treehouse Eyes Lakeline Vision Source of Austin, Texas, was named practice of the year. Practice members included Kara Edwards, Dr. Dipa Kodukula, Dr. Kim Slaughter, Dr. Susan Shauger and Debbie Atkinson.



## CLI Previews Contact Lens Culture Research Today at Expo

LAS VEGAS—New research previewing today at Vision Expo West reveals that creating and maintaining a positive contact lens culture within eyecare practices takes a multifactorial approach, offering several pathways for patient and business success. The Contact Lens Institute—in partnership with The Vision Council—will present a sneak peek of its forthcoming report, “The Culture Calculation: Data-Backed Behaviors for Contact Lens Success,” from the conference’s Innovation Stage today at 11:45 am.

The organizations jointly surveyed 173 members of the U.S. eyecare community, asking a range of questions regarding beliefs and behaviors when it comes to cultivating contact lens enthusiasm among their colleagues and patients.

“Since 2021, our *See Tomorrow* initiative has uncovered valuable consumer insights for the eyecare community. The latest effort turned the lens inward, for the first time quantifying what’s involved to create, nurture, and expand positive contact lens cultures,” said Stan Rogaski, executive director of the Contact Lens Institute. “Unlocking this knowledge has the potential to inspire better patient satisfaction and practice management outcomes alike.”

Chief among the previewed findings is that 94



percent of respondents believe their practices already have a positive contact lens culture. Eighty-four percent of practices encourage doctors and staff to recommend contact lenses, with the same percentage encouraging patients to consider this form of vision correction.

The research team also asked the eyecare community to rate the importance of more than 20 factors that affect a positive contact lens culture. Product access and advancements topped the list, followed closely by elements over which a practice has more direct control.

The final data set within the preview focused

on the financial upsides of contact lenses. Surprisingly, only 47 percent of respondents indicated their practices quantify the business impacts of contact lens patients compared to patients who rely on other forms of vision correction. Of those that do perform some type of assessment, 56 percent report that contact lens patients are more profitable.

The comprehensive “The Culture Calculation: Data-Backed Behaviors for Contact Lens Success” report with additional reporting categories and analysis will be published in mid-October 2023. ■

## The Expo Experience: Where Innovation Meets Insight and Connections

Continued from Page 1

From 2:45 – 3:15 pm, another panel will be hosted at the Innovation Stage, discussing **how AI plays a pivotal role** in addressing health care disparities and ensuring equitable access to quality health care for BIPOC patients. Panelists will delve into the challenges AI faces with algorithms and bias, which can sometimes result in unfair outcomes, especially for under-

represented groups.

Opportunities for networking on and off the show floor will be plentiful, with complimentary sparkling wine and open networking hours from 3:30 – 5:30 pm, and the **Latinos En Optometry (LEO)** networking meetup, both in the attendee lounge. At the Venetian Munro 3304, the **Optical Women’s Association Networking Reception, Raffle, & Silent Auction** will

take place from 5:30 – 7:00 pm. This event is a great opportunity to catch up with friends and colleagues while enjoying a traditional raffle and silent auction. The collection of Items has been generously donated by OWA’s Professional Development Sponsors.

For the most up-to-date schedule of events, reference Vision Expo’s mobile app. ■

## Neurolens Launches N3, an Immersive, VR-Based Device

LAS VEGAS—Optometrists and members of the optical press attended a launch party hosted by Neurolens Wednesday night where they were introduced to the N3, an innovative new device the company calls “an immersive, virtual reality-based measurement and educational experience.”

Powered by over 10 billion data points on patient visual behavior and over 10 years of proven patient outcomes, N3 provides an objective, accurate and repeatable measurement of binocular alignment, which incorporates elements of heterophoria, fixation disparity, accommodative convergence response, and central and peripheral alignment.

“Our primary goal remains as it has always been: to facilitate great patient outcomes through the proven therapeutic benefit of Neuro-lenses. N3 will enable even more eyecare providers to measure eye misalignment down to a fraction of a prism diopter, regardless of binocular vision experience,” Pierre Bertrand, Neurolens CEO, said in a statement. “In addition, N3 is also easy to use and is staff-friendly, supported by a thorough implementation process and best-in-class ongoing customer support.”



A packed room filled with optometrists and media listened to a panel of three prominent ODs discussing the benefits of the new Neurolens N3 diagnostic device at the Neurolens launch party Wednesday night. (L to R) The panel included Dr. Amanda Nanasy, Dr. Paul Karpecki, Dr. Brenda Montecalvo and moderator Dr. Howard Purcell.

At the well-attended event, Bertrand welcomed guests and described N3 as an important milestone in the company’s development of technology for prescribing its proprietary Neuro-lenses, which use contoured prism to correct for binocular vision issues. He then introduced Dr. Howard Purcell, president of the New England College of Optometry, who spoke

about how the N3 could be a practice-builder for eyecare practitioners and foster renewed interest in refraction.

Dr. Purcell then moderated a panel of three prominent optometrists— Dr. Amanda Nanasy, Dr. Paul Karpecki, Dr. Brenda Montecalvo—who discussed the benefits of the N3, based on their own hands-on experience with the device. ■

## Prevent Blindness Holds 15th Annual Swing Fore Sight Golf Outing at Expo West

LAS VEGAS—Prevent Blindness, the nation’s leading eye health and safety nonprofit organization, held its 15th annual Swing Fore Sight golf outing on Wednesday, Sept. 27, at the Bali Hai Golf Club, Las Vegas, in conjunction with Vision Expo West. All proceeds from the annual event go to support Prevent Blindness programs. The 2023 Swing Fore Sight sponsors included Advancing Eyecare, Europa Eyewear, Jobson Interactive, Kirk Lauterback, MacuHealth, the McGrann Clan, NAVCP, Ocuco, The Vision Council, Vision Expo and Zyloware.

The Swing Fore Sight golf committee was once again chaired by Joe Savarese of Jobson Interactive. Committee members included Rick



(L to R) Swing Fore Sight committee chair Joe Savarese, Jobson Interactive; Jeff Todd, Prevent Blindness; Ed Buffington, GPN Technologies; and Prevent Blindness board of directors chair Jim McGrann, Advancing Eyecare at the Prevent Blindness golf outing.

Clemente, Advancing Eyecare; Dennis Davis, WestGroupe USA; Jon Goldberg, Carl Zeiss Vision; Prevent Blindness Board of Directors Chair Jim McGrann, Advancing Eyecare; Hunter

Noell, Jobson Interactive; Fran Pennella, Vision Expo; and Scott Shapiro, Europa Eyewear.

“Thanks to the generous support of our sponsors, the fantastic work of our volunteer committee, and to all the participants who joined us out on the links, the 2023 Swing Fore Sight golf outing was another tremendous opportunity to bring together the optical community in support of our sight-saving efforts,” said Jeff Todd, president and CEO of Prevent Blindness.

For more information on the Prevent Blindness Swing Fore Sight golf outing and future Prevent Blindness events, contact Albert Muci at [amuci@preventblindness.org](mailto:amuci@preventblindness.org) or visit [preventblindness.org/swingforesight](https://www.preventblindness.org/swingforesight). ■