

MEETING SUMMARY

Fall Meeting Orlando, FL

Hyatt Regency Orlando

Chair – Richard Tapping, VISPERO

Attendees:

Tim Gels, Eschenbach Optik of America
 Ken Bradley, Eschenbach Optik of America
 Jody Klager, Designs for Vision
 Jane Balek, Think About Your Eyes
 Yves Boisjoli, Humanware
 Jody Klager, Designs for Vision
 Henry Greene, Ocutech
 Ashley Mills, TVC
 Charlie Zacharelli, Chadwick Optical
 Ed Kopidlansky, Precision Vision
 Jessica Kopidlansky, Precision Vision

Linda Chou, United Healthcare
 Terry Elliot, VISPERO
 Maureen Beddis, TVC
 Bill Applegate, Bryan Cave
 Ron Krefman, Focal Center
 Rick Van Arnam, Barnes Richardson & Colburn
 Chris Rorick, Bryan Cave
 Tyler Payne, Icare Labs
 Jim Anderson, Howe, Anderson and Styer
 William Bradley
 Steve Kodey, TVC
 Greg Chavez, TVC

- I. Introductions, Richard Tapping, Vispero
 At approximately 8:10am Richard Tapping called the Low Vision Division meeting to order and offered welcoming remarks and a review of the agenda.

- II. Education Committee Update, Jody Klager
 Low Vision Education – Year in Review/2020 Plans
 Jody Klager, Chair of the Low Vision Division Education Committee provided the meeting attendees with an update on the 2019 Low Vision Division sponsored education programs. A significant increase in attendance was reported when comparing Vision Expo East sessions vs Vision Expo West Sessions.

LVD Education Session	Vision Expo East 2019 Seminar Attendance	Vision Expo West 2019 Seminar Attendance
Low Vision Grand Rounds	17	49
The Changing Dynamics of Glare & Contrast	12	74
How Artificial Intelligence Can Help with Visual Impairment	11	80

It was reported that seminar entitled **“The Changing Dynamics of Glare and Contrast”** was updated for Vision Expo West and titled **“Selecting the Proper Tint for the Best Patient Outcomes”**. Based on feedback from Vision Expo West sessions, The Low Vision Division sponsored education sessions and speakers scored higher than the average Vision Expo session and speaker. Vision Expo

Conference reports that using a rating system of 1 to 10 on average course sessions score an 8.1 and speaker rating score a 9.1.

LVD Education Session	Course Rating	Speaker Rating
Low Vision Grand Rounds	9.2	9.6
The Changing Dynamics of Glare & Contrast	9.2	9.5
How Artificial Intelligence Can Help with Visual Impairment	8.8	9.5

It was reported that for 2020 The Low Vision Division will be sponsoring the following sessions.

- Today's Low Vision Made Easy – 2-hour session featuring Henry Greene, OD, FAOO, Kara Gagnon, OD, FAOO and Thomas Porter, OD, MBA, MPH
- Low Vision – A Multidisciplinary Approach – 1-hour session featuring Kara Gagnon, OD, FAOO
- Low Vision Patient Communication Strategies – 1-hour session featuring Thomas Porter, OD, MBA, MPH

III. Think About Your Eyes Update, Jane Balek

Jane Balek, the Executive Director of the Think About Your Eyes campaign gave the Low Vision Division an update on the campaign as well as a preview of the 2020 actions. It was reported that the Think About Your Eyes campaign is comprised of 17 industry partners, 45 state affiliates and a doctor locator made up of 24,000 doctors. The Low Vision Division was briefed on the evolution of the Think About Your Eyes campaign having moved from a traditional television advertising campaign to one of more digitally focused. The Think About Your Eyes Board of Directors has been exploring a new funding model that is designed to be more scalable for when compared to the current structure. In 2020 the campaign will be utilizing a new create agency and will feature a partnership with a Warner Brothers and the launch of Wonder Woman 1984. Into 2020 the campaign will be measuring effectiveness based on brand intent/awareness, website visit/doctor locator searches, social media engagement and the conversion of eye exams booked through direct consumer engagement. Any company interested in learning more about the campaign should contact Jane Balek at jbalek@thinkaboutyoureyes.com.

IV. Low Vision Terminology, Henry Greene, Ocutech

Dr. Henry Greene led the division in a discussion on low vision terminology. During the conversation a history of low vision terminology was presented, and a proposal was made for a more positive/forward thinking. It was recommended that we discuss this concept with the American Optometric Association Low Vision Rehabilitation Section as well and conduct consumer response testing in VisionWatch.

V. California AB 5 & Independent Contractors, Jim Anderson, TVC General Counsel

Jim Anderson, General Counsel for The Vision Council provided an update on the California Assembly Bill 5 and the impact that it will have on how Independent Contractors are classified in California. It was reported that new rules go into effect on January 1, 2020 which make the classification of sales representatives as Independent Contractors a bit more difficult. AB 5 states that in California, "...a person providing labor or services for remuneration shall be considered an employee rather than an independent contractor unless the hiring entity demonstrates that all of the following conditions are satisfied:

- A. The person is free from the control and direction of the hiring entity in connection with the performance of the work, both under the contract for the performance of the work

and in fact.

- B. The person performs work that is outside the usual course of the hiring entity's business.
- C. The person is customarily engaged in an independently established trade, occupation, or business of the same nature as that involved in the work performed."

VI. Low Vision Market Research Needs, Steve Kodey, Gerry Fultz and William Bradley
Steve Kodey shared with The Low Vision Division a brief history of Low Vision Division market research initiatives from 2007 to present. It was reported that in July of 2019 a question was added to VisionWatch asking respondents if they suffer from a series of low vision related diseases.

The data is still be evaluated for accuracy and consistency but based on the initial findings there are enough consumers in the population which would suggest that by adding other low vision related questions would result in extremely meaningful findings of in the low vision sector.

Below is a chart summarizing the initial results when asked the consumer about their eye conditions:

	All Resps.
A1. Macular degeneration; i.e., central vision loss, typically after age 60.	3.5%
A2. Glaucoma; i.e., elevated eye pressure.	4.4%
A3. Cataract; i.e., a clouding of the natural lens inside the eye.	15.1%
A4. Floaters; i.e., spots in vision that move or drift.	19.9%
A5. Diabetic Retinopathy; i.e., retinal changes secondary to diabetes.	2.8%
A6. Dry Eye; i.e., chronic dryness of the eyes.	14.8%
A7. Other	5.0%
A8. None / Not Sure	53.7%

VII. Emerging Optical Leaders Update, Tyler Payne, Icare Labs
Tyler Payne of Icare Labs gave the Low Vision Division an update on the activities and actions of the Emerging Optical Leaders. It was reported that the EOL will be working to expand their mentoring program in 2020. It was also shared that during Vision Expo West the EOL hosted a moderated session with industry executives who shared their unique stories.

VIII. Low Vision Device / Federal Affairs
Rebecca Hyder from the American Academy of Ophthalmology provided the Low Vision Division with an update on an initiative to have low vision devices covered by Medicare. It was reported by the AAO that there was unique window of opportunity to engage through the Regulatory process to have the low vision device exclusion removed from Medicare.

The Low Vision Division discussed the issue in more detail and a working group of members was formed to help develop a position related to Low Vision Device Medicare coverage. Members of the group include Richard Tapping, Ken Bradley, Henry Greene, Fredric Grethel and the Bryan Cave team. The working group has conducted several working sessions since the October 25 Low Vision Division Meeting. As such below is the agreed upon Goal and Position of the Low Vision Division:

- **LVD Goals - CMS Medicare Coverage of Low Vision Device** –Preserve the usual and customary pricing as well as current product prescription and distribution channels for Low Vision Devices. Ensure no unnecessary capitation related to device coverage. Remove any price pressures associated with Low Vision Device Medicare Coverage. Ensures that no formulary model to be used that either restricts practitioners from dispensing a particular device or not making new technology available that they determine would be appropriate for their patients.
- **LVD CMS Medicare Coverage Position** - The Vision Council Low Vision Division believes in a reasonable and responsible system of Medicare Reimbursement for Low Vision Professional Services and Devices. As such the Low Vision Division is a proponent of the development of Medicare Low Vision Service Codes and Device Coverage model using the current market rate for Low Vision Devices. The Low Vision Division is opposed to a formulary model that restricts practitioners from dispensing a particular device or making new technology available to their patients.

IX. Regulatory Affairs Update, Rick Van Arnam

TVC Regulatory Affairs Counsel, Rick Van Arnam provided the Low Vision Division with an update on several key regulatory issues including:

- California Proposition 65 SUD – It was reported that our application was deemed complete in March of 2019 and a 30-day open comment period closed on April 8 with no comments being issued. The Vision Council is still awaiting OEHHA’s final response to our SUD.
- China Trade War – An updated was shared with the Low Vision Division which included the actions taken by The Vision Council in response to these trade actions. Mr. Van Arnam provided details on actions companies can take to mitigate the increased duties on products from China as well as information related to the upcoming USTR exemption process.
- UDI – An updated was shared on the Unique Device Identifier issue. The Low Vision Division was reminded that the compliance deadline will go into place on September 24, 2020. The Division was reminded that lens companies and optical labs were granted an exemption.

Low Vision Patient/Caregiver Booklet, Richard Tapping and Greg Chavez

The Low Vision Division discussed the need/opportunity to update the Low Vision Solutions booklet from 10 years ago. It was reported that the Low Vision Solutions booklet was the most popular patient educational piece produced by The Vision Council. A working group of Low Vision Division members will be created, and their charge will be to work with The Vision Council Marketing Department to update this booklet.

X. Next Meeting

The Low Vision Division will next meet via a webinar in the Spring of 2020.

XI. Adjourn

At approximately 10:15am the Low Vision Division meeting was adjourned.