

The ADP Consultancy



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Introduction

May I introduce myself and my consultancy?



Mr Andrew D Price FBDO(Hons)CL MBCLA, CEO of The ADP Consultancy originally set-up in 1994. A clinician, seeing patients in Contact Lens & Ocular Surface clinics (clinics in your practice available – see page 8), Principal Investigator in clinical trials, industry/Professional Services Consultant, educator, lecturer and author.

Holding Honours Fellowship of the Association of British Dispensing Opticians (ABDO) in Contact Lens Practice. I have received Certification in Ophthalmic Assisting during my work in ophthalmology practice in the USA. Experience encompasses managing/owning my own contact lens practice, working in practice in Laser Vision and Ophthalmology clinics in the UK and USA. I have had many articles published and presented over three hundred lectures and workshops on the subjects of contact lenses and dry eye disease. Working with others, my consultancy has a website devoted to the ocular surface with separate Professional and Patient Sections [Eye Drops Database \(EDDB\)](#)

I am a past ABDO National Clinical Committee and Optometry Wales Board member, still involved in numerous projects. Also VTI European Professional Affairs Consultant and Head of Professional Services for The Body Doctor Ltd. Member of the British Contact Lens Association (BCLA).



As a consultancy we have published clinical trial reports, articles and conference posters on multi-focal and toric contact lenses, and punctal occlusion/contact lens discomfort.

We have worked with JnJ Vision Care, Thea Pharma and others world-wide. I was an investigator in a diabetic clinical study for Duke University in the USA. Pioneered first clinical audit in UK Laser Vision Clinic on treatment outcomes. Developed world's first ever IT subscription system delivering up-to-date data on CLs, solutions and ocular therapeutics, provided to UK ECPs, universities, laboratories. Delivered live radio 'phone-ins' and webinars on CL and DE subjects and produced journal articles on eye-care and CLs. Continuing to grow, July 2018 Sue Waller took up the role of Executive Administrator, bringing many years Senior Administrator experience.

Please look through further sections of this portfolio, I hope you will find it of interest! If you do you can reach me at Email:

adpconsultancy@gmail.com or Tel: +44 (0)752 898 6280

Eye Drops Database & ADP-EyeCare

[Welcome to the Professional Section of Eye Drops Database!](#)

We hope you find this unique database a good resource of information on the ever increasing quantity and sophistication of eye drops, ocular surface hygiene products, dietary supplements, contact lenses, treatment and diagnostic instrumentation etc.

You will soon discover that, although it is called *Eye Drops Database*, and it was originally intended to be based on eye drops alone, from its launch in March 2015 it has quickly grown to include other types of eye care products, services and resources that Eye Care/Health Care Professionals would want to know about. It contains four different Referral Directories in map and post town versions, The Eye Safety Card, Guest Articles and EDDB – The Forum!, Take a look at [EDDB - Professional](#)

[Welcome to the Patient Section of Eye Drops Database!](#)

This website was originally intended to be based on clinical data on eye drops alone for Eye Care and Health Care Professionals, however from its launch in March 2015 it has quickly grown to include other types of eye care products and services that Eye Care/Health Care Professionals would want to know about. This ***Patient*** section was added in May 2016 as an extra resource for patients, the main focus of the website will remain primarily on Eye Care/Health Care Professionals, however this ***Patient*** section will surely grow and help patients in certain areas of eye care.

The website will have an eye care' leaning, so will probably appeal to people who want to relate to an Eye Care Professional, in the same way they do to their doctor or dentist (but with weekend appointments available!) and like that relationship reciprocated. We, and many other Eye Care Professionals, like to think there is more to eye care than seeing someone once every two years. To find Guest Articles, four different Referral Directories in map and post town versions and more take a look at [EDDB - Patients](#)

[ADP-EyeCare](#)

In the autumn of 2019, a new venture was formed, ADP-EyeCare to represent the clinical services I and associates provide to patients. See page 13 of this Portfolio then please feel free to visit [ADP-EyeCare](#) to see 3 more.

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Andrew D Price
RBO (General),
CORREAN
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Registered Contact Lens Fitter
Member of the Royal College of Ophthalmologists

Helping to build your contact lens/ocular
surface practice and more

Lectures/Workshops – Part 1

- **Lecture: “Contact Lens Discomfort and Evaporative Dry Eye – The Missing Link?”** - The over-riding cause of the high CL dropout rate has been and remains lens discomfort, this has not changed even with the most advanced lens and material designs available to us. Corneal hypoxia ...a problem solved. However, CLD remains, wearing times are low and dropout rates high in the CL population. Are we close to identifying a missing link?
- **Lecture: “Treat the cause of dry eye, not the symptoms”.** - The prevalence and causes of dry eye. Where various alternative practical solutions will be discussed that can and have been used in high street practice to address the common evaporative dry eye in both contact lens and non-contact lens wearers. The reasons why some approaches work and others don't will be explored.
- **Skills Workshop: “Managing Evaporative Dry Eye – A Skills Workshop”.** - The diagnosis and management of dry eye is within the natural field and range of skills of eye care clinicians (optometrist and CLO). Extend your skills. You will be able to practice slit-lamp examination of the lid margins and express MGs, identify aqueous deficiency, also observe the ocular surface using different surface stains.



- **Discussion Workshop: “Managing Evaporative Dry Eye – A Discussion Workshop”.** - Understand why optical practices are better positioned than the pharmacist, GP/HES to offer solutions to very often long-standing patient problems. The workshop will help you understand the importance of the tears film's quantity and quality, and how this can be assessed using techniques and aids that are readily available in practice to help your dry eye/contact lens patient.

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Helping to build your contact lens/ocular surface practice and more

Lectures/Workshops – Part 2

- **Lecture: “The role of MF SCLs in Myopia Control”.** Opt, TO, CLO, DO. 1 Interactive CET Point - Myopia is the most common ocular disorder and is generally the result of abnormal elongation of the eye. DVA can be improved with spectacles, contact lenses and refractive surgery, however these do not address the underlying abnormal enlargement of the eye. Myopia places substantial burdens both on individuals and society and increases the risk of eye disease later in life. Can MF SCLs play a role in myopia control?
- **Lecture: ‘Do we really need an add to help presbyopes - Extended Depth of Field?’** Opt, CLO, DO. 1 Interactive CET Point - The theory of an extended depth of field (EDOF) in optical appliances is not new, having been used in photography for many years. More recently its application has made its way into premium IOL design and now into contact lenses for presbyopes. The first of these designs are now with us, with more to come. However knowledge of EDOF applications by Eye Care Professionals is in its infancy with its applications for presbyopia not covered in the under-graduate syllabus as yet. The consideration of EDOF for presbyopic patients may offer good alternatives to the conventional multifocal or monovision approach used today, not always with the success we or our patients would like
- **Skills Workshop: Eye Drop User Review (EDUR).** Opt, TO, DO. 3 Interactive CET Points - The Eye Drop User Review Demonstration and Discussion Workshop will enable Primary Eye Care Professionals to play a vital part in the safe and effective use of eye drops by patients. Improving the use of eye drops by patients has long been over-looked but is a vital part of such therapy. A short slide presentation and lecture on the non-effect of not instilling effectively will be combined with hands-on experience on yourself and workshop partners. A form is provided to report patient compliance level to ophthalmology.
- **Lecture: The Eye Drop User Review (EDUR).** Opt, TO, DO . 1 Interactive CET Point. will enable Primary Eye Care Professionals to play a vital part in the safe and effective use of eye drops by patients. Improving the use of eye drops by patients has long been over-looked but is a vital part of such therapy.



A short slide presentation/lecture on the non-effect of not instilling effectively will be combined with videos highlighting the problem and providing answers. A form is provided to report patient compliance level to ophthalmology.

Lectures/Workshops – Part 3

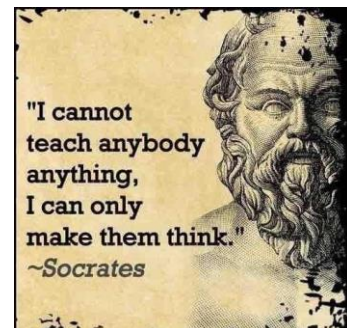
- **Discussion Workshop: “How to set up a Dry Eye/Allergy Eye Clinic”** Non-CET. - The Tool Kit has everything you need to launch your Dry Eye/Allergy Eye Service; modifiable patient leaflets, screening questionnaires, GP letters, patient mailers, record cards etc. An in-practice meeting with follow-up support. Free entry to [The Dry Eye Referral Directory](#)
- **Discussion Workshop/Programme: “The Enhanced CL Exam & Assessment Tool Kit”** Non-CET. All the essentials to address this long-standing problem, increase income and offer your patient’s an unique approach; modifiable patient leaflets, screening questionnaires, patient mailers, record cards etc. An in-practice meeting with follow-up support. Free entry to [The Contact Lens Referral Directory](#)
- **Skills Workshop: “The role of punctal occlusion (PO) and its practical skills”** Non-CET. – When would PO be used, what are the risks, benefits and options? Hands on teaching with punctal occluders. Full support included: Informed Consent forms, pre and post Tx protocols, fees discussion etc. Please see page 8. Free entry to [The Dry Eye Referral Directory](#)
- **Advanced Dry Eye Management Workshop:** To include lid debridement, demodex diagnosis and treatment and punctal occlusion and its role in Dry Eye and Contact Lens Discomfort. Free entry to [The Dry Eye Referral Directory](#)
- Combine lectures, workshops with non-CET on previous page to benefit clinically and commercially. Ask if sponsorship available.
- Recent presentations: *"Excellent lecture and workshop. Excellent speaker and presentation packs to enable instant set-up of the Dry Eye clinic. Andrew has developed wonderful templates to help with the set-up and continuation of the Dry Eye clinic. Much appreciated"* - Prab Bobarai, BSc(Hons) MCOptom Dip ScV, Principal Optometrist & Director, Wolverhampton.

"Hi Andrew, Many thanks for your wonderful tuition yesterday. You gave me great confidence right from the start and your patience was amazing. I quite surprised myself that I was actually able to fit the plugs" - Denise Pinnell BSc MCOptom, South Gloucestershire.



Lectures/Workshops – Part 4

- Combine lectures, workshops with non-CET on following page to benefit clinically and commercially. Ask if sponsorship available.
- **Past presentations:**
 - *Just had my first part of the dry eye course with Andrew who delivered this very well via zoom link. I must say it was extremely informative, very helpful and so very important these days for Optometrists to undertake. All this for an extremely competitive price (even though that's not the point!) Looking forward to part two of the course next week – Amit Mandla BSc MBCO July 2020.*
 - *"The whole presentation and associated workshop was excellent" – Gloucester Optometrist, October 2016. "Thoroughly interesting and practical" – South Wales CLO July 2016.*
 - *"Very good clear information .." – Oxford IP, September 2016. "One of the best lectures I have heard ... excellent, visuals and discussions" – Elgin, Optometrist, 2013.*
 - *"Dear Andrew, many thanks for the interesting lecture last evening, I wish they could all be like that" – Cardiff DO, 2014. "Very good session - lots of thought-provoking, clinically-relevant discussion. Paradigm shift in myopia management" – Blackburn November 2018.*
 - *: "Excellent, very useful and helpful workshop" – Sheffield December 2019".*
 - *"An unbiased presentation keeping pace with current research". Excellent explanation of how myopia control CLs work backed by ample statistical evidence" – Sheffield October 2019.*
 - *"Best myopia control lecture I have listened to. Thanks" – Webinar August 2021*
 - *"Excellent presentation, intelligently and passionately given. Thank you". – Webinar August 2021*



The ADP Consultancy PO Workshop

- **Education & Skills Workshop: “The role of punctal occlusion (PO) and its practical skills”** Non-CET. Ideal for ECPs already managing DE.
 - Theory of PO, education, evidence
 - Indications
 - Benefits (you and your patient)
 - Contra-indications
 - Risks (you and your patient)
 - The importance of the fully informed consent form – provided free
 - Decision tree, pre- and post-Tx protocols
 - Pre-PO patient examination
 - PO options (removable v dissolvable)
 - Selection of loupe v slit-lamp
 - Importance of lighting, patient/practitioner positioning
 - Pre-patient training with ‘Nelson’
 - Observe placement, hands on teaching, successful placement
 - Free entry to [The Dry Eye Referral Directory](#)
 - Fee discussion
 - Certification of successful completion (for any Professional Indemnity Insurance requirements)
- *"Hi Andrew, Many thanks for your wonderful tuition yesterday. You gave me great confidence right from the start and your patience was amazing. I quite surprised myself that I was actually able to fit the plugs" - Denise Pinnell BSc MCOptom, South Gloucestershire.*
- *"Andrew's hands on training session on punctal plugs was extremely informative and a confidence builder. It has been instrumental in helping us build up our dry eye clinics" – Prab Boparai BSc(Hons) MCOptom Dip ScV*
- **Sponsorship may be available**
- **Email:** adpconsultancy@gmail.com
- **Phone:** +44 (0)752 898 6280



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Helping to build your contact lens/ocular
surface practice and more

Extend your DE/CL service, raise income - all with no financial/time investment.



- **Full Spectrum Service:** For practices that want to extend their patient services but haven't got time and resources to initiate it - I can provide a full spectrum Dry Eye (DE)/Contact Lens (CL) clinic to your practice including marketing and administrative support. This enables you to provide a full unrivalled service to help your DE and CL patients, extending your eye care, increasing patient recommendations, improving CL patient retention and raising income.

From appropriate ocular surface products, to in-practice treatments (which I bring with me and split the fee with you), to lid debridement to punctal occlusion I (or one of my fully trained CLO or Optometrist colleagues) can provide all this to your patients with appropriate management, all seen as provided by your practice. All will increase your income.

- **Stand Alone or Combined CL/DE Clinic:** The above service can simply provide a first class-class combined CL/DE clinic or supplement your normal CL clinics. This may well free up extra-time and/or offer extra clinic days for more general eye exams and spectacle dispensing. Early 2018 – Myopia Management CL prescribing added to my clinics in your practice, providing yet another service and income stream and extending the care you provide to your patients.
- **Proven record:** I have built a successful combined daily DE/CL clinic from nothing in a small-town practice, faced with all the normal challenges you probably have, and can do the same for you. Lest you think I am only interested in the more difficult cases, I also look after patients that wear daily disposable lenses twice a week very well!
- **Initial discussions:** For an initial informal discussion on an exclusive agreement to exclude other practices in your area call 0752 898 6280 or email adpconsultancy@gmail.com



We conduct clinical trials

The ADP Consultancy designs, conducts and delivers in-practice clinical trials, has issued reports on cross-over trials involving market leading multi-focal contact lenses, specialist multi-focal contact lenses, toric contact lenses and punctal occlusion and contact lens discomfort (CLD). Companies have started to benefit from these results.

As an ECP who works in typical UK practices, I know that providing ‘real world’ data derived from a practice environment. obtained from a fellow practitioner can be hugely impressive. If a company can show results for patients seen in a typical practice, I call it the ‘wet Wednesday in Wigan example’ this carries a lot of weight with other practitioners! I take a very keen interest in in-house trials, statistical significance, box and whisker charts etc, however whether they should or not, most UK ECPs do not.

I have published results from a punctal occlusion clinical trial carried out in two typical High Street practices in NW England and North Wales, the results are hugely impressive and are something all practitioners can relate to. The trial’s clinical poster was accepted for the BCLA CC in 2017, which in turn generated an optometry journal article – all resulting in increased product sales. This type of result could be available to you. Also separate clinical trials on multi-focal and toric contact lens prescribing (presented at Optrafair 2018) have been completed, again with useful practical results. See more details [here](#).

Wearing an ECP hat for quite some years now, has given me an insight into what my high street ECP colleagues respond to, my clinical trials are set-up to look for that very thing.

Acting as Project Manager, Mr Bill Long BS, MBA, FAAO is an Independent Project Manager with experience in organizing and managing clinical, technical, and writing projects through initiation, planning, execution, and close-out. Major responsibilities include identifying and qualifying investigators, conducting protocol initiations, monitoring study progress, designing and managing clinical trial database, descriptive and statistical analysis, interim and final reporting, IRB updates, and writing professional meeting abstracts.

Let us prepare a quote for your in-practice clinical trials, you will probably find charges considerably less than industry standard. Your results can be used for clinical analysis and/or marketing.



We support your clinical trials

Are you a DO, CLO, Optometrist or Ophthalmologist - have a clinical project that needs analysis?

You are expert in your field, you are not expected to be expert in all fields. The ADP Consultancy has areas of experience and expertise including project management, data management, statistical analysis, and reporting.

We believe there are many clinicians who have data that can advance their professions, who need help with prospective or retrospective project management, data management, statistical analysis and reporting who do not know someone who can help.

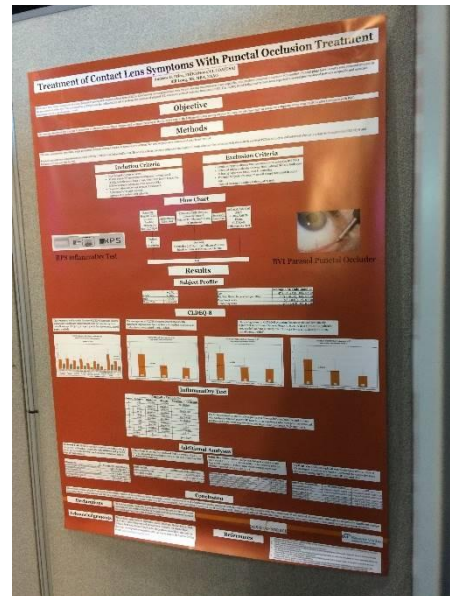
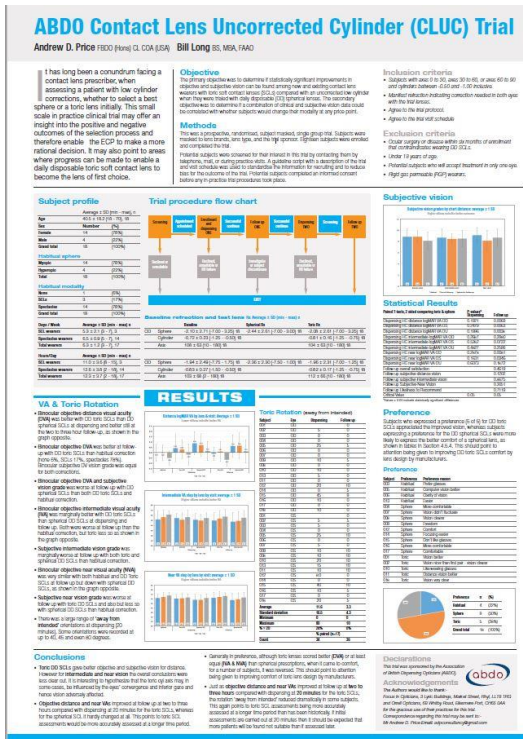
Have a clinical project idea? Have data? Don't know how to organise your idea or data? Contact the team at The ADP Consultancy for a discreet discussion of options for design, construction, analysis and reporting that can make an impact.

Be it your first or latest such project, remember the data analysis and report remains yours, to use clinically, for marketing purpose or sell as you think fit. Email: adpconsultancy@gmail.com

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Andrew D Price
FRCOphth, FRCGP
GOC Reg D-12482

Helping to build your contact lens/ocular surface practice and more



Two examples of posters at high profile conferences following clinical trials

Publications/Presentations

Publications

Price, A D, Long, B. 'Management of contact lens discomfort with punctal occlusion therapy' (2017). *Optometry Today*. October 2017, pp 78-82.

Price, A D. 'Topical eye therapy, Understanding dry eye: part 1' (2017). *Dispensing Optics*. November 2017, pp 26-27.

Price, A D. 'Topical eye therapy, Understanding dry eye: part 2' (2017). *Dispensing Optics*. December 2017, pp 31-32.

Price, A D. 'Topical eye therapy, antibiotics' (2018). *Dispensing Optics*. March 2018, pp 30-31.

Price, A D. 'Insuring your insured' (2018). *Dispensing Optics*. April 2018, pp 34.

Price, A D. 'Aiding glaucoma treatment' (2018). *Dispensing Optics*. June 2018, pp 26-27

Price, A D. 'Topical eye therapy, ocular hypotensives' (2018). *Dispensing Optics*. July 2018, pp 24-25.

Price, A D. 'Topical eye therapy, anti-allergy & anti-inflammatory' (2018). *Dispensing Optics*. November 2018.

Price, A D. 'Bridging the Contact Lens Gap Parts 1 to 3' (2019). *Dispensing Optics*. Through 2019.

Presentations

Presenter, Discussion Workshop: **Price A D**, Prof Simon Barnard. 'Instrumentation to Aid Specialist Lens Fitting'. Scottish Contact Lens & Ocular Surface Society, November 2016

Presenter, Poster sessions. **Price A D**, Long B. 'Management of contact lens discomfort with punctal occlusion therapy'. British Contact Lens Association Clinical Conference, 9-11 June 2017, Liverpool, UK.

Presenter, Poster sessions. **Price A D**, Long B. ABDO Contact Lens Uncorrected Cylinder (CLUC) Trial'. ABDO stand, Optrafair, 14-16 April 2018, Birmingham, UK

Presenter, Demonstration Workshop. 'Ocular surface staining, subjective non-invasive break-up time and tear meniscus height'. British Contact Lens Association Clinical Conference UK, 10 June 2018, London, UK.

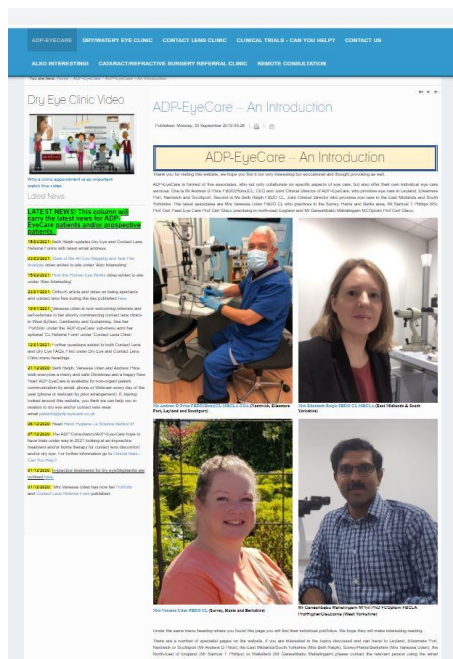
Over three hundred other lectures/workshop, both CET and non-CET presented in Britain & Ireland.



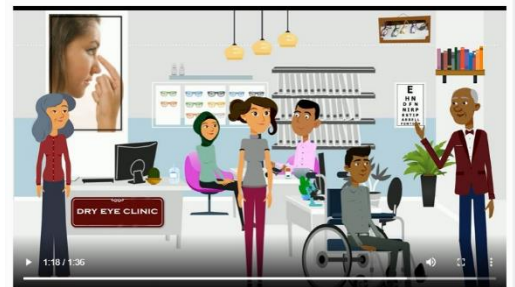
ADP-EyeCare (clinical care to patients)

ADP-EyeCare is formed of four associates, who not only collaborate on specific aspects of eye care, but also offer their own individual eye care services to patients. One is Mr Andrew D Price FBDO(Hons)CL MBCLA, CEO and Joint Clinical Director of ADP-EyeCare, who provides eye care in Southport & Nantwich. The others are Ms Elizabeth Ralph FBDO CL MBCLA, Joint Clinical Director providing eye care in the East Midlands and South Yorkshire. Others are the latest associates; Mrs Vanessa Uden FBDO CL who practices in the Surrey, Hants and Berks area and Mr Ganeshbabu Mahalingam MPhil PhD FCOptom FBCLA ProfHigherGlaucoma in West Yorkshire.

Their introduction and personal portfolios can be found [here](#). Both practitioners welcome initial email conversations with prospective patients and/or referring colleagues. If the patient is referred from a fellow ECP the aim is to obtain a successful outcome and refer the patient back for co-management and all their other eye care needs. Email communication from other HCPs such as GPs, pharmacists, dermatologists etc are also welcomed. Dry Eye/Blepharitis referral forms can be found on the website or by emailing the relevant practitioner you may wish to refer to.



Dry Eye Clinic Video (click to view)



Dry Eye Diagnosis & Treatments

Mr Andrew D Price FBDO(Hons)CL MBCLA, provides eye care in Southport, Nantwich and Ellesmere Port, dependent on which practice attended, a number of advanced instruments are available to diagnose and treat the various forms of dry eye/blepharitis.

Below upper left is an image of treatment being provided to improve the vital function of the Meibomian glands within the eye lids, using a process used for oral conditions for many years, now available in dermatology and eye care, called photobiomodulation (PBM). Below bottom left is an instrument for microblepharoexfoliation. The instrument has a tiny rotating disposable medical grade micro-sponge to physically scrub the edge of the eyelids and eyelashes, removing the biofilm and exfoliating the eyelids. It works ideally in combination with PBM treatments.

Below right (click in the image) is a video of the latest instrument used to diagnose the type and degree of dry eye to aid targeted treatments. This instrument is helping in research, conducted in the practice, to improve dry eye conditions and increase success with contact lenses. We welcome discussions with academic institutes and the eye care industry on collaborating on projects.

Dry Eye Clinic Video (click to view)



Becoming an Associate



Do you want to stand out from the crowd?
Are you a CLO or Optometrist that is interested
in Dry Eye and/or Contact Lenses?

Fed up with running faster in
the same wheel but getting nowhere?



I am actively looking for associates across the UK.

For a number of years I have been providing full spectrum Dry Eye/Contact Lens services here in the Cheshire/North-Wales region to practices that don't want to invest their time/finances in setting up their own clinic, but want to attract new patients and retain current ones. I am continually adding specialist services, such as punctal occlusion and myopia management.

If you are interested in offering this type of service to your local practices I will be offering training (CET available) support, resources you can offer your client practices, and product advice to help you set-up this up. You have the option to be included in my patient facing website [ADP-EyeCare](#) which will be edited to feature you, this then has the potential to generate new patients, looking for a specialist – yourself! In December 2019 Mrs Elizabeth Ralph FBDO CL joined me in this new chapter, then after Mrs Uden FBDO CL and Mr Ganeshbabu Mahalingam MPhil PhD FCOptom FBCLA ProfHigherGlaucoma - you could too!

My work with you will be area exclusive on a first come basis. Are you a CLO or Optometrist, perhaps you would like to offer another aspect to your locum services, or work part-time and looking for something new, or just thinking you may want to be self-employed at some stage and this model is of interest, email adpconsultancy@gmail.com for full initial information. Advise me of your locality, to reserve your area for 14 days initially while you consider and we discuss things.

This is not an employed position or a franchise, you can be an associate of my consultancy, but you will be very much in charge of which direction you go. No contracts or legal agreements. All income you generate remains with you. All communication in strictest confidence.

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VisionCare
Member of the ADP Group

Helping to build your contact lens/ocular
surface practice and more



Setting Up Dry Eye Clinics

**How are you going to emerge from the Pandemic?
Fighting to maintain income or stronger and more
profitable?**



If you haven't considered setting up a dry eye clinic before, then now is most definitely the time to do it!

Why?

- Ocular surface conditions have increased through Covid – due to mask wearing and working from home, however even without this there is an inexorable increase in an aging and screen based society.
- These patients need expert advice and time to diagnose their condition properly – it simply can't be done effectively within a normal general eye exam appointment time.
- Providing this service, while helping them feel and see better will gain their loyalty and recommendations.
- You will see increased profits through two new income streams – fees and products.

Don't wait - the time is now! We can help you set up a highly successful dry eye clinic. Contact us today by e-mailing adpconsultancy@gmail.com