

hORIZONS



PRODUCT NEWS

All in the Family

Menicon to launch the Rose K2 XL.

Jennifer Choo, OD, PhD, FAAO, and
Paul Rose, DipOpt, BSc, FNZSCLP



In January 2013, Menicon will launch the latest addition to the Rose K family of lenses for irregular corneas: the Rose K2 XL large-diameter lens. Designed and developed by Dr. Paul Rose, this semi-scleral lens follows the same simple fitting rules that have made the Rose K brand successful worldwide.

Advances in contact lens materials, designs and manufacturing technology have sparked a resurgence of interest in large-diameter (semi-scleral and scleral) lenses. Although corneal GP lenses can be successfully fitted to most irregular corneas, a large-diameter design is ideal for some specific types of irregular corneas and can be more comfortable than a smaller lens.

Simplified fitting

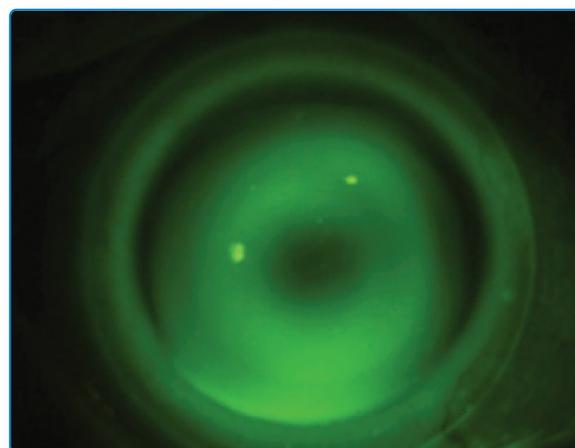
Most semi-scleral designs are fitted using sagittal heights and judging tear layer thickness under the lens, which are factors not usually considered when fitting a corneal lens. For this reason, practitioners may be reluctant to try semi-scleral designs, as they believe fitting them will require new skills and learning curves. The Rose K2 XL lens was designed to address this concern and can be

considered a simple extension of a corneal lens fitting 1.3 mm to 1.5 mm beyond the limbus onto the sclera.

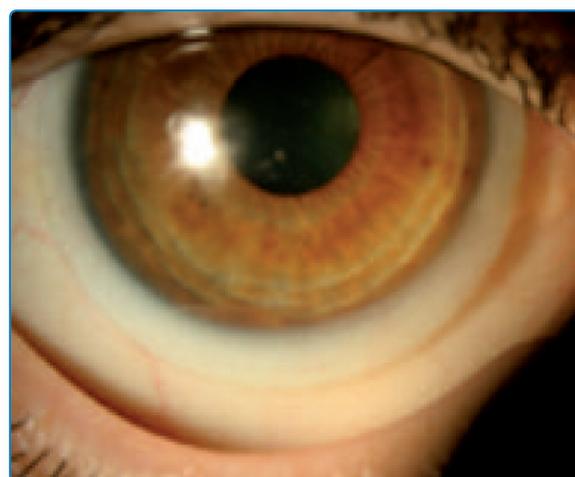
The Rose K2 XL lens uses the same systematic fitting system that is advocated for the other four Rose K2 designs (KC, PG, IC, NC). It is easy to fit, even for practitioners who have not previously fitted a Rose K lens or a semi-scleral design. It has a standard diameter of 14.6 mm (range 13.6 mm to 15.6 mm) and a wide range of parameters, including base curves from 5.8 mm to 8.4 mm. It also has nine edge-lift options to precisely control the landing zone on the sclera.

Primary indications for the Rose K2 XL lens are keratoconus, pellucid marginal degeneration, post grafts, corneal rings, post-LASIK ectasia, advanced dry eye and any irregular corneal condition that cannot be successfully fitted within the limbus. This lens is also a great option for patients who are intolerant of corneal GP lenses, those who work in polluted conditions, those who need more lens stability in their sport or work environments and as an alternative to piggyback lens systems.

Continued on page 2



► Figure 1. Rose K2 XL optimal fluorescein pattern.



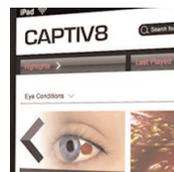
► Figure 2. Rose K2 XL lens on eye.

Inside...

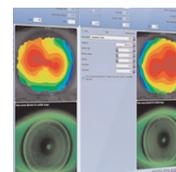
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Clinicians report success

A recent study involving 17 contact lens practitioners from 10 countries evaluated the Rose K2 XL on 120 challenging cases. Although some of the practitioners had never fitted a semi-scleral lens before, their success rate with the Rose K2 XL lens was 75%.

More than 50% of patients reported improved vision when compared with their habitual lenses, and many patients converted to the XL design after the study. Several patients also reported it was the most comfortable lens they had ever worn. Interestingly, XL was a popular alternative to piggyback systems. More than 80% of piggyback wearers switched to the XL design.

Many of the study investigators described the Rose K2 XL lens as “a problem-solver for impossible fits,” and eight patients who could not be successfully fitted with any lenses before were successful with the XL design. Investigators reported the design was easy to fit (average of 1.6 lenses per eye) and a useful addition to the current Rose K2 range.

The ultimate combination

With the addition of the XL design to the Rose K2 portfolio, practitioners will be able to fit nearly 100% of their patients with irregular corneas with a lens from the Rose K2 family of lenses alone. The XL design in combination with Menicon Z material (Dk 163) and the lens care products Menicon PROGENT and Unique pH®

will provide contact lens practitioners with the ultimate combination to manage their challenging cases.

Rose K2 XL will be available in the United States starting in January 2013, with other markets around the world following shortly thereafter. Dr. Rose will officially introduce the lens and demonstrate how to use this unique design at the Global Specialty Lens Symposium in Las Vegas (USA).

Rose K lenses are now available in more than 88 countries. Menicon is pleased to help make the complex world of improving vision for patients with irregular corneas simpler with the introduction of the Rose K2 XL lens worldwide.

By Randall Sakamoto, OD, PhD

Menicon Z for Large-Diameter Lenses and More

The world's highest Dk material now available for large-diameter lenses.

Following its 2011 approval by the U.S. Food and Drug Administration for an expanded indication—management of irregular corneal conditions—Menicon Z material is now available in a large-diameter button (16.5 mm) for scleral and semi-scleral lens designs up to 16 mm. U.S. practitioners can now prescribe the world's most permeable contact lens material for challenging cases, including kera-

toconus, pellucid marginal degeneration, post penetrating keratoplasty, post radial keratotomy and post LASIK surgery.

Oxygen transmission is a basic physiologic necessity, and Menicon Z is an important addition to the range of materials used for large diameter lenses. Large-diameter scleral and semi-scleral lenses are the fastest growing sector in the GP

lens marketplace. Although these lenses are most often prescribed for irregular corneas, many practitioners also use them to correct astigmatism and presbyopia in patients with regular corneas.

The Menicon Rose K line represents a comprehensive approach to fitting contact lenses to irregular corneas. The newest addition, which represents years of clinical research and development, is the semi-scleral Rose K2 XL (standard 14.6 mm diameters). This lens will be available in Menicon Z material.

Contact your Menicon authorized distributor laboratories and ask for Menicon Z by name. For a list of Menicon authorized laboratories in the United States, please visit www.meniconamerica.com/meniconz.

For a list of Menicon authorized laboratories in Canada, please visit www.meniconamerica.ca.

Menicon Materials for Large-Diameter Lenses

	Menicon Z (tisilfocon A)	TYRO (hfocon A)
Oxygen permeability (Dk)	163*	97*
Refractive index	1.440**	1.440
Wetting angle	24°	<25°
Hardness (shore)	D/78	D/81
Specific gravity	1.20	1.087
Stock colors	Blue with UV absorber	Clear, light blue, light pink (rose) (with or without UV absorber)
Large Diameters Available	16.5 shouldered blank	17.0 mm, 21.0 mm shouldered blank, 18.5 mm and 22.0 mm flat blank, 25.0 mm shouldered blank (clear only)

* $\times 10^{-11}(\text{cm}^2/\text{sec}) \bullet (\text{mlO}_2/[\text{mL} \times \text{mmHg}])$ [ISO polarographic method] **ne25

PERSONAL PROFILE

Behind the Scenes at Menicon



In this issue, we interview Anatole Diep, CEO, Menicon Holdings B.V.

Please tell us about your background.

I was born in Laos and moved with my family to France at the age of 14. I enjoy science and studied mechanical engineering and automation.

What are some of the highlights of your career with Menicon?

I joined Menicon in 1984 immediately after graduating from university. During my career, I have served as president of the Menicon Pharma contact lens care solution factory in France, as well as chief manufacturing officer for Menicon Holdings Europe.



▶ Anatole Diep playing guitar during his mother's birthday celebration.

Please describe your current role with Menicon and your immediate and long-term goals.

As CEO of Menicon Holdings B.V., I will strive to uphold the company's management philosophy and vision. Menicon is a challenging and passionate company. It offers all employees the opportunity to experience the significance of the words "respect," "human-oriented company," "quality," "creation," and "long-term partnership." I have had the privilege to see and experience those values during my 28 years with Menicon.

My new responsibilities encourage me to amplify Menicon's management philosophy throughout the Menicon Group in Europe and to provide products and services of the highest standard to en-

sure customer satisfaction. This philosophy will continue to be my foundation to strengthen our assets and expand our business.

Where do you see opportunities for growth in the contact lens industry?

I believe the market for daily disposable contact lenses will continue to grow, as patients particularly appreciate the convenience of this modality. The introduction of the revolutionary 1 Day Flat Pack in 2013 will mark Menicon's decisive entry into the soft lens mass market in Europe and across the world.

Menicon will introduce a hyper-Dk monthly disposable lens to reinforce the distribution of SOLOCARE AQUA® multi-purpose solution, which began in April 2012 in 27 countries in the European Economic Area and Canada.

Menicon is expanding the availability of its unique fitting technology Easyfit™. We will promote Easyfit™ to assist in lens fit-



▶ Anatole Diep with his wife, Juliette, and their three sons.

ting and to support Menicon's safety philosophy.

Please tell us about your interests outside the workplace.

My wife, Juliette, and I live in the suburbs of Paris. We have three sons. The eldest is 27 years old and a pharmacist. Our middle son is 21 years old, and he is studying medicine. Our youngest is 19 years old, and he is preparing to study physiotherapy.

I like martial arts and my current hobby is the practice of Tai Chi Chuan. I also enjoy playing music, especially guitar. I play occasionally during celebrations with friends and family members.

calendar



OCTOBER	
12-15	ICCLC, Sydney, Australia
24-27	American Academy of Optometry, Phoenix, USA
NOVEMBER	
8-10	CLMA, Napa, USA
9-13	American Academy of Ophthalmology, Chicago, USA
DECEMBER	
1-2	Cornea, Contact Lens & Contemporary Vision Care, Houston, USA
JANUARY	
11-13	Bronstein Contact Lens & Cornea Seminar, Scottsdale (USA)
24-27	Global Specialty Lens Symposium, Las Vegas, USA
24-27	CLAO, Las Vegas, USA
25-27	OPTI Munich, Germany
FEBRUARY	
15-17	Heart of America, Kansas City (Mo.), USA
27-3/3	SECO, Atlanta, USA

PATIENT EDUCATION

Finally, an App You Will Use in Practice!

Turn your iPad into an educational tool for patients and staff.

Electronic tablets are becoming almost as ubiquitous as cell phones. They are amazing and versatile devices, but they could be working harder in eye care practices. In a recent survey of its readers, *EyeWorld* (Feb 2012) found that a remarkable 65% of respondents own electronic tablets (iPads, Androids and Kindles), and an additional 22% indicated they intended to buy a tablet during 2012. What are the most sought-after applications? According to the survey, the number one request was for patient education apps. Optimed Ltd., a leading patient education animation company, has responded to that need and teamed up with Menicon America to bring such a product to eye care practitioners in the United States and Canada.

New educational tool

CAPTIV8® is a new application for the iPad developed for eye care professionals by Optimed. With CAPTIV8®, you have access to a comprehensive video library of 3-D ophthalmic animations that can be used chair-side to teach patients about their eyes and vision. According to Trusit Dave, PhD, MCOptom, FAAO, Director, Optimed Ltd., having a visual aid for patients enhances their understanding and reinforces your message, whether it concerns managing a medical condition or caring for contact lenses. "Incorporating this type of technology has huge benefits," Dr. Dave said. "First, there is patient compliance and confidence. The fact that patients see what you say really drives home the message and, ultimately, leads to happier patients."

With CAPTIV8® on your iPad, you can draw over the video animations to help explain a specific condition to your patient, or you can simply choose the appropriate animation and let it play for the patient while you write your notes. CAPTIV8® also has utility in the dispensary. "In the optical, staff members can confidently provide patients with upgrade op-

tions that lead to improved profitability," Dr. Dave said. The application can also be used for educating your staff. "Staff training is time-consuming and costly," he noted. "Your staff will find that the animations in CAPTIV8® are a great resource for showing the latest technologies and innovations in optometry and ophthalmology. This will improve their confidence in dealing with patients and help them present information correctly and consistently."

CAPTIV8® is available in numerous languages and offers AirPlay compatibility, allowing you to display content wirelessly on a large HD monitor. The application automatically downloads content updates when they become available.

Try it today

A "Lite" version of CAPTIV8® provides three free animations plus an additional fourth animation after you register. "Be sure to register," Dr. Dave said, "as this will allow you to choose your language and receive some really cool support videos that show you the capabilities of



► Select an animation from the main CAPTIV8® screen.



► The Dynamic Toolbar allows you to present specific information in short, bite-sized animations to speed up chair-side consultation.

the full app. Just visit the Apple iTunes Store, search for CAPTIV8® and download the Lite version for the free trial."

To view prices and purchase the full version of CAPTIV8®, please visit <http://captiv8.meniconamerica.com> and click on Pricing in the menu bar.



Easy Fitting With Easyfit™

For fast, accurate fitting of GP and specialty soft lenses.

Imagine the following scene in a contact lens practice:

"Good morning, Mrs. Smith. Please take a seat." ... **click** ... "Now, I will take some measurements to see which contact lenses suit you. Please put your chin on the chin rest. Now, I will measure the surface of your cornea." ... **click, click** ... "How are the kids at school?" ... **click** ... "... Playing soccer? That's great! ..." ... **click** ... "Minus 3.75, 1.75, 53." ... **click** ... "Minus 3.25, 1.5, 37." ... **click** ... "What about reading? In the evening? Okay, that is clear." ... **click, click**. "I have ordered a pair of custom-made GP lenses for you."

Moments later, the conversation continues:

"On this screen, you can see the simulated fit of the lenses I ordered for you. The 'bow-tie' shape at the top represents the shape of your cornea. Your new lenses will fit this shape perfectly. At the bottom, you can see the orientation of the lens on your eye. Impressive, isn't it?"

This was Easyfit™, a software program designed to guide you through the process of fitting GP and specialty soft lenses. Developed more than 10 years ago as a lens calculation tool, Easyfit™ has evolved into an expert system for specialty lens fitting.

Easyfit Availability and Compatibility

Easyfit™ is available in France, Germany and The Netherlands and will be introduced soon in Japan. It is compatible with numerous corneal topographers, including:

- BON/CSO EyeTop2
- BON/CSO EyeTop 2005
- BON/CSO Phoenix
- Haag Streit
- Keratron Scout/Piccolo
- Medmont (all versions)
- Oculus Easygraph
- Oculus Keratograph
- Oculus Pentacam
- Shin Nippon
- Topcon 7000
- Topcon 8100
- Topcon CA-100
- Tomey TMS-4
- Tomey RT-7000
- Zeiss I-Profler

Once installed on your computer, Easyfit™ uses data imported from your corneal topographer (see the list of compatible topographers below) to calculate the optimal lens for each eye. Using 1,250 to 15,000 data points (depending on the topographer used), the system proposes a lens and notifies you of corneal irregularities or conflicting choices. Once satisfied with the fit, you choose the preferred material and order the lens from the manufacturer via the Internet.

Easyfit™ intuitively guides you through the fitting process, regardless of the complexity of the corneal shape or the refraction and without using trial lenses. With a success rate of 80% to 90%, you can even introduce a bitoric GP lens design without using trial lenses.

In orthokeratology, accurate fitting—with a central tear layer of 3 to 6 microns—is essential to success. Easyfit™ is effective for orthokeratology fittings, as long as the topography measurements are accurate. In a study of toric orthokeratology lenses, the first-lens success rate with Easyfit™ was over 90% (Cho et al, 2012).

Problem-solving assistance

The utility of the Easyfit™ system does not end with the initial fitting. Depending on the lens being prescribed, it can give suggestions or perform recalculations from over-refractions. In orthokeratology, for example, it can guide you through the initial overnight response procedure.

For more persistent fitting issues, Easyfit™ has two options for additional help. For an e-mail consultation, the program compiles all data related to the cornea, the refraction and the



► Easyfit software uses data imported from your corneal topographer to calculate the optimal contact lens for each individual eye.

lens into one file, and with the press of a button, sends it to the manufacturer's professional support desk with your question. Using the second option, you can obtain real-time online support. Using TeamViewer, the manufacturer's fitting consultant can take control of your computer to view and manipulate the data, while you both discuss potential solutions by phone.

The perfect assistant

Easyfit™ is the perfect assistant to practitioners who fit GP lenses, orthokeratology lenses and specialty soft lenses. Fewer trial lenses are needed, because more data from the cornea is used. Easyfit™ is well engineered, sophisticated and intelligent software that fits easily in all practices. To date, Easyfit™ has been installed in more than 5,000 computers of practitioners in Europe.

Mr. van der Linden joined NKL Contactlenzen in 1998 as manager of research and development and application engineering. In this role, he developed several GP designs, including the orthokeratology lens and Menicon Z Night. During his early years at NKL, the foundation for Easyfit™ was laid. He is currently managing technical director of NKL.

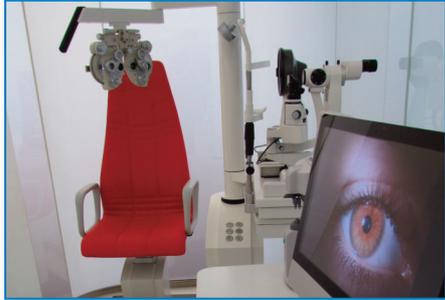


PHOTO GALLERY

New Training Center in Berlin



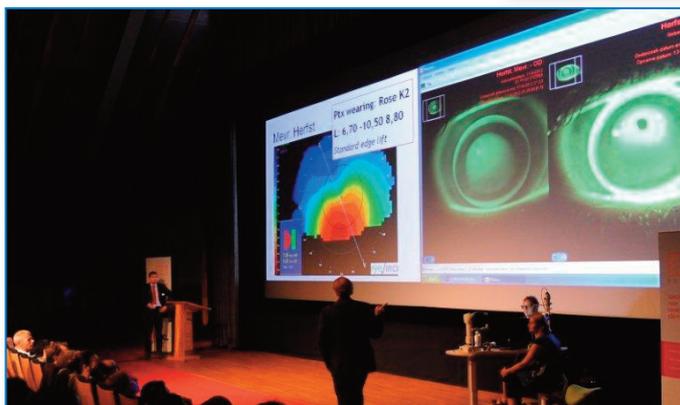
Menicon Germany recently opened a new training center in Berlin. This state-of-the-art facility will allow practitioners and patients to experience the variety of contact lenses and care solutions that make up the Menicon family of products.



New Art Gallery and Concert Hall Open at Menicon Headquarters



Rose K Seminar in Holland



Menicon Co. Ltd. recently remodeled part of its headquarters, renaming it the Menicon Annex. On the first floor is the Menio Gallery, featuring art by chairman and founder Kyoichi Tanaka. On the fifth floor is Hitomi Hall, a concert hall that can be converted into a state-of-the-art meeting room.



Peter Nijhuis (left) introduces Dr. Paul Rose and Dr. Jennifer Choo during a Rose K seminar held in The Netherlands and hosted by NKL Contactlenzen.

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