



THE **VISION**COUNCIL

Ashley Mills, CEO The Vision Council

COLA Meeting

April 28, 2017



The Vision Council

VISION: To champion better vision for better lives.

MISSION: Position members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building, and industry forums.



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CORE INITIATIVES

- International Vision Expo
- Consumer Awareness
- Research
- Government and Regulatory Affairs



International Vision Expo



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Who Attends International Vision Expo Exhibits and Conference?

East 2017* Exhibits & Education

Attendance: 15,168

- 2,850 Optometrists
- 1,571 Opticians – Licensed
- 542 Opticians – Non-Licensed
- 2,094 Buyers – Optical
- 912 Buyers – Retail
- 273 Ophthalmologists

Exhibits:

- 264,735 SF
- 631 Exhibitors
 - Galleria – 172 companies (48 new)
 - The Underground – 25 total (7 new)
 - New Designer Gallery – 12 total (new featured area)

West 2016 Exhibits & Education

Attendance: 12,307

- 3,497 Optometrists
- 1,369 Opticians - Licensed
- 926 Opticians – Non-Licensed
- 1,282 Buyers – Optical
- 546 Buyers – Retail
- 109 Ophthalmologists

Exhibits:

- 179,933 SF
- 460 Exhibitors
 - Galleria – 54 companies (12 new)
 - Suites – 52 companies (11 new)

Who Attends International Vision Expo Conference?

East 2017* Education Only

- 320 Hours
- 3,119 Conferees
- 1,572 Optometrists
- 349 Opticians – Licensed
- 111 Opticians – Non-Licensed
- 272 Practice Managers
- 140 Eyecare Technicians/Assistants

West 2016 Education Only

- 322 Hours
- 4,553 Conferees
- 2,044 Optometrists
- 550 Opticians – Licensed
- 319 Opticians – Non-Licensed
- 457 Practice Managers
- 349 Eyecare Technicians/Assistants





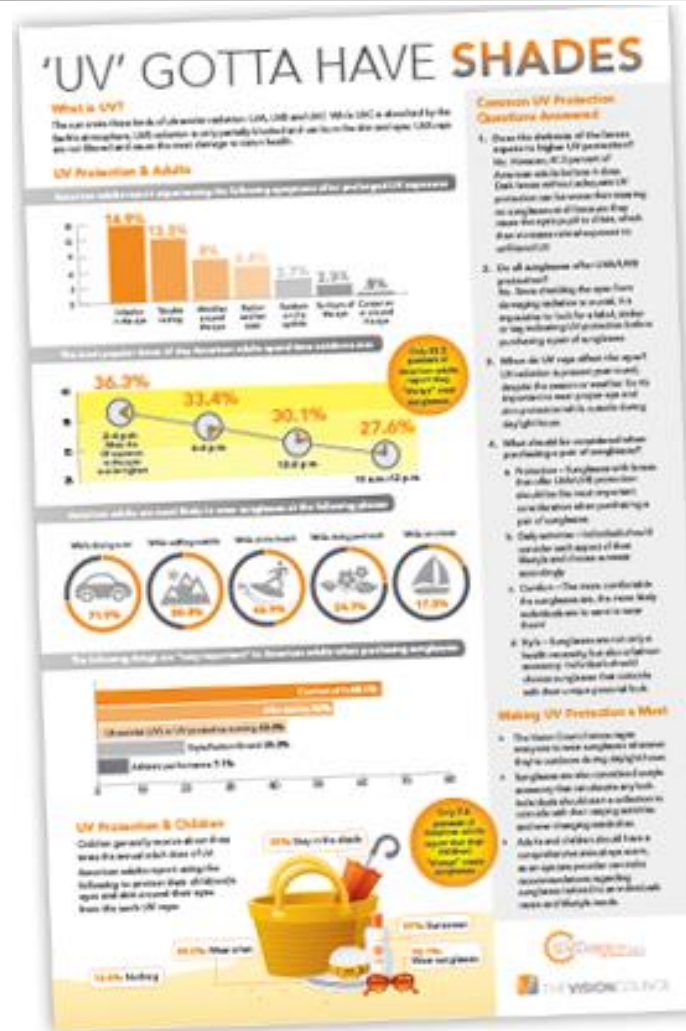
SAVE THE DATE!

EDUCATION: SEPTEMBER 13 - 16 | EXHIBITION: SEPTEMBER 14 - 16



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Consumer Outreach



Consumer Outreach

What is BLUE LIGHT?



More than 80 percent of Americans report eye strain from digital devices in the last 12 months. More than 50 percent of those report eye strain from digital devices in the last 6 months.

- Blue light is the short wavelength light that is emitted by digital devices, including smartphones, tablets, laptops, and televisions.
- Computer monitors emit blue light, but at a lower intensity than digital devices.
- Exposure to blue light at night can interfere with your body's natural circadian rhythm, which can affect your sleep.

Blue light is also emitted by natural light sources, like the sun. The amount of blue light from natural light sources is much higher than the amount of blue light from digital devices.



How Does Digital Eye Strain Come Into Play?

Most eye strain from digital devices is caused by eye fatigue. Eye fatigue is caused by the eye muscles working too hard to focus on digital screens. This is because digital screens are designed to be viewed from a distance, but when used too close, the eye muscles have to work harder to focus on the screen.

More than 87 percent of Americans report eye strain from digital devices in the last 12 months. More than 50 percent of those report eye strain from digital devices in the last 6 months.

What is the Impact?

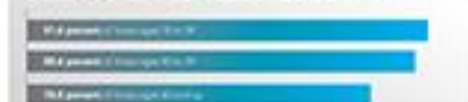
American report eye strain from digital devices in the last 12 months.



More than 80 percent of Americans report eye strain from digital devices in the last 12 months.



The following age groups report eye strain from digital devices in the last 12 months.



What Can Be Done to Reduce Exposure to Blue Light?

Exposure to blue light at night can interfere with your body's natural circadian rhythm, which can affect your sleep. To reduce exposure to blue light at night, you can use blue light filters on your devices, wear blue light blocking glasses, or avoid digital devices in the hour before bedtime.

Wearing blue light blocking glasses can help reduce exposure to blue light. These glasses are designed to filter out blue light, which can help reduce eye strain and improve sleep. They are available in a variety of styles and colors.



The Vision Council recommends that you take regular breaks from digital devices to help reduce eye strain. The 20-20-20 rule is a good guideline: every 20 minutes, look at something 20 feet away for 20 seconds.

More than 80 percent of Americans report eye strain from digital devices in the last 12 months. More than 50 percent of those report eye strain from digital devices in the last 6 months.

Effect on Children

More than 80 percent of children report eye strain from digital devices in the last 12 months. More than 50 percent of those report eye strain from digital devices in the last 6 months.

- Eye strain
- Dry eyes
- Headache
- Blurred vision
- Neck and shoulder pain

More than 80 percent of children report eye strain from digital devices in the last 12 months. More than 50 percent of those report eye strain from digital devices in the last 6 months.



THINK ABOUT YOUR EYES



thinkabout
youreyes.com

Brought to you by the AOA

 AMERICAN OPTOMETRIC ASSOCIATION



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2017 MEDIA KICKOFF – FEBRUARY 13TH



THINK ABOUT YOUR EYES IS WORKING



- TAYE generated 1,153,512 incremental exams
- Purchases = \$494 million in contacts and eyeglasses
- TAYE patients
 - shorter exam cycles
 - Purchase at higher rate
 - Spend more

Eye exams growing at >2X rate prior to TAYE launch
>3MM unique visitors to
thinkaboutyoureyes.com

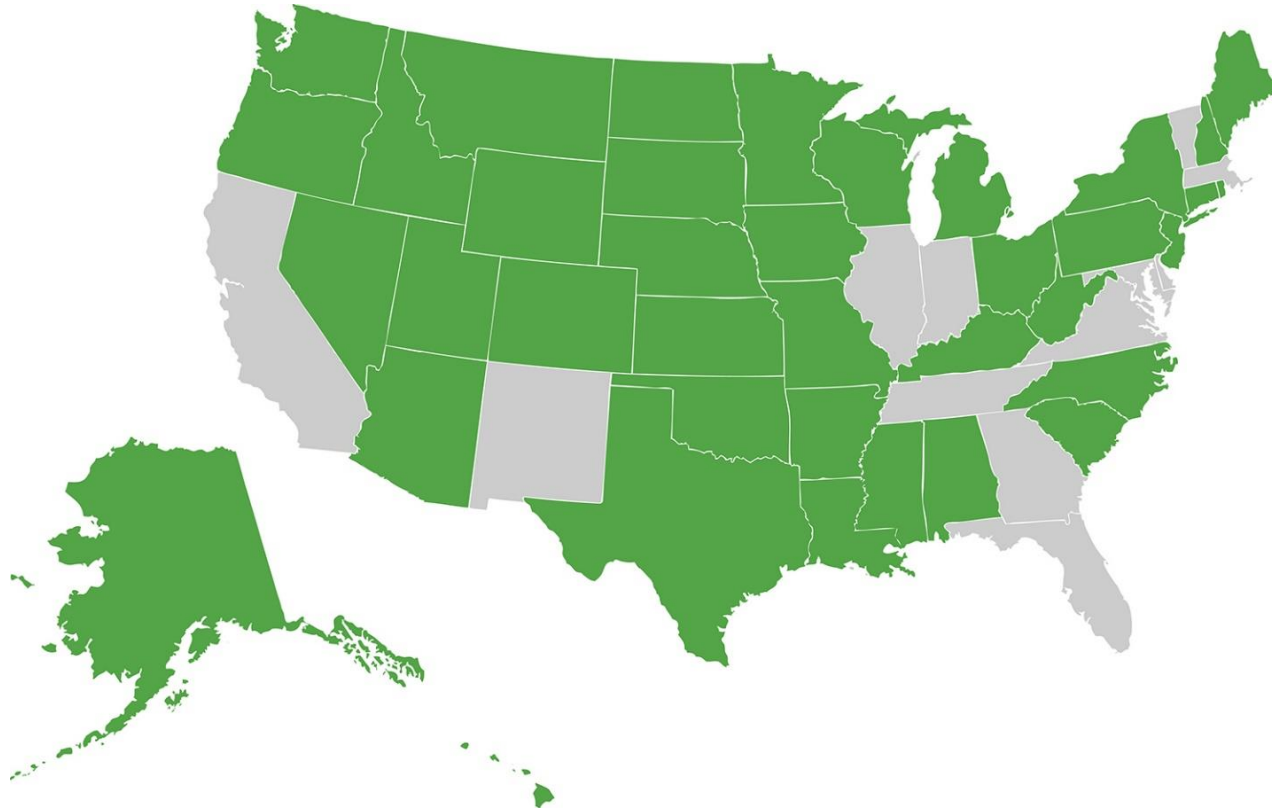
GROWING INDUSTRY/ASSOCIATION SUPPORT



Healthy sight in every light™



38 STATE OPTOMETRIC ASSOCIATIONS



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CASE STUDY - UDI



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TVC Efforts for UDI Relief

- Request for Exception
 - Exempt lenses from UDI requirements - submitted Sept. 2015
- April 3, 2017 communication from FDA
 - Agreed with TVC premise
 - Lens, Lab and ECPs do not comply with UDI labeling requirement



without making any other changes to the label, is not a modification for the purposes of determining whether a person is a labeler.

Due to the identification of three distinct types of parties in the prescription lens supply chain, each type of party must be evaluated independently to determine whether UDI requirements apply.

UDI Responsibilities of Prescription Lens Manufacturers

According to information provided by The Vision Council, prescription lens manufacturers package lens blanks in individual boxes or envelopes. The packaging contains a label that contains basic information about the

Based on the unique characteristics of the prescription optical lens distribution chain and FDA's current interpretation of the FD&C Act and implementing regulations, optical laboratories do not meet the definition of "labeler" in 21 CFR 801.3. Optical laboratories are therefore not responsible for meeting UDI requirements for these devices.

UDI Responsibilities of Optical Laboratories

According to information provided by The Vision Council, optical laboratories are firms that receive lens blanks or uncut lenses from lens manufacturers. In general, they process the lens blanks into finished lenses manufactured to meet the prescription requested by the eye care professional for a given patient. The laboratory matches the appropriate blank with the tendered prescription and often, when processing is complete, inserts the finished lens into the selected frames. The eyeglasses at this point are sent to the eye care professional or ordering patient accompanied by an invoice describing the prescription and costs, with no label.

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UDI Responsibilities of Eye Care Professionals

According to information provided by The Vision Council, eye care professionals prescribe and sell finished prescription eyewear to patients. They submit a prescription to an optical laboratory for processing. Once the lenses have been transformed into the appropriate prescription, they may be tendered to the eye care professional or to the patient. The finished spectacles may contain the invoice from the optical laboratory, or the invoice information may be entered into the eye care professionals' electronic systems. The invoice may or may not reach the patient, though the information regarding the prescription will generally be provided in some

Philanthropy

External partnerships

- Forum for charities and philanthropies
- Building bridges outside of our usual circles to other organizations
- Identify ways to work together
- Amplify value and impact of vision on economy, education, quality of life



Emerging Optical Leaders

- Organization's commitment to the next generation of optical industry
- Unique opportunity to proactively evolve the organization and to ensure that we continue to meet the member needs and expectations
- September 2016 Board of Directors Meeting voted and authorized to make the Chair of the Emerging Optical Leaders (EOL) a member of The Board of Directors
- Integrating EOLs into TVC committees and divisions
- Mirrors Vision Expo Young Professionals program

Optical Retail Division

Optical Retail Today in The Vision Council

- Retailers with a Central Laboratory have been a “gateway” into TVC membership
 - Currently have 25 retail based members
- TVC members have retail based affiliations and or subsidiaries;
- Wholesale/Retail lines blurring - Optical Retailers are increasingly sourcing own lenses and frames;
- Member Companies have a retail component;
- Retailers continue to express interesting in joining



Optical Retail Division

Potential Benefits and Structure

- Member discount on Vision Expo Education
- Tiered dues structure by doors
- Point of purchase education programs/training
- Networking
- Research





THANK YOU