

Arti S. Shah, O.D., F.A.A.O.

Key Competencies

Optometry	Healthcare	Public Speaking	Clinical Trials
KOL Advocacy	Product Launch	Sales Tool Development	Regulatory Affairs
Team Building	Medical Devices	Vendor Management	Pharmaceutical Industry

Experience

• Optometry

Elander Eye Care 3/07 – Present
Optometrist

Providing comprehensive Ophthalmological/Optometric eye care while managing the contact lens department

- Incorporated clinical trials in a private practice setting
- Evaluate department growth/ B2B/B2C/ sales/profitability
- Provide practice management processes
- Proficient in specialty and visually rehabilitative contact lens fittings

Harbor-UCLA Hospital 7/16 – Present
Optometrist

Provide specialty and visually rehabilitative contact lens care

Kaiser West Los Angeles 1/07 – 12/07
Staff Optometrist

UCLA Jules Stein Eye Institute Optometry and Specialty Contact Lens Service 9/02 – 10/06
Staff Optometrist

• Professional Affairs Consulting

Johnson and Johnson Vision Care, Inc. 6/08 – Present
Industry Recognized Key Opinion Leader

- Attend and present clinical data and practice management information to KOLs and ECPs nationwide, field or office-based, through various meetings including national/regional/society and local meetings.
- Develop and maintain relationships with KOLs and ECPs, field and office-based
- Lead meetings for Young Women in Optometry and new graduates in practice management
- Report on industry competitive insights
- Provide creative insight and initiatives to marketing department for product release/ development and outreach to KOLs and ECPs

Experience (cont'd)

- Engage in marketing activities – Filmed for Acuvue training videos and Facebook marketing videos, consumer interaction through BeautyCon marketing booth, consult with media marketers to discuss ocular health and contact lens options for blogs, newsletters, journal/ professional literature

SynergEyes

7/14 – Present

Industry Recognized Key Opinion Leader

- Present clinical and practice management information to KOLs and ECPs
- Develop and maintain relationships with KOLs and ECPs, field and office-based

• **Research**

AcuFocus, Inc.

8/10 – 12/15

Clinical Research Optometrist

- Facilitated FDA approval of the corneal inlay known AKA *Kamra Inlay*.
- Conducted on-site monitoring and evaluated quality of data for adverse and serious adverse events and protocol compliance

• **Healthcare Compliance**

Managed Healthcare United (MHU)

4/08 – Present

Quality Management Surveyor

- Participate in routine and focused surveys for the California Department of Managed Health Care (DMHC) reviewing issues related to management of quality as well as continuity and coordination of patient care
- Review health plan quality of service and quality of care complaints

• **Academia**

National Board of Examiners in Optometry (NBEO)

4/04 – 4/10

Clinical Examiner

Examined the performance of students for their national licensing board examinations

SUNY College of Optometry

7/01 – 8/02

Assistant Clinical Professor

Taught optometry students contact lens principles and how to perform eye examinations in both the primary care and contact lens clinics

Experience (cont'd)

- **Legal**

New York Legal Firm (Name undisclosed) 1/14 – 6/14
Legal Consultant

Represented a reputable contact lens manufacturer in front of the National Advertising Division (NAD) to review the accuracy and truthfulness of a competitive product and marketing campaign.

Los Angeles Legal Firm (Name undisclosed) 9/07 - 12/07
Legal Consultant

Represented a reputable contact lens manufacturer in a patent case involving a contact lens material and manufacturing process

Education

University of California, Berkeley School of Optometry 8/96 – 5/00
Doctor of Optometry

O.D. thesis completed under the supervision of Dr. K. A. Polse: Effect of a High O₂ and CO₂ Transmissibility Hydrogel Lens on the Corneal Stromal pH:

University of California, Irvine 9/92 – 6/96
Bachelor of Science in Applied Ecology

Fellow of the American Academy of Optometry (FAAO) 12/02

State University of New York, College of Optometry: Cornea and Contact Lens Fellowship 6/01

Glaucoma Certification 8/2013

Presentations

- **Johnson and Johnson Vision Care, Inc** Guest Lecturer 6/08 – Present
- **Opto-West** Guest Lecturer 4/09
- **Alcon**, Guest Lecturer 1/06 – 12/06
- **California Ophthalmic Technician Course**, Guest Lecturer 1/03 – 10/06
- AAO Poster Presentation: **The Role of Contact Lens Fitting Following Keratoprosthesis Implantation, CA** 12/06
- *CE Grand Rounds Presentation: Acanthamoeba Keratitis* 3/03
- AAO Poster Presentation: **Management of Flap Striae, PA** 3/03
- AAO Poster Presentation: **Vogt-Koyanagi-Harada Syndrome, FL** 12/00
- Oral Presentation: **10th Bi-annual ISCLR Symposium Phuket, Thailand** 8/99
- ARVO Poster Presentation: **Pilot Study of Corneal Surface Bacterial Flora Isolated From Ocular Irrigation Samples, FL** 5/99
- Oral Presentation: **13th Annual Morton D. Sarver Lecture Series on Contact Lenses and the Cornea, CA** 1/99

Publications

- **GP Contact Lenses Can Protect Against Ocular Trauma: Two Cases**
- Eye and Contact Lens 31(5): 241-243, 2005
- **Bitoric Gas Permeable Contact Lens Application in Pellucid Marginal Corneal Degeneration:**
- Eye and Contact Lens 31(5): 244-245, 2005
- **Low Contrast Sensitivity Measurements in Disposable Spherical and Bifocal Soft Lens Wearers:** ICLC, Vol 27, 2000
- AAO abstract published: **Management of Flap Striae:** 12/01
- AAO abstract published: **Vogt-Koyanagi-Harada Syndrome:** 12/00
- International Society for Contact Lens Research (ISCLR) abstract: **A pilot study of corneal surface flora:** 7/99
- ARVO abstract published: **Pilot Study of Corneal Surface Bacterial Flora Isolated From Ocular Irrigation Samples:** 12/98
- AAO abstract published: **Clinical Measurement of Corneal pH: Optometry and Vision Science,** 1997; 74 (12s)

Research Experience

- **Ciba Vision, Clinical Trials Principal Investigator** 3/08 – 12/08
- **CLEK (Collaborative Longitudinal Evaluation of Keratoconus) Study Co-Investigator:** 7/03 – 7/04
- **Low Contrast Sensitivity Measurements in Disposable Spherical and Bifocal Soft Lens Wearers:** 1/01 – 4/02
- **Corneal Ocular Flora And Irrigation Project:** 5/97 – 7/00
- **HBD2 Project:** 5/98 – 12/98
- **Repeatability of Corneal pH Measurements on a Scanning Fluorophotometer:** 5/97 – 10/98
- **Assessing Repeatability of the Dicon Corneal Topographer:** 5/97 – 9/97
- **Ocular Structural Changes Following Prolonged Near Focusing:** 12/95-6/96
- **Biochemistry/Pharmacology research on a series of novel compounds at the NMDA receptor/ glycine sites in mice:** 6/94 - 12/95

Grants

- **AAO Travel Grant:** 12/00
- **AOA Contact Lens Section Travel Grant:** 9/00
- **ISCLR Travel Grant:** 8/99
- **ARVO Travel Grant:** 5/99
- **Sigma Xi Research Grant:** 2/99
- **AOA Grant:** 12/97

Organizations

- **American Academy of Optometry (AAO):** 8/96 – Present
- **AAO Awards Committee:** 11/16 – Present
- **AAO Membership Committee:** 1/11 – 11/16
- **American Optometric Association (AOA) Contact Lens Section:** 8/96 - Present

- **California Optometric Association (COA):** 8/06 - Present
- **California American Academy of Optometry (CAAO):** 12/02 – Present
- **AAO Membership Committee, Ambassador Program:** 3/08 – 3/10
- **AAO Education Quality Assurance Committee:** 10/09 – 12/14
- **Women in Optometry, Johnson and Johnson Advisory Panel:** 2/10
- **The Association For Research In Vision and Ophthalmology (ARVO):** 2/98-2/99

Licensures

- **California Optometric License:** Active

Media/Press

- “Market for daily disposable contact lenses increases”, Healio, Healio.com, July 2015
http://www.healio.com/optometry/contact-lenses-eye-wear/news/print/primary-care-optometry-news/%7Be0c58535-760c-4d8c-bd05-0617636cbb72%7D/market-for-daily-disposable-contact-lenses-increases?page=4&sc_trk=internalsearch
- “The Laser Treatment That Permanently Changes Your Eye Color”, The Zoe Report, thezoereport.com, April 2015
<http://thezoereport.com/beauty/laser-eye-color-change/>
- “Outsmart the Sun this Summer!”, Acuvue, acuvue.com, June 2013
http://www.acuvue.com/sites/default/files/content/us/pdf/CC13428_Outsmart%20the%20Sun_PressRelease_FINAL_June2013.pdf
- “Compliance Before, During and After Contact Lens Wear”
 Contact Lens Spectrum, clspectrum.com, January 2012
<http://www.clspectrum.com/issues/2012/january-2012/compliance-before,-during-and-after-contact-lens-w>
- Eyecare, Africa, Your Connection to the World of Vision, medspecpublishing.co.za, January 2012
<http://medspecpublishing.co.za/downloads/EyeCare-1-2012.pdf>
- “Mind & Body I Protect Your Eyes”, Kore Asian Media, kore.am, May 2013
<http://kore.am/mind-body-protect-your-eyes-2/>
- “Ah-Choo! Managing Allergies”, Eyecare Business, eyecarebusiness.com, June 2011
<http://www.eyecarebusiness.com/articleviewer.aspx?articleID=105688>