7:45 am  
Registration

9:00 am  
Introductory Remarks

Alysa S. Bernstein  
Attorney, Division of Advertising Practices, Bureau of Consumer Protection

Opening Remarks

Thomas B. Pahl  
Acting Director, Bureau of Consumer Protection

9:15 am  
Panel 1: Overview of the Contact Lens Marketplace

Moderator:  
Beth Freeborn  
Economist, Consumer Protection Division, Bureau of Economics

Panelists:  
Steve Kodey  
Senior Director of Industry Research Services, The Vision Council  
Wallace W. Lovejoy  
Lovejoy Eyecare Consulting LLC, appearing as a consultant to the National Association of Optometrists and Opticians

9:45 am  
Panel 2: Contact Lens Health and Safety Issues

Moderators:  
Richard L. Cleland  
Assistant Director, Division of Advertising Practices, Bureau of Consumer Protection  
Andrew Stivers  
Deputy Director for Consumer Protection, Bureau of Economics

Panelists:  
Dr. Edward Chaum, MD, PhD  
Plough Foundation Professor, University of Tennessee Health Science Center
The Contact Lens Rule
and the Evolving Contact Lens Marketplace

Dr. Jennifer Cope, MD, MPH
Medical Epidemiologist, Division of Foodborne, Waterborne, and Environmental Diseases, Centers for Disease Control and Prevention
Dr. Malvina Eydelman, MD
Director, Division of Ophthalmic and Ear, Nose and Throat Devices, Office of Device Evaluation, CDRH/FDA
Dr. Carol Lakiss, BS Optom, PhD
Clinical Research Fellow, Head Applied Clinical Sciences, Johnson & Johnson Vision Care, Inc.
Dr. Michelle Tarver, MD, PhD
Division of Ophthalmic and Ear, Nose, and Throat Devices, Office of Device Evaluation, CDRH/FDA

11:00 am  Break

11:15 am  Panel 3: Competition in the Contact Lens Marketplace

Moderators:
Tara Isa Koslov
Acting Director, Office of Policy Planning
Christopher M. Grengs
Attorney, Office of Policy and Coordination, Bureau of Competition

Panelists:
James C. Cooper
Associate Professor of Law and Director, Program on Economics & Privacy at George Mason University’s Antonin Scalia Law School
John Graham
Chief Executive Officer, 1-800 Contacts
Gary Swearingen
Corporate Counsel, Costco Wholesale
David Sonnenreich
Deputy Utah Attorney General, State of Utah, Office of the Attorney General
Mitch Wessels
Senior Director of Contact Lenses, Luxottica N.A.

12:45 pm  Lunch
1:45 pm  Panel 4: Examining the Verification Process

Moderators:
Elizabeth Delaney  
Attorney, Division of Advertising Practices, Bureau of Consumer Protection  
Paul Spelman  
Attorney, Division of Advertising Practices, Bureau of Consumer Protection

Panelists:
Dr. David A. Cockrell, OD  
Diplomate American Board of Optometry, Past President American Optometric Association  
Shaun Schooley  
Vice President, Global Marketing Technology, CooperVision  
Jennifer Sommer  
Director, US Ethics & Compliance, Walmart Inc.  
Dr. Thomas L. Steinemann, MD  
Professor of Ophthalmology, MetroHealth Medical Center, Case Western Reserve University  
Cynthia Williams  
General Counsel, 1-800 Contacts

2:45 pm  Panel 5: Prescription Release and Consumer Choice

Moderators:
Elizabeth Delaney  
Attorney, Division of Advertising Practices, Bureau of Consumer Protection  
Daniel J. Gilman  
Attorney Advisor, Office of Policy Planning

Panelists:
Dr. Edward Chaum, MD, PhD  
Plough Foundation Professor, University of Tennessee Health Science Center  
Dr. David A. Cockrell, OD  
Diplomate American Board of Optometry, Past President American Optometric Association  
Dr. Zachary McCarty, OD  
Chair - Quality Improvement and Registry Committee, American Optometric Association  
Joseph B. Neville  
Executive Director, National Association of Optometrists and Opticians  
Linda Sherry  
Director, National Priorities, Consumer Action
4:00  **Break**


**Moderators:**
Mary K. Engle  
Associate Director, Division of Advertising Practices, Bureau of Consumer Protection  
Tara Isa Koslov  
Acting Director, Office of Policy Planning

**Panelists:**
Robert D. Atkinson  
President, Information Technology and Innovation Foundation  
Alex Bargar  
Director of Clinical Services, Simple Contacts  
Bob Hubbard  
Assistant Attorney General, New York Attorney General’s Office  
Peter A. Menziuso  
President, North America, Johnson & Johnson Vision Care, Inc.

5:15 pm  **Workshop Concludes**