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Salus University Pennsylvania College of Optometry Competing for \$5,000 Grant

*PCO is one of seven colleges nationwide participating in **ABB OPTICAL GROUP's** University Education Challenge; winner will be announced in June at 2016 Association of Optometric Contact Lens Educators meeting*

Elkins Park, Pa. (May 31, 2016) – Salus University Pennsylvania College of Optometry (PCO) is in the running to receive a \$5,000 unrestricted educational grant through the University Education Challenge, a program designed by **ABB OPTICAL GROUP** to support the optometrists of tomorrow.

ABB OPTICAL GROUP supplies nearly two-thirds of eye care professionals across the country with contact lenses, eyewear and more. The company created the University Education Challenge for optometry students to develop their research and presentation skills while learning more about eye care and contact lenses. **ABB OPTICAL GROUP** is hosting the challenge in partnership with Paragon Vision Sciences, a manufacturer of specialty contact lens materials.

Salus University Pennsylvania College of Optometry is one of seven schools participating in the challenge. PCO will be judged on the strength of a webinar created by a team of students and viewed by eye care professionals nationwide earlier this month.

The Salus University Pennsylvania College of Optometry team included third-year optometry students Marichris Lim and Karl Cunningham. PCO faculty member Dr. Kriti Bhagat oversaw the students' efforts.

The team presented on scleral lenses and corneal mapping.

“Scleral lenses have an increasing usefulness in today's treatment and management of irregular corneas and other anterior segment conditions, while corneal mapping can help indicate types of progressive changes in the cornea,” Lim said. “We wanted to increase awareness about these lenses because they are capable of being used for a wide variety of conditions.”

For the presentation, the team focused on three specific areas: how to interpret a corneal topography, how to fit and troubleshoot scleral lenses, and how to determine when it's appropriate to fit the lens.

The PCO presentation will be judged against webinars led by student teams from the Indiana University School of Optometry, Southern College of Optometry, Pacific University College of Optometry, the UIW Rosenberg School of Optometry, New England College of Optometry and University Missouri-St. Louis College of Optometry.

Presentations started in September and finished this month. The winner will be announced at the 2016 Association of Optometric Contact Lens Educators meeting in June. In addition to the \$5,000 unrestricted educational grant awarded to the school, the winning students also will receive a \$500 prize for the team.

"The University Education Challenge is an opportunity for students to develop their research skills and present a relevant, contact lens-related topic to a national audience while working closely with fellow students and faculty in a collaborative effort," said Ann Shackelford, director of consultation and specialty services at **ABB OPTICAL GROUP**. "We opened the challenge to all optometry schools back in June at the 2015 AOCLE meeting and these colleges were the first to respond, filling all available slots. We look forward to viewing all of the presentations and helping to further the study of contact lenses."

For more information about the University Education Challenge, visit ABBConcise.com/UniversityChallenge.

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Education and Rehabilitation for the Blind and Visually Impaired, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in the Philadelphia area that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,100 students, including PhD candidates, and more than 12,500 alumni worldwide. For more information, please visit www.salus.edu.

ABOUT ABB OPTICAL GROUP

ABB OPTICAL GROUP is a leading distributor of optical products in the United States. The company supplies nearly two-thirds of eye care professionals across the country with brand name contact lenses, fully customizable gas permeable and custom specialty soft contact lenses, ophthalmic lenses and more. The company's Digital Eye Lab is a fully automated optical lab dedicated to freeform digital lens fabrication. **ABB OPTICAL GROUP** also offers practice building services such as pricing strategy tools, business reviews, annual supply staff training and e-commerce solutions. For additional information, visit ABBOptical.com.

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