

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 Lakkis, 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

4:15 pm Panel 6: Looking Ahead: Potential Market Disruptions and Their Impact on Competition, Consumer Protection, and the Contact Lens Rule

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
