

Optometry DistList  
Instance 2017:56  
Monday, 08 January 2018

Today's subjects

- Gunshot injury caused no loss of vision- A Case Study
- 3rd World Congress of Optometry announcement
- 'Relúmíno' Visual Aid Application for the Visually Impaired
- Desktop solution for Dry Eye – Optometry Today
- Optometrist vacancy at Lawrence & Mayo

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Date: 16 December 2017  
From: Apoorva Chauhan (apoo.rana@gmail.com)  
Subject: Gunshot injury caused no loss of vision- A Case Study

A gunshot wound to the head is often a death sentence, but a new case study released recently described a patient who not only survived such a wound but also retained his eyesight.

The study, published at *JAMA Ophthalmology Clinical Challenge*, described a 45-year-old male patient who was shot in the face with a .22-caliber pistol and lived to tell the tale. According to the report, the bullet passed through a wooden door before entering the patient's right orbital, also known as the eye socket. The bullet tore through the corner of the patient's eye, damaging the tear ducts and coming to rest against a muscle that controls eye movement.

Despite the wound, the patient still had normal pupil responses to light in the injured eye. However, the bullet remained lodged inside the patient's head and was a cause of significant pain. Due to significant pain, the operating doctors choose to remove the bullet and to repair damage to the tear ducts. The patient went on to have no surgical complications and his pain was reduced following the bullet's removal. Amazingly, his eyesight was in no way affected by the experience.

For complete article, please click here: <http://www.newsweek.com/eye-injury-ophthalmology-729268>

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Date: 17 December 2017  
From: World Council of Optometry  
Subject: 3rd World Congress of Optometry announcement

The World Council of Optometry (WCO) and the American Academy of Optometry (Academy) will be co-hosting the 3rd World Congress of Optometry in conjunction with the Academy meeting to be held in Orlando, Florida, USA at the Orange County Convention Center. The meeting will feature joint CE tracks and will take place October 23-28, 2019. Thousands of optometrists, optometry students and other eye care professionals from all over the world will have the opportunity to

receive first-class education with discussions and lectures led by distinguished speakers and world-renowned optometrists.

For further information, click here <https://worldcouncilofoptometry.info/3rd-world-congress-announcement/>

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Date: 20 December 2017

From: Sheeba Swarna (sheeba.swarna@indiavisioninstitute.org)

Subject: 'Relúmĭno' Visual Aid Application for the Visually Impaired

'Relúmĭno' meaning 'Light up again' in Latin, is a visual aid application that works in conjunction with the Gear VR to enhance the vision of visually impaired people. The glasses work in conjunction with a smart phone, using its processors and batteries via the Relúmĭno app, so that visually impaired people can utilize the technology comfortably and discreetly. 'Relúmĭno' does not provide support for the totally blind.

The visual aid application processes images from videos projected through the rear camera of a smartphone and makes the images visually-impaired-friendly. More specifically, its major features include magnifying and minimizing image; highlighting the image outline; adjusting color contrast and brightness; reversing color; and screen color filtering. The end effect is that 'Relúmĭno' enables visually challenged people to see images clearer when they are reading a book or viewing an object.

For those suffering from a blind spot in vision or the Tunnel Vision, 'Relúmĭno' aids by remapping unseen images to place in visible parts of the eye. Specifically, when users set the sizes of a blind spot or tunnel vision for the first use, the application automatically places the blind point in the visible surrounding parts and puts images within the 'tunnel' or visible range, helping users who have a visual field defect to see things better. Unlike other visual aids with similar quality that often cost thousands of dollars, 'Relúmĭno' users can enjoy equivalent features at a much more affordable price.

For more information on 'Relúmĭno,' please visit <https://news.samsung.com/global/samsung-electronics-launches-relumino-visual-aid-application-for-the-visually-impaired>

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Date: 02 January 2018

From: Revanth Reddy (revanth.kumar@indiavisioninstitute.org)

Subject: Desktop solution for Dry Eye – Optometry Today

A study published in *Optometry and Vision Science* has analysed the effectiveness of using a USB-powered desktop humidifier in easing the symptoms of dry eye.

A group of 44 computer users were recruited for the trial and asked to engage in continuous computer use for one hour in the same air-conditioned room on two separate visits.

On one visit, participants switched on a USB-powered desktop humidifier while in the second visit, the device was left off.

The researchers found that the humidifier boosted the humidity of the desktop environment by around 5%. No significant changes in lipid layer grade or tear meniscus height were observed over the one hour period in either environment.

However, after exposure to the humidifier, non-invasive tear film break-up time improved. A significant reduction in break-up measurements was observed without the humidifier.

More survey participants also reported a higher level of comfort following use of the desktop humidifier.

For full text article, click here:

[http://journals.lww.com/optvissci/Abstract/2017/11000/Randomized\\_Trial\\_of\\_Desktop\\_Humidifier\\_for\\_Dry\\_Eye.9.aspx?sessionEnd=true](http://journals.lww.com/optvissci/Abstract/2017/11000/Randomized_Trial_of_Desktop_Humidifier_for_Dry_Eye.9.aspx?sessionEnd=true)

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Date: 05 January 2018

From: Optometry Council of India (info@optometrycouncilofindia.org)

Subject: Optometrist Vacancy at Lawrence & Mayo

Lawrence & Mayo is looking for optometrist for Mumbai, Pune, Nashik and Goa location. The ideal candidate will possess a degree or diploma in optometry with a minimum of 1 year of experience as optometrist.

Job Requirements:

1) Sales

- Exceed Sales targets – Value and Volume
- Ensure maximum clinic utilisation by increasing number of PETs on a daily basis
- Ensure 10 Steps of PET are meticulously followed
- CL Trial Management to ensure availability
- New customer growth for CL
- Strict adherence to the CL Customer Follow Up Process
- Meet predefined retail metrics such as these and others as and when defined:
  - o customer retention for PL & CL
  - o repeat purchase frequency
  - o new customer growth for PL
  - o no of orders per day
- Ensure Booking and Dispensing standards are as per the LM experience standards
- Minimise sales returns
- Handle trouble shooting effectively
- Build a one on one relationship with maximum number of customers
- Ensure Marketing Activities including DMA, Tie Ups and Promotions are executed successfully
- Coordinate with workshop to ensure on time delivery & quality
- Ensure success of all retail projects as and when they are initiated

- Live the core values of the company

## 2) Administration & Reporting

- Maintain Clinic Ambience & Cleanliness
- Maintain equipment cleanliness and personal hygiene
- Maintain registers, CL Cards, CL Trials, CL Stocks (if available) & reports as required
- Complete additional responsibilities if any as and when assigned by Store Executive / Store Coordinator
- Ensure quality standards through CJPB / BJAP

Interested candidates can contact Ms Pallavi Gangurde at [hoasstpna@lawrenceandmayo.co.in](mailto:hoasstpna@lawrenceandmayo.co.in) / 22 22071827 / 22077440 / 22078801 (Ext-282)

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