Many new studies reveal that exposure to UV and HEV blue light contributes to cataracts, macular degeneration, pterygium, pinguecula, photokeratitis, and other eye diseases. The new, high-performance ROYAL anti-reflective coatings offered by Robertson Optical Laboratories feature the highest protection for these thorough UV reflectors, HEV filters, easy-to-clean super hydro or hydrophobic top coats and anti-static properties. They include double hard coats, monoslip grip pads for easy edging, and are highly scratch resistance. The new RB Tech AR/UVR/HEV coating offers ultimate protection from backside UV reflections plus up to 95% reduction in HEV or high energy visible light. RB Tech is identified by pleasing sky tone color. An integral part of the coating, the UV reflector reduces the amount of UV that reflects off the back of the lens that normally enters the eye. When ultraviolet rays hit the back of an AR coating, a percentage of UV is not absorbed by the lens. Instead, the UV is amplified by as much as 15% and is directed into the eye. In addition to blocking HEV light the UV reflector reduces the amplified UV to just 1%, thus offering the patient maximum protection from damaging UV. All UVR reflectors in the market place are only effective on lenses with built-in UV properties. Plastic lenses only absorb about 80% of the ultraviolet rays; therefore, Robertson recommends that for maximum protection all patients wear Trivex, Transitions 1.50, Poly, 1.60 or 1.67 materials.

ROYAL AR Patient Benefits

Healthy Eyes – The potential for eye damage associated with reflected UVA and HEV rays is greatly reduced.

Better Vision – More light passes through patients' lenses to help reduce glare. ROYAL AR coating makes night driving safer, along with reducing glare from the computer screen.

Better Appearance – Patients' eyes are clearly seen by others rather than the interference of distracting reflections.

Robertson's ROYAL AR coatings are referenced on the chart below. For more information on these coatings, contact a Robertson Optical lab.

ROYAL AR Coatings

<table>
<thead>
<tr>
<th>CODE</th>
<th>Warranty (Years)</th>
<th>UV Reflect</th>
<th>HEV Protection</th>
<th>Double Hard Coat</th>
<th>Anti-Static</th>
<th>Edging Pad Control</th>
<th>Super Hydro</th>
<th>Standard Hydro</th>
</tr>
</thead>
<tbody>
<tr>
<td>RB Tech AR/UVR/HEV™</td>
<td>D</td>
<td>2</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>ROYAL Elite AR/UVR™</td>
<td>D</td>
<td>2</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>ROYAL GARD AR/UV/HEV™</td>
<td>C</td>
<td>2</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>ROYAL UltraClean AR/UV/HEV™</td>
<td>B</td>
<td>2</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

To order these through VSP contact Robertson Optical Laboratories for the VSP coating names and details.

**ROBOTIC EDGER PROCESSING TWO LENSES PER CYCLE**

**COLUMBUS, SC** – Robertson Optical of Columbus, SC is witnessing amazing results through its new MEI Bisphera-XDD double-head, robotic edger, according to its managers. Robertson of Atlanta has been using this edger since 2011, and is designed for labs with high production requirements.

"Because the MEI has robotic features and the ability to process two lenses per cycle, our edging speed and accuracy are greatly enhanced," said Scotty Scott, vice president of Robertson of Columbus. Scott sees robotic manufacturing and processing as waivers of the future in the optical and eye care industries. This progressive machinery can produce straight or inclined rimless with polishing and holes or notch, a straight or inclined bevel, straight or inclined groove, step-edge and special shapes for prescription sunglasses. It can work with any kind of plastic material lens (base from 1 to 16) and is interfaced with Robertson's state-of-the-art lab management software.

**Robertson’s New ROYAL AR Coatings Not Only Reduce Glare but Offer High Protection from UV and HEV Light**

Robertson Optical will once again be exhibiting at the Southeastern Conference of Optometry (SECO) International at the Georgia World Congress Center in Atlanta. Being held February 27-March 3 this year, thousands of ECPs will gather for this continuing education conference and marketplace. Robertson's exhibit booth will feature information on several new AR, free-form and progressive products, along with the latest lens technology information. Drop by and say hello!

**Visit Us at SECO! Booth # 806**

**CHAIR-TIME**

**Lens education tips for the eye care physician to provide patients while in the exam chair**

Because a patient's attention to eye care information tends to be the highest while in the exam chair, Robertson Optical encourages optometrists and ophthalmologists to provide lens education during this time. As a result, Robertson believes ECPs will experience practitioner growth, increased optical sales, and most importantly, satisfied patients. This is the Lens Leader's seventh series of “Chair Time,” offering lens education tips by Robertson’s opticians, managers and sales representatives.

**PATIENTS NEED MORE EDUCATION ON PROTECTION FROM SOLAR RADIATION**

According to The Vision Council, the majority of the public gives little attention to solar radiation, and most people are unaware of the serious eye problems caused by exposure to the sun's rays. Although many now recognize the risks of skin cancer from too much sun exposure, fewer than one in three Americans realize the hazards to the eye. Eye care physicians should take note, spending ample time educating their patients of these dangers and informing them of lens products that offer protection. For instance, only 24 percent of the population is aware that UV exposure to carotenoids. And a 2008 survey of more than 2,000 U.S. adults found that less than a third made their children wear sunglasses outdoors, compared to more than 80 percent who insisted on sunscreen.

As ECPs are aware, long-range UVA and short-range UVB rays are the most dangerous forms of light produced by the sun. Eye diseases such as pterygium, photokeratitis, cataracts, eye cancers, macular degeneration and eyelid cancers may result from over-exposure, and sometimes the damage can lead to permanent visual impairment. In addition, some of the latest eye research has included HDV light – high-energy visible light in the violet/blue spectrum – as a contributor to the development of cataracts, macular degeneration and other serious eye maladies.

Most people know that wearing sunscreen helps protect their skin, but far more should be aware that wearing sunglasses is just as important. They need to be well informed by their eye care physicians of the polarized and photochromic lens products that block harmful UV rays and offer protection from HEV, and should know that there are now anti-reflective coatings that offer UV/HEV protection such as Robertson Optical’s new ROYAL AR coatings. While these UV AR coatings reduce glare and allow more visible light to the patient’s eyes like most AR coatings, they additionally reduce UV/HEV. These coatings improve the quality of the patient’s vision while providing protection from harmful rays.

It is not unusual that patients tell their doctors they don’t need sunglasses because glare doesn’t bother them. Although glare reduction is important, it shouldn’t be their main concern; it should be the UV. UV exposure has increased in recent decades as the earth’s protective ozone layer has been depleted by the discharge of certain human-made chemicals into the atmosphere. That
Ultra Lite Frames Now Offered by Robertson

“If you’re tired of hearing your patients say, ‘My glasses are too heavy’, then Ultra Lite is the answer,” says Robertson Optical of Columbia’s Vice President Scotty Scott about this new eyewear offered by Robertson labs. “Our Ultra Lite frames weigh up to 57% less than traditional plastic and metal frames. The weight of an Ultra Lite frame is 7 grams as compared to that of an average metal or plastic frame of over 20 grams.”

According to its manufacturers, Ultra Lite offers dimensional stability and ensures excellent lens retention at all temperatures due to its ability to deflect heat at high temperatures – up to 400 degrees. This means that a frame, even when it’s left on a dashboard in the summer, will be unaffected,” added Scott.

ECPs are describing Ultra Lite as comfortable, strong, light, hypo-allergenic, flexible and corrosion resistant.


don’t miss the inside...

• Visit Us at SECO!

• Robertson’s New ROYAL AR Coatings

• Patients Need Education on Solar Radiation Protection

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New to eye care practices is ottomo™ (one touch to optical), a ground-breaking, easy-to-use app offered by VSP Optics Group that serves as an eye care practice’s virtual optical assistant. Available for second and third-generation Apple iPads, ottomo helps ECPs simplify measuring and the dispensing of advanced digital lenses, and brings eyewear consulting, electronic claim filing and more to the point-of-care. Ottomo is available for VSP network providers.

“We have been reviewing ottomo, and I think it’s going to rock the eye care industry,” said Ellen Goad, LDO, practice administrator of Thomas Eye Center in Athens, GA. “The precise measurements that ottomo is able to calculate from simply taking a picture of the patient wearing their selected frame, such as PD, segment height, vertex distance, tilt and more, are phenomenal. It will make everyone’s job easier and faster, thus reducing labor. There’s no doubt the amazing precision of ottomo will substantially reduce surprises, along with providing labs with more exact information needed to adequately fill prescriptions. Also, the younger generation is much more app savvy, so as we continue to hire from this age group, our staff will be able to catch on immediately when it comes to calculating exact measurements, thus reducing our staff training time.”

“Because ottomo has the ability to package lenses and frames, and offers a basic lens validation tool, it benefits Robertson Optical’s labs and their customers by offering smart lens/frame compatibility verification (allowing practices to send pre-validated orders to the lab) which will help reduce callbacks and edits at the lab,” said Chelsy Pham, ABOC, VSP Optics Group.

The key features of ottomo are:

• ‘ottomo-naled’ measurements: Ottomo allows the ECP to take pictures of their patients with the iPad, and then automatically calculates measurements like pupil distance and segment height. With the ottomo® plug-in attached to the iPad, ECPs can also take pictures of the patient wearing their selected frame, and with the swipe of a finger, ottomo automatically calculates measurements like pantoscopic tilt and back vertex distance to simplify dispensing today’s most advanced digital lenses.

Patient check-in and care: When a patient arrives to their appointment, ottomo can be used to fill out new patient forms, securely answer questionnaires, authorize privacy policies, provide insurance information, and allows ECPs to check eligibility. Ottomo can also check the status of lab orders and notify patients via text or e-mail when their eyewear is complete and ready for pickup.

Frame styling: ECPs can save favorite frame choices to the patient’s file. Patients can also transmit photos of themselves wearing different frames to friends or family in order to get opinions on their choices.

Patient Consultation: Ottomo can help the ECP demonstrate the benefits of lens options like AR and scratch coatings, tinted lenses, polarized sunwear and more.

Product Selection: The ECP can use ottomo to create new orders for ophthalmic eyewear, sunwear or offer patients pre-selected packages or custom lens packages tailored by the practice. Orders are easily confirmed and can be sent to the lab for processing.

Practices interested in ordering ottomo can visit www.ottomo.com for more information.

Zeiss Unveils New Loyalty Program for ECPs

Carl Zeiss Vision has launched the ZEISS Practice Advantage, a program that will reward Robertson Optical customers that order ZEISS products with a comprehensive array of practice support resources.

Open to independent ECPs, members will receive points for ZEISS-branded progressive and customized single vision lenses and coatings, as well as i.Profiles Plus and i.Terrain 2 by ZEISS.

Joe Danahoe, Carl Zeiss Vision’s president, North America, said, “Our goal with this program is to make it easy for our customers to acquire tools that will help increase patient satisfaction, practice effectiveness and profitability.”

A wide range of practice support services are available from leading providers including web design, search engine optimization, patient connectivity and recall, in-office patient communication and practice effectiveness consultation. In addition, ZEISS has developed a number of tools available exclusively to ZEISS Practice Advantage members, including online staff training and consumer marketing.