



2021

GP LENS INSTITUTE

Annual Report

Our Year in Review



FIRST in Education

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ABOUT THE GP LENS INSTITUTE



FIRST in Education

The Gas Permeable (GP) Lens Institute (GPLI) is a 501(c)(3) nonprofit organization dedicated to providing eye care professionals and students with unbiased educational and practice-building resources and programs pertaining to GP and custom soft contact lenses. Since 1985, the Institute has been nationally recognized by leaders in the contact lens profession and education system, providing focused webinars, clinical programs, hands-on workshops, innovative online resources, and more. GPLI helps students, residents, and ECPs gain the experience they need to provide patients with the advantages of GP and custom soft lenses.

HELP SUPPORT THE GPLI

After decades of established success and national recognition, GPLI is committed to evolving, growing, and becoming an even more essential part of the eye care community. You can help us reach goals that will serve to realize the full benefit of GP and custom soft contact lenses, including:

- Emphasis on the importance** of GP education and experience
- Increasing awareness** that GP lenses can change lives and provide unparalleled vision
- Boosting professional satisfaction** and practice-building for eye care professionals
- Helping others by paying it forward** & partnering with those who have benefited from GP lenses
- Expanding access to education** through new and innovative programs

www.gpli.info/donate



Mission

The Gas Permeable (GP) Lens Institute is dedicated to providing the eye care community with unbiased education, practice-building, and resources to realize the full benefits and advantages of GP and custom soft contact lenses.

LETTER FROM THE EXECUTIVE DIRECTOR



Welcome to the first GP Lens Institute (GPLI) Annual Report. 2021 was truly a very productive and rewarding year as is described in this report, and 2022 should be even more exciting due to the amazing people who help the GPLI on an ongoing basis. This includes our Board of Directors, the GPLI Advisory Board, the Cornea and Contact Lens Resident Advisory Board, the efforts of our newly established committees, and the ongoing assistance provided by CLMA Administrative Director, Pam Witham. The difference maker, however, has been Beth Anderzhon, hired October first as the GPLI Development and Marketing Coordinator. This report is one of a number of programs and resources initiated by Beth over the past six months.

In 2021, the GPLI established a total of nine committees – consisting of Advisory Board members and “Rising Stars” (i.e. past Cornea and Contact Lens Resident Advisory Board members) – to help in the establishment and oversight of GPLI programs and resources. Our monthly newsletter has a new and improved look and format. Our Cornea and Contact Lens Residents Symposium at the Illinois College of Optometry was a huge success. We continued to provide workshop programs at colleges of optometry, some (i.e. the SCLERAL program) in collaboration with the Scleral Lens Education Society. We continued to have outstanding attendance at our monthly educational webinars to ECPs and quarterly webinars to students. We also revised a number of our online resources for which updating was indicated. We were most excited about the introduction of our development program which reflected the yearlong efforts of the Development Committee chaired by Sara Yost assisted by Beth Anderzhon. We want to thank everyone acknowledged in this report for their contributions as well as our industry supporters. This program will be ongoing in 2022 and beyond.

2022 is off to an outstanding start with the Global Specialty Lens Symposium, where the GPLI sponsored a track of education, the registration of contact lens educators, a booth, and the social highlight of GSLS – the Rising Stars reception. We honored four very deserving individuals with the Naomi “Jo” Svachak GPLI Practitioner of the Year award to Dr. Stephanie Woo; the Dr. Edward S. Bennett Educator of the Year Award to Dr. Jennifer Harthan; the newly established Thomas J. “Tommy” Pham Keratoconus Practitioner of the Year award to Dr. Barry Eiden, and I was the fortunate recipient of the newly established Thomas E. Anastor Distinguished Service Award. Professional baseball player Tommy Pham was the keynote speaker. The GPLI is working on a program to help establish a significant increase in specialty contact lens clinical externship programs to allow more students to have the opportunity to examine and develop competence with these patients. In addition, the first two of four planned comprehensive online modules to help both eye care professionals and students feel more confident in GP lenses are being developed this year pertaining to 1) spherical and bitoric, and 2) young myopes. As a result of the generosity of Carl and Judy Moore, the GPLI Clinical Excellence Award, given to a graduating student at every College of Optometry, will be named in honor of a contact lens icon, Dr. Robert Mandell. We are also working toward the establishment of an eye care professional membership program.

Our goal continues, as always, to be THE source for GP and custom soft lens education. Thank you for your support in helping us reach this goal.

Sincerely,

A handwritten signature in blue ink that reads "Edward S. Bennett OD, MSEd".

Dr. Ed Bennett

President and Executive Director, GP Lens Institute

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The GP Lens Institute
has programs for those who want to
use custom contact lens therapy to enhance
patients' vision, whether you are a student or a seasoned
practitioner. These knowledge-enhancing programs include
monthly webinars, school workshops and case grand round
presentations for optometry students and residents, calculators,
coding and billing, scleral and multifocal troubleshooting, a GP lens
Click 'n' Fit module, and educational newsletters. Even if you are not
comfortable with a contact lens case in your chair, the GPLI has 3,000
qualified specialty contact lens fitters to refer. Your staff's abilities are an
important asset to your overall patient success, and programs directed
towards your office personnel can also be found within the GPLI
resource library. GPLI is the conduit for your patients through our
brochure program and laboratory consultants through our
relationship with CLMA. There is no other resource like
the GPLI for students, practitioners, and the
profession of optometry.

Dr. Rob Davis
Davis EyeCare

GPLI ADVISORY BOARD

Over 80 experts from around the globe sit on the GPLI Advisory Board. Our members are some of the best specialty lens fitters and educators in the world. They participate in ongoing meetings and conferences, serve as our webinar faculty, and are authors for many contact lens journal articles. The members play a major role in developing ideas for GPLI resources and content. They are some of our best ambassadors, promoting our mission, messages, and resources across the country.

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The GPLI has been an important resource to me for my entire optometric career. In optometry school and residency, I frequently visited the site to expand my clinical knowledge – I especially found the clink-n-fit module to be quite helpful. Throughout my optometric career, the GPLI has provided my colleagues incredibly high quality education from the best GP lens experts in the world. With the mission of the GPLI to help teach practitioners about gas permeable and specialty contact lenses, that is exactly what the company has done and continues to do. The GPLI offers world class education to practitioners and students from all walks of life, and it will continue to be a valuable asset in my toolbox.

Dr. Stephanie Woo
Contact Lens Institute of Nevada
and Woo University

VISIONARY

• \$100,000+ annually •

ContamacTM

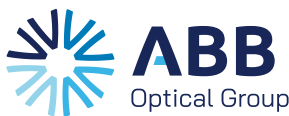
BENEFACTOR

• \$10,000 annually •

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OTHER INDUSTRY DONORS

AccuLens
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INTERESTED IN BECOMING AN INDUSTRY PARTNER?

Our Industry Partners help support the GPLI programs and services and are recognized in many ways. For more information, email donate@gpli.info and ask for our sponsor benefits package.

www.gpli.info/donate

PRESIDENT'S SOCIETY

• \$50,000 •

Carl and Judy Moore in honor of Robert B. Mandell, OD, PhD

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• \$25,000 •

Jill Anastor in memory of Thomas E. Anastor

Drs. Ed and Jean Bennett

Drs. Jerry and Lynn Legerton

Don and Joyce Ratkowski

Jan Svochak in memory of Naomi "Jo" Svochak

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(Drs. Robert L. Davis, Jeffrey Sonsino, Jordan Kassalow, Amy Nau, Douglas Inns, Aaron McNulty, Moshe Schwartz, Lamar Zigler, S. Barry Eiden, Todd Bowman, Jeff Cooper, Randall Feurst, David Seibel, and Selina McGee)

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PROGRAM HIGHLIGHTS



2021 PROGRAMS & SERVICES – WHAT WE WORKED ON

Clinical Excellence Awards • SCLERAL Program Workshops • Monthly Eye Care Professional Webinars
• Quarterly Student Webinars • Annual Cornea and Contact Lens Residents Symposium • Consumer Educational Brochures Sent Nationwide • Newsletters • Social Media Outreach • GPLI Experts Facebook Group • Revised Staff Module • Revised Grand Rounds Troubleshooting Guide Online Book • Continuous Updates to the Find a GP Specialist Database • New Fund Development Program

FUTURE PROGRAMS SNEAK PEEK

In addition to expanding our current resources and reach within the community, GPLI will be developing several new innovations in programming, membership, and connections across the industry to evolve education, expertise, practice success, and the quality of eye care overall. This includes:

"I Have a GP Wearer in my Chair: What's Next?" Module

An interactive, comprehensive module to help the novice fitter feel comfortable in evaluating and fitting GP lenses. Starting with the basic science and services and going deeper into advanced practice-building.

Expansion of College Programs

New GPLI student clubs as well as expansion of both the GPLI Schools Grand Rounds and SCLERAL Program.

Eye Care Professional and Student Memberships

Specialty Contact Lens Clinical Externships

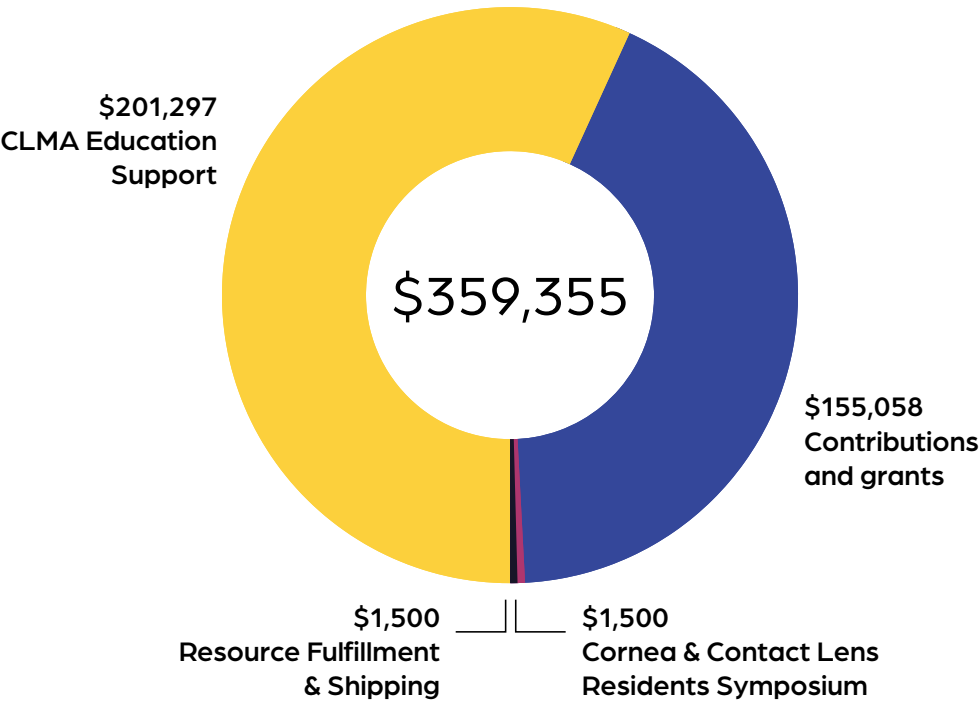
Myopia Programs and Resources

From educational meetings to online webinars and a "must bookmark" website (gpli.info), the GPLI is my greatest resource for all things relating to gas permeable contact lenses.

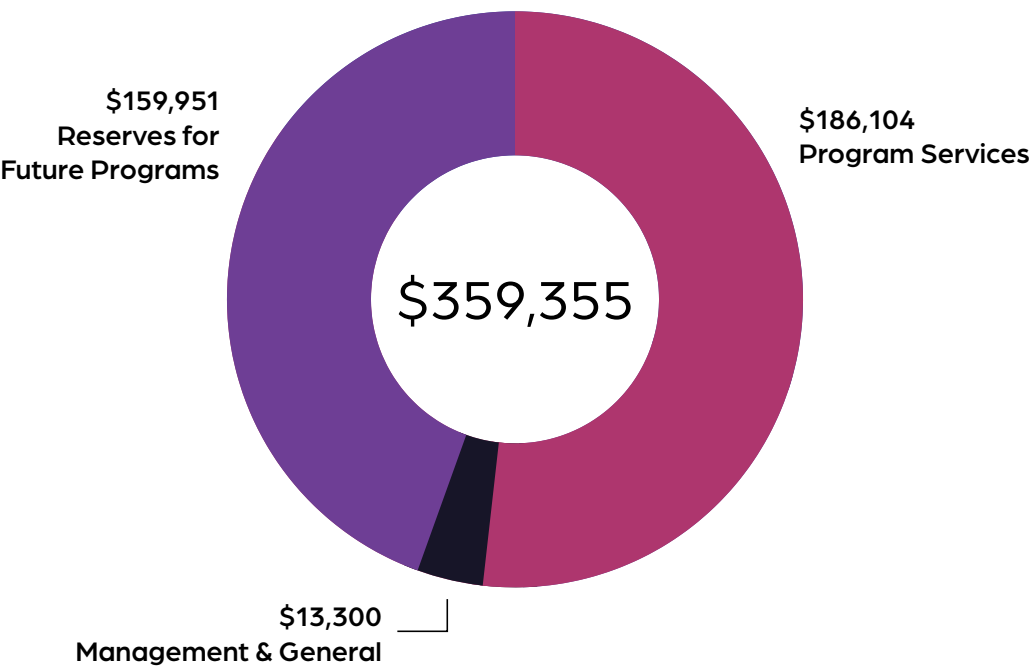
Dr. Thomas Quinn
Retired Optometry Practice Owner

SUPPORTING OUR MISSION – FINANCIALS

2021 REVENUE



2021 EXPENSES



2021 AWARD WINNERS



2021 GPLI PRACTITIONER OF THE YEAR

presented to: **Dr. Jason G. Jedlicka**

"For outstanding professional expertise in fitting customized contact lenses to benefit patients with improved vision and corneal health, and to advance the contact lens field."

2021 GPLI EDUCATOR OF THE YEAR

presented to: **Dr. Daniel Fuller**

"For outstanding achievement as an educator in the area of GP and custom soft contact lenses."

Dr. Fuller is the first to receive this award.



From sponsored workshops as a student to educational events as a Cornea and Contact Lens Resident to ongoing opportunities and resources as a doctor, the GPLI has been with me for every step of my optometric career. The GPLI supports the profession so well and provides frequent educational webinars to keep both doctors and students in the know about all things specialty contact lenses. The leadership team is exemplary, and it is a privilege to be a part of the GPLI. I look forward to many more years of involvement with this meaningful organization that truly makes a difference every day.

Dr. Madison Moss
Carrboro Family Vision

THINGS TO CELEBRATE

25 GP Clinical Excellence Awards were given to 4th year optometry students at the colleges of optometry for outstanding achievement with GP contact lenses.

The 23rd annual **GPLI Cornea and Contact Lens Residents Symposium** was hosted by the Illinois College of Optometry in July and August and involved 39 residents. The hybrid program included 9 virtual lectures and CLMA resources on a dedicated website, a 3 hour live grand rounds program online, and 3 days of in-person workshops, lectures, panels, and programs at ICO.

We launched a **fundraising initiative** to embark on the next phase of our mission with a focused vision and specific milestones in sight. We formed a hardworking development committee and before the end of the year were able to accept our first donations as a 501(c)(3) nonprofit.

We formed **9 committees** with advisory board members, rising stars, & other experts in the field to help us advance the GPLI programs, each with a specific focus and vision in mind.

We fulfilled **406 orders** and shipped **51,946 educational resources** to eye care professionals nationwide.

We **educated 3,600 people** via webinars, workshops, and presentations.

Beth Anderzhon joined us as our **Development and Marketing Coordinator** October 1st.

"I am truly grateful to be a part of the GPLI team. The leadership of this organization and the support system in the advisory board and board of directors is unparalleled. I look forward to seeing the numerous programs in the works come to fruition, and I am so excited to be a part of the eye care community, contributing to the **important mission** of the GPLI." – Beth A.

We redesigned the GPLI "**Contacts**" **e-newsletter** and expanded our **social media** presence.

The GPLI, in partnership with the Scleral Lens Education Society & the AOA Contact Lens and Cornea Section, **educated 918 students through the SCLERAL Program**, involving hands-on scleral workshops at 10 schools and colleges of optometry.

The **GP Case Grand Rounds Troubleshooting Guide** online book was revised, including the addition of a sclerals section.