The word innovation comes from the Latin word “innovare” – “to renew or change.” Innovation is the theme of our 2011 State of the College report. Our continued success as a preeminent academic and healthcare community relies heavily upon our ability to innovate, to continually renew ourselves and to respond to our rapidly changing environment.

Recent challenges to public education resulting from a fearsome economy have been dramatic and swift. During the past four years, overall funding to the State University of New York has been cut by $1.435 billion with commensurate decreases at the campus level. On a positive note, it appears the trend of reduced funding has come to an end. This past summer, under the leadership of Chancellor Nancy Zimpher and Governor Andrew Cuomo, SUNY 2020 legislation passed, providing the University with a five-year commitment to a base of state support and predictable tuition increases. This provides us with a stable foundation upon which we can build.

Despite the recent years’ decline in state support, we continue to focus on our mission as we take innovative steps to achieve our strategic priorities. If, as is often suggested, the strength of an institution is most evident in times of adversity, then the SUNY College of Optometry is, indeed, strong.

Last April, the College received the most favorable review in its history from the Middle States Commission on Higher Education (MSCHE) and the Accreditation Council on Optometric Education (ACOE). This external review validates our institution’s solid foundation of excellence and serves as testimony to the creativity and commitment of our faculty and staff.

In this year’s report, you will find evidence of the continuing quality and effectiveness of our efforts in education, patient care and research. You will also see the seeds of innovation with exciting new initiatives called for in our strategic plan, A Shared Vision, including the establishment of the Career Development Center and the Clinical Research Center.

Our College community is made up of men and women, who, with imagination, knowledge and skill have taken transformative steps to guide us into our 41st year. Our faculty, staff, students and donors are not only partners in this journey; they are leaders helping us to reach even greater heights.

I wish to thank all members of the community for their continuing support as we strive for excellence.

David A. Heath, OD, EdM
President
The accreditation process in higher education is transforming rapidly, and more emphasis is being placed on meaningful assessment involving both student learning and general college operations. In response to the new evaluation process, the College assembled 7 working groups composed of faculty and staff members. Each group reviewed operations in areas including planning and assessment, student learning and curriculum, research and scholarship, student affairs, clinic operations, administration and finance. Reports written by the groups formed the basis for the self-study document. A site visit team composed of educators from both agencies visited the College on April 10-13, 2011. They met with faculty, staff, students and administrators to assess the College’s performance relative to the 14 MSCHE and 8 ACOE accreditation standards.

Additionally, the College is increasingly using data to assess its operations and to make improvements. Much of these data are now published online in the College’s Factbook. Data on admissions and enrollment, student learning outcomes, research, faculty, the University Eye Center (UEC), library and other areas are included.

WORKFORCE STUDY
The changing face of optometry

Over the last 2 decades, the profile of a typical optometrist in New York State has been steadily shifting. This past year, SUNY Optometry’s Center for Vision Care Policy, led by Dr. Mort Soroka, conducted a comprehensive study to better understand the new face of optometry. Analyzed in conjunction with broader trends in healthcare, ophthalmology and the evolving demand for eye care services, the results of the study provide insight into who’s practicing optometry in New York State, where they’re practicing and why they chose the profession.

Workforce Study Highlights:
• 3,049 optometrists are registered as licensed in New York State, with 560 of them active only in other states and countries.
• Of the remaining 2,489 optometrists, 2,124 (85%) completed Dr. Soroka’s survey.
• There are a confirmed minimum of 2,124 and a projected maximum of 2,380 doctors of optometry practicing in NYS.
• Over the past 10 years, the average total number of optometric licenses has grown at less than 1.4% per year (new licenses minus attrition). At the current level of enrollment, this rate of growth is likely to decrease due to increasing retirements.
• 15% of survey respondents indicate that they plan to retire within the next 5 years.
• With increasing retirements in optometry, and if all else remains the same, the growth projection is likely to flatten within 5 years.
• 38% of survey respondents were women. Currently, women comprise two-thirds of SUNY Optometry’s student body, highlighting a gender shift occurring over the past 2 decades.
• The gender shift in optometry has an impact on supply. Studies indicate that women physicians work on average 7.4 hours per week less than their male counterparts. It is reasonable to assume the same is true in optometry, thus as the male providers retire and are replaced by women, there is/will be approximately a 15% decrease in the supply of patient care provided.

ACCREDITATION
College’s accreditation reaffirmed

An outstanding evaluation report reaffirmed the College’s accreditation this year. Both evaluating agencies—the Middle States Commission on Higher Education (MSCHE) and the Accreditation Council on Optometric Education (ACOE)—found the College in compliance with all accreditation standards and offered no recommendations. In fact, MSCHE elected to “commend the institution for the quality of the self-study report” and ACOE requested permission to use the College’s self-study as an example in its application for re-accreditation by the U.S. Department of Education.

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This year saw an extensive reorganization of our academic offices, the College’s first Summit on Student Engagement, expansion of our international programs and numerous student- and faculty-led public service programs. We remain dedicated to training outstanding optometrists and expanding our reach abroad.

Our OD program continues to attract the best and the brightest. In 2011, we received 707 applications and accepted 148 of them. At 79 enrolled students, this is our biggest class to date. We enrolled 9 students from under-represented minority groups, up from 4 the previous year. Our 14 residency programs attracted 179 applicants for 31 positions.
ACADEMIC OFFICES REORGANIZATION

Realigning our priorities

After more than a year of planning that involved faculty surveys, focus groups and the work of a faculty advisory committee, Dr. David Troilo, Vice President and Dean for Academic Affairs, announced the reorganization of Academic Affairs and a realignment of the department structure to correspond with the new curriculum. The change from 3 to 2 departments will be completed by January 1, 2012, and national searches have begun for both department chairs as well as for an Associate Dean for the Graduate Center for Vision Research (GCVR).

With broad faculty input and support, the reorganization focuses on assessment and evaluation of the optometry curriculum and the graduate programs; faculty development; better integration of college programs and faculty; and supporting the expansion of basic, translational and clinical research.

A central element of the reorganization is the creation of 2 new academic departments: The Department of Biological and Vision Sciences and The Department of Clinical Education.

- The Department of Clinical Education will oversee courses on preclinical and clinical procedures, epidemiology, public health, practice management, the integrative seminar series and clinical internships and externships. All faculty conducting clinical research are appointed to the Department of Clinical Education. All faculty eligible for graduate faculty appointments are also appointed to the college’s GCVR, which administers the MS and PhD programs and various research support programs. Dr. Richard Madonna is Interim Chair for Clinical Education.

Additionally, the reorganization includes the formation of the Clinical Education Council, an entity that encourages the academic clinical leadership and the EUCs service chiefs to collaborate on all issues relating to student and resident clinical education. In the coming year, the Associate Dean for the GCVR and the Chairs of each department will work together to develop Interdepartmental Faculty Special Interest Groups (SIGs), which will offer opportunities for faculty development and interactions in areas of mutual intellectual interest.

- The Department of Biological and Vision Sciences will oversee didactic courses covering systems anatomy and physiology, biochemistry, ocular anatomy and physiology, immunology, pharmacology, ocular disease, optics, oculomotor and binocular vision and visual perception. Drs. Robert Duckman and Ann Beaton are Interim Co-Chairs for Biological and Vision Sciences.

SUMMIT ON STUDENT ENGAGEMENT

Taking a closer look

On Saturday, February 12th, nearly 50 members of the College community gathered for the first Summit on Student Engagement, a 2-day retreat organized by students with the purpose of better understanding the factors that influence and discourage student involvement in organized optometry. Over the course of 4 months, student leaders and the Office of Student Affairs worked with the New York State Optometric Association (NYSOA) to develop the retreat’s agenda.

Welcoming remarks were given by College President, Dr. David Heath, and the President of the NYSOA, Dr. Denise Whittam. Dr. Jeffrey Philpott, Vice President for Student Affairs, and Gui Alhieri, Director of Admissions and Marketing, moderated the 2-day event.

Working in 5 separate groups, students developed perception windows and value curves and debated ways to involve a larger number of students at the College and in the profession. They acted out creative skits and made commitments to work on a variety of projects in the coming months and years.

Quy Nguyen ’13 joined Dr. Philpott to present the results of the Student Affairs’ Student Organizational Involvement Survey, and in the afternoon, Sara Jones ’12 led the participants through a series of activities to foster creative action plans for ongoing student involvement at the College. Other featured speakers were Jan Dorman, Executive Director of the NYSOA, and Dr. Richard Soden, the College’s Vice President for Clinical Affairs. Additional guests included Drs. Susan Fisher and Ray Pirozzolo from the NYSOA and Dr. Chris Quinn from the AOA.

Student enthusiasm for the retreat ran high. The Office of Student Affairs is working with student leaders to explore potential themes as well as the overall feasibility of hosting the 2nd Annual Summit on Student Engagement in the winter of 2012.

Student planners:
Shilpa Ratra ’13,
AOA Student Representative
Sara Jones ’12,
NYSOA Trustee
Quy Nguyen ’13,
AOA Trustee-Elect
Christine Ng ’12,
NYSOA Trustee
Jefferson Lin ’13,
NYSOA Trustee-Elect

Student participants:
Dennis Chu ’10,
Nazmul Hasan ’10,
James Kim ’10
Jennifer Koh ’10
Nikki Yoo ’10
Tiffany Lee ’12
Michael Montenegro ‘12
Andrea Olson ’12
Chung To ’12
Tantow Tang ’12
Matthew Geller ’11
Ji Yan Lee ’13
Rebecca Pittske ’13
Rajat Shetty ’13
Keith James ’14
Olga Kochanova ’14
Jennifer Kwik ’14
Kimberly Porizer ’14
Maghan Schiffer ’14

NYU faculty participants:
Dr. Ada Chung
Dr. Richard Madonna
Dr. Juan Portilla
Dr. Richard Soden
Dr. Andrea Tkau
CAREER DEVELOPMENT CENTER

Expanding opportunities for students and alumni

A major new initiative at the College is the Career Development Center (CDC), set to launch in the coming year. Learning to manage a professional career requires serious engagement. By challenging and supporting SUNY Optometry’s students, residents and alumni to fully imagine the possibilities that lie beyond the 42nd Street campus, the CDC will strive to transform the ways that optometry and vision science students view themselves as professionals and prepare for the world of work.

The CDC will provide many services including:

- Career counseling
- Market research analysis
- Practice opportunities/placement
- Networking meetings for student, residents and alumni
- Organized optometry functions
- Liaison between corporate entities and student organizations
- Lectures and guest speakers
- Individualized, outside of classroom learning opportunities
- Student leadership retreats and summits

The CDC will offer highly personalized and purposeful services to students, residents and alumni, involving these individuals in their own career explorations and choices. Our goal is to have 90% of alumni reporting that, 5 years after graduation, they have achieved their 5-year career goals and are practicing or working in their preferred or envisioned settings.

In November, we welcomed Mr. Guilherme “Gui” Albieri as the new Director of Admissions and Marketing in the Office of Student Affairs. Mr. Albieri brings more than 9 years of experience in the areas of admissions, recruitment, marketing and strategic enrollment management. In his new position, he is responsible for overseeing the admissions process and developing communications strategies that attract and retain high caliber students.

Prior to joining the College, Gui served as Senior Associate Director at Hawaii Pacific University (HPU) in Honolulu. Before that, Mr. Albieri worked as a human resources consultant for a major American chemical company in Brazil.

Mr. Albieri received his MA in Organizational Change from HPU, a MA in Human and Organizational Systems from Fielding Graduate University in Santa Barbara, California, and his BA in Business Administration from Universidade Mackenzie in Sao Paulo, Brazil.

In 2011, State of the College

career development

center

Expanding opportunities for
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SUNY Optometry celebrated its 37th commencement on Sunday, June 5th, at the Hudson Theater in Manhattan. Dr. Randolph Brooks, former President of the American Optometric Association, gave the commencement address.

Two preeminent vision care scientists and educators were awarded honorary degrees during the ceremony. One of them, Dr. Frederick A. Miles, is a leading authority in eye movements and former Chief of Ocularmotor Control at the National Eye Institute. The other, Dr. John Robson, holds the positions of Senior Research Professor in Vision Science at Cambridge University in the U.K. and at the University of Houston College of Optometry.

The College’s highest honor, the Benjamin Franklin Society Award, was given to Dr. William C. Folsom for his more than 60 years of contributions to the profession of optometry. Dr. Folsom, a trustee of the OCNY Foundation, was also recognized for his leadership gift of $2 million for the College’s Vision and Promise Campaign.

Dr. Jorge Won (’85) was named Alumnus of the Year for his work as the President of the New York Chapter of Volunteers in Optometric Service to Humanity (VOSH). Dr. Won has led numerous volunteer missions to underserved areas of the world to provide vision care.

INTERNATIONAL PROGRAMS

Strengthening our global partnerships

This past year marked tremendous growth in our international exchange efforts. Our Office of International Programs moved to its new location on the 11th floor of the College. With the move came a renewed dedication to its mission of carrying out the College’s strategic goals and objectives related to international activities. The Office supports international exchange by coordinating student clinical training at international sites, facilitating research collaboration between SUNY Optometry faculty and faculty from other institutions around the world and seeking external support for joint education or clinical projects with foreign eye care programs.
INTERNATIONAL PROGRAMS (CONTINUED)
Strengthening our global partnerships

International highlights:

- This past year, 4 fourth-year OD students completed 10-week clinical rotations at the Eye Hospital of the School of Optometry and Ophthalmology at Wenzhou Medical College in China.
- In the coming year, 3 students from Singapore Polytechnic will spend 2 weeks observing clinical patient care at the UEC, and several optometry students from the University of Melbourne will do the same this summer. Both of these programs will evolve into formal student exchange programs giving SUNY students the opportunity for clinical rotations in these countries.
- During this past year, a delegation of vision researchers from Wenzhou Medical College visited the College and met with researchers here to discuss future collaborative research. At least 1 or 2 projects are expected to launch in the coming year.
- This past year marked the beginning of the third and final year of a grant from Lavelle Fund for the Blind to help establish a Center of Excellence in Low Vision and Vision Rehabilitation at Wenzhou Medical College. The final year funding of $113,000 will help support an All China Low Vision Conference at Wenzhou, the first such conference convened in China.

MISSION TRIP: NICARAGUA
Changing lives around the world

Over the summer, 11 students from SUNY Optometry went to Salinas Grandes, Nicaragua, a poverty-stricken area with no regular access to healthcare, and provided much-needed eye care services to the people there.

At temporary clinics, the SUNY team conducted vision screenings and eye exams for the people of Salinas Grandes. In total, they saw 357 patients and provided prescription glasses as well as sunglasses for many people in the community.

Some patients were able to have clear vision for the first time in their lives. Many patients were homeless or lived in shacks made of wooden boards and metal sheets.

Before the trip, the team reached out to the optometric community in the U.S. and procured donated prescription glasses to give to the people in Nicaragua. Donations were also given by Dr. Joan Portello, Associate Professor of Clinical Sciences, and Dr. Alice Chen of Lenscrafters.

CONFUCIUS INSTITUTE OPENING
Fostering international exchange

A ceremony to celebrate the opening of the Confucius Institute at the College was held on October 27th. President David Heath hailed the opening as: “a key element in the College’s strategic initiative to impart a better understanding of healthcare in general, and optometry in particular, worldwide.”

Featured speakers at the event included President Qu Jia of Wenzhou Medical College, Hon. Peng Keyu, Consul-General of the People’s Republic of China in New York, and Dr. Mitch Leventhal, SUNY Vice Chancellor for Global Affairs.

Following a ribbon-cutting ceremony on the 11th floor of the College, SUNY Professor Hong Zhang of Binghamton University held a concert of Chinese songs. Concurrently, the College hosted 2 seminars, one on “Traditional Chinese Medicine in the Context of the 21st-Century Medical Practice” and the second on “The Traditional Chinese Cultural Elements” in the New Eye Care Model in China.

Funded at nearly 300 institutions worldwide, Confucius Institutes promote learning about Chinese language and culture. Ours is the first such entity established at an optometric institution, and it is also the first established at a specialized health profession institution of any type. The Chinese government awarded the College $113,000 to support the Institute.

Confucius Institute programs and courses are open to members of the SUNY community as well as to the general public. Dr. Michael Heiberger, Director of International Programs, serves as Institute Director. The Deputy Director is Dr. LiLi Tu, a faculty member at Wenzhou Medical College, our partnering organization in China.

Third-year student Ji-Yun Lee examines a patient in Nicaragua.
Third-year OD student Matt Geller knew early in his academic career that he wanted to be an optometrist. Like many of his classmates, Geller is pursuing the profession out of a desire to improve the health of others while still maintaining professional flexibility. He decided to attend SUNY Optometry based on his positive experiences as an undergrad at SUNY Albany and the outstanding reputation of the College. For this Long Island native, choosing SUNY was an easy decision.

During his first month at SUNY in 2009, Geller launched optometrystudents.com. Initially, the site functioned as a blog where Geller shared his personal experiences as an optometry student in the hope of inspiring others to pursue the profession and to dispel the misinformation he found in online forums.

As page views grew and emails from pre-optometry students started to pour in, Geller quickly realized his blog was tapping into an unmet need for genuine, candid insight into the life of an optometry student.

Today, optometrystudents.com has grown to be the most comprehensive student-written source of optometry information online. “The website is for the students, by the students,” says Geller. Student writers attend schools across the U.S. and abroad, including Illinois College of Optometry, New England College of Optometry, Southern California College of Optometry and the University of Puerto Rico.

On the site, students can find interviews with professors and prominent leaders in the profession, an events calendar, listing of scholarships and fun features such as “clinical pearls,” short pieces of helpful information gleaned from a professor or experience helping a patient.

“The goal of the website has evolved into trying to change people from being punch-the-clock optometrists, who just punch the clock and go home every day,” says Geller, “to those who really care about their profession, and care about growing it.”

Geller plans to expand the site significantly in the coming year, and hopes to continue to be involved after graduating.

SUNY students and faculty provided free comprehensive vision screenings and eye exams to event participants. The students also manufactured corrective eyeglasses and protective eyewear on-site at no cost. Athletes received a detailed certificate describing their vision needs as well as follow-up referrals to their local healthcare providers.

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Funded by a generous donation from the Lions Club International Foundation, screenings are offered at select Special Olympics events worldwide through the Healthy Athletes Opening Eyes program. Worldwide suppliers and global sponsors also include the Sà filo, Santinelli and Essilor International.

On Saturday, June 4th, 63 students and 5 faculty members from the College volunteered their time at the Special Olympics Metro Tournament held at Queens College in Flushing, New York. An international year-round sports training and athletic competition, the Special Olympics is open to children and adults with intellectual disabilities, giving them the opportunity to demonstrate courage, improve physical fitness and develop new relationships.

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The University Eye Center serves as a vital resource for thousands of New Yorkers both at its main clinic on 42nd Street and at satellite sites around the city. This year, we saw 72,117 patient visits, and we welcomed 9,550 new patients to the UEC.

We underwent a significant reorganization to better serve our patients. Previously, Adult Primary Care, Infant Vision Care and Children with Special Needs were distinct areas. Now, they fall under the new Adult and Pediatric Service, overseen by Dr. Thomas Wong.

With a new state-of-the-art electronic medical records system, updated equipment in all patient care units as well as the launch of our Dry Eye Clinic, the UEC continues to provide outstanding care for our patients and a rich clinical experience for our students.
For Christine Dugas, a journalist at USA Today, losing her ability to read quickly and efficiently meant losing her livelihood. Her 15-year career reporting on personal finance trends was put on hold September 29th, 2004, the day she sustained a severe traumatic brain injury.

As a result of her injury, Dugas suffers from aphasia, a language-based disorder that makes it difficult to remember or understand words or to articulate thoughts. She thought her symptoms would make it impossible for her to return to her career as a writer.

"I was having to keep my finger moving along the lines in the newspaper, and it was taking me so long to read anything. When it got that hard," says Dugas, "I almost reached the point where I just didn't want to try anymore."

As the symptoms worsened, Dugas's physiatrist at Mount Sinai referred her to the UEC's Dr. Neera Kapoor, Associate Clinical Professor and Chief of Vision Rehabilitation Services, for an evaluation and treatment.

"It was so frustrating for her," says Dr. Kapoor. "With this condition, she could tell her eyes weren't focusing correctly, but she had a difficult time articulating how." Using prisms and special tests, Dr. Kapoor gleaned that Dugas had a resolving left superior oblique palsy, meaning her left eye was aiming slightly higher than the right, causing double vision and blurred vision at close range.

For the next 8 weeks, Dugas came to the UEC weekly for intensive 45-minute vision therapy sessions. Gradually, the cranial nerve controlling the alignment of her left eye became stronger, and she was able to write clearly, read efficiently and express herself again.

"From the beginning, Dr. Kapoor made me feel like I had the chance to come back," says Dugas, "maybe not like the way I was before, but she gave me the chance to have a job, to have a real life again."

– Christine Dugas

Dr. Thomas Wong
New Chief of Adult and Pediatric Primary Eye Care

In July, we welcomed back alumnus Dr. Thomas Wong ('89) as the new Chief of Adult and Pediatric Primary Eye Care at the UEC. In this position, Dr. Wong is leading the coordination of the new Adult and Pediatric Service. The new unit represents the integration of previously distinct areas including: Adult Primary Care, Pediatric Care, Infant Vision Care and Children with Special Needs.

Prior to joining SUNY, he gained clinical and administrative experience during an 18-year career with Kaiser Permanente. His responsibilities there included both direct care as well as extensive administrative responsibilities. At Kaiser, Dr. Wong served as the Optometry Chief in the Vision Services Department in Maryland, Virginia and the District of Columbia and as the Optometry Supervisor for 8 medical centers in northern Virginia.

He completed the inaugural Chief Executive Optometrist Program at the Wharton School of Business at the University of Pennsylvania in 2007. Dr. Wong is Immediate Past President of the Maryland Optometric Association and the Optometric Society of Washington, DC. He is an active volunteer in numerous local and national associations and organizations including Georgetown University, where he serves on the Board of Governors.

Dr. Wong received his BS from Georgetown University and his OD from SUNY Optometry in 1989.

A second chance

For Christine Dugas, a journalist at USA Today, losing her ability to read quickly and efficiently meant losing her livelihood. Her 15-year career reporting on personal finance trends was put on hold September 29th, 2004, the day she sustained a severe traumatic brain injury.

As a result of her injury, Dugas suffers from aphasia, a language-based disorder that makes it difficult to remember or understand words or to articulate thoughts. She thought her symptoms would make it impossible for her to return to her career as a writer.

"I was having to keep my finger moving along the lines in the newspaper, and it was taking me so long to read anything. When it got that hard," says Dugas, "I almost reached the point where I just didn't want to try anymore."

As the symptoms worsened, Dugas’s physiatrist at Mount Sinai referred her to the UEC’s Dr. Neera Kapoor, Associate Clinical Professor and Chief of Vision Rehabilitation Services, for an evaluation and treatment.

"It was so frustrating for her," says Dr. Kapoor. “With this condition, she could tell her eyes weren’t focusing correctly, but she had a difficult time articulating how.” Using prisms and special tests, Dr. Kapoor gleaned that Dugas had a resolving left superior oblique palsy, meaning her left eye was aiming slightly higher than the right, causing double vision and blurred vision at close range.

For the next 8 weeks, Dugas came to the UEC weekly for intensive 45-minute vision therapy sessions. Gradually, the cranial nerve controlling the alignment of her left eye became stronger, and she was able to write clearly, read efficiently and express herself again.

“From the beginning, Dr. Kapoor made me feel like I had the chance to come back,” says Dugas, “maybe not like the way I was before, but she gave me the chance to have a job, to have a real life again.”

– Christine Dugas

Dr. Neera Kapoor and Christine Dugas

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Now, Dugas is back at USA Today reporting on personal finance with a focus on retirement issues. “One of my proudest moments came when Christine showed me the first article she’d published after returning to work,” Dr. Kapoor.

Founded in 1994, the Raymond J. Greenwald Rehabilitation Center at the UEC sees between 2,200 to 2,400 patient visits yearly. In addition to providing comprehensive vision rehabilitation, the Center offers 2 monthly support groups for people who have either suffered traumatic brain injury or who have loved ones who have suffered traumatic brain injury.
Extending quality eye and vision care to individuals within our community has been a core value of the University Eye Center since its inception. These services are offered to communities that are economically disadvantaged or where patients have limited access to eye care. During this past year, we continued to provide homebound care services to residents of Manhattan and Queens. We also continued to support our indigent care program. Additionally, the University Eye Center participated in many community-based visual screenings and community lectures and seminars. We expanded our in-house educational support groups for patients and their families. Many of these programs are supported by the College’s Foundation, the Optometric Center of New York, as well as organizations such as the Reader’s Digest Partners for Sight Foundation. The following table summarizes many of these community-based programs.

**SERVICE TO THE COMMUNITY**

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**PATIENT ENCOUNTERS**
This was a year of planning and preparation as we underwent the reorganization of the UEC. In the coming year, our goal is to exceed 85,000 patient encounters annually by year 2013.

**REFERRAL SERVICE UPDATES**

Building partnerships
The UEC Referral Service has seen an increase of nearly 1,200 more patient referrals within the last year. The Referral Service continues to grow and strives to provide quality care to patients who are referred by their regular practitioner through specialty services and advanced testing in areas including primary care, vision therapy and ocular disease.

**HIGHLIGHTS**

- **450** patients are referred to the UEC each month
- **400** different healthcare providers referred patients to the UEC
- **2** new clinics
  - Dry Eye Clinic
  - Hereditary Eye Disease Clinic
- **13,662** total number of referral visits to date
- **85,000** Our goal is to exceed 85,000 patient encounters annually by year 2013.

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Over the past year, efforts to grow research at the College have continued, particularly in the area of clinical research. The academic reorganization adopted in 2010-2011 includes the expansion of the Graduate Center for Vision Research and the establishment of the Clinical Research Center. Having a center dedicated to clinical research located on site at the College underscores our continued commitment to bringing the latest research from the lab to the clinic. We are also currently undergoing an extensive national search for an Associate Dean for Graduate Studies and Research.

Advancing Research 2010-2011

- Research Grants
  - 13 NEI grants (10 R01, 2 R21, 1 T35)
  - 2 DoD, 2 NSF, 2 NIH subcontracts, 1 R56
  - Ranks 6th among the 20 Schools and Colleges of Optometry
- New Research Faculty: Kathryn Richdale, OD, PhD, joined the College in 2011
- Two SIVR Clinical Collaboration Grants
- Publications and Presentations
  - 56 articles, books or chapters
  - 62 presentations at ARVO, VSS and AAO (39 research colloquia held)
  - The College continues its SIVR Research and Colloquia and to host the popular VisioNYC Colloquium Series attended by vision researchers from the metropolitan area
11 speakers from international sites including:

- University of Medicine, Berlin, Germany
- University Hospital, Erlangen, Germany
- University of Alcalá, Alcalá de Henares, Spain
- University of Montreal, Montreal, Quebec, Canada
- Ritsumeikan University, Kyoto, Japan
- Albert-Ludwigs University, Freiburg, Germany
- Bukkvald University College, Kongshoj, Norway
- Queen’s University, Kingston, Ontario, Canada
- Dalhousie University, Halifax, Nova Scotia, Canada

3 speakers in the new Clinical Research Series:

- Kathryn Richdale OD, PhD, The Ohio State University, Practice-Based Research in Presbyopia and Accommodation
- Mitch Schieman, OD, The Ohio State University, Practice-Based Research in Presbyopia and Accommodation
- Jane Gwiazda, PhD, The New England College of Optometry, Lens Treatments for Slowing the Progression of Myopia in Children

CURRENT RESEARCH PROJECTS LIST

Contributing to the conversation

During the academic year of 2010-2011, our researchers published 56 papers in peer-reviewed journals (papers in press not included). Additionally, our researchers gave more than 60 presentations at the American Academy of Optometry (AAO), the Association for Vision in Research and Ophthalmology (ARVO), The Vision Sciences Society (VSS), the Society for Neuroscience, and The College of Visual Development (COVD).

RESEARCH COLLOQUIA HIGHLIGHTS

The Schiummacher Institute for Vision Research (SIVR) continued to support a research colloquium at the College. This past year, the SIVR established a new colloquium dedicated to clinical research. The new Clinical Research Series invites speakers with research interests and experience centered on patient-based research.

- 30 speakers in the SIVR Colloquium Series
- 31 speakers from international sites including:
  - Cambridge University, Cambridge, England
  - University of Nottingham, Nottingham, England

PUBLICATION HIGHLIGHTS

- Anshul Jain and Qasim Zaidi, “Discerning Noxious 3D Shapes from Motion Cues.” Proceedings of the National Academy of Sciences of the United States.

EXTERNAL GRANT FUNDING

Growing our research capabilities

During the academic year of 2010-11, our externally funded research grew 10% to reach $3.6 million annually. The College holds 16 grants from the National Eye Institute (NEI) of the National Institutes of Health (NIH) run by 11 faculty investigators (10 R01 research program grants, 2 R21 exploratory/developmental research grants, 1 R03 high-priority grant, 1 T35 training grant, and 2 NIH subcontract grants). Six of these were active awards, and 4 were no cost extensions under review for continuation.

Additional federal grants from the National Institute of Neurological Disorders and Stroke, the National Science Foundation and the Department of Defense were awarded to our researchers.

Major Grants in 2010-2011

Jose-Manuel Alonso, MD, PhD
GRANT FOR: Neuronal mechanisms of selective attention in early vision.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,798,125

Mitchell Dul, OD
GRANT FOR: Application of psychophysical models to visual disorders.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $200,469

Barry Lee, PhD
GRANT FOR: Information transfer through retinal ganglion cells.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,623,789

Robert McPeek, PhD
GRANT FOR: Cortical and subcortical control of visual attention.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,684,717

Peter Reinch, PhD
GRANT FOR: Control of corneal epithelial cell proliferation.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $2,311,169

Kenneth Cluffreda, OD, PhD
GRANT FOR: Treatment of TRB-induced ocularmotor dysfunctions and associated reading problems.
FUNDED BY: Department of Defense
TOTAL PROJECT AWARDED AMOUNT: $205,000

Midhurst Srinivas, PhD
GRANT FOR: Intracellular communication in the lens.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,543,087

GRANT FOR: Pharmacology of connexin channel-structure-activity studies.
FUNDED BY: National Institute for Neurological Disorders and Stroke
TOTAL PROJECT AWARDED AMOUNT: $1,656,406

David Troilo, PhD
GRANT FOR: Accommodation and the development of refractive state.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,684,717

Qasim Zaidi, PhD
GRANT FOR: Neural basis of shape from texture.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,543,087

GRANT FOR: Mechanisms of color detection, induction and adaptation.
FUNDED BY: National Eye Institute
TOTAL PROJECT AWARDED AMOUNT: $1,627,853
When Dr. Cristina Llerena Law, Assistant Clinical Professor at the College, wanted to explore more efficient and less time-consuming treatments for her patients with binocular disorders, she approached GCVR researcher, Dr. Benjamin Backus to discuss collaborating on a research project together. Dr. Backus’s extensive research background in binocular vision, especially stereoscopic depth perception and its long-term effects on perception, complements Dr. Llerena Law’s firsthand experience in the University Eye Center working with patients who have binocular disorders.

Funded through a mentored NIH Loan Repayment Program, a NIH R01 grant as well as internal SUNY funding through SIVR, Dr. Backus’s and Dr. Llerena Law’s research focuses on amblyopia. Amblyopia, or “lazy eye,” is a central nervous problem in the cortex and subcortical structures that happens when nerve pathways don’t develop during childhood. Typical treatments for amblyopia, such as patching or using eye drops to paralyze the dominant eye, can be disruptive to day-to-day functioning and present uncomfortable side effects as well.

Dr. Llerena Law and Dr. Backus are working toward finding more effective and more efficient binocular approaches to treating the condition. During such a treatment, both eyes would remain open and working at the same time and receive equalized input so the brain learns it’s not supposed to suppress the image from the dominant eye all the time. This way, the eyes will learn to work together as a team.

“Our research is exciting because so many patients are told that once they’ve reached the age of 6 or 7, very little can be done for them in terms of treatment,” says Dr. Llerena Law. “We want to change that paradigm.”

This year, we welcomed clinical researcher Dr. Kathryn Richdale from The Ohio State University to our faculty. She is the first of several new clinical research hires planned. Dr. Richdale’s research in presbyopia and contact lenses is NIH and industry funded.

From the lab to the clinic: binocular approaches to treating amblyopia

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A major goal in the College’s strategic plan is the development of a significant program in clinical eye and vision research, and we made great strides toward reaching that goal during the academic year of 2010-2011. In addition to the establishment of our Clinical Research Center, we created a Clinical Trials Office with a dedicated Clinical Trials Coordinator. We used institutional funds to recruit experienced clinical research faculty, invest in special testing equipment and commit space in the UEC for clinical research.

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| RESEARCHER PROFILES: DR. LLERENA LAW AND DR. BACKUS |

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The Optometric Center of New York (OCNY) is the allied and endowing foundation of the State University of New York College of Optometry. The OCNY was founded in 1966 by a small group of dedicated optometrists and benefactors as a nonprofit health and professional education resource for the community.

This pioneering effort supported and directed the establishment of a vision care clinic, which, in 1971, became the patient care centerpiece for the new SUNY College of Optometry.

Since its inception, the OCNY has had an ongoing commitment to the New York community and to the community at large. Whether supporting vision care for the working poor and indigent patients at the University Eye Center, awarding scholarships to optometry students who are academically outstanding and financially deserving or supporting research into the complex human visual system, the OCNY is dedicated to the future of healthcare and to the advancement of science.
EYES ON NEW YORK GALA
Anniversary gala most successful to date

The College marked its 40th anniversary and the 55th anniversary of its foundation, the Optometric Center of New York (OCNY), at the annual Eyes on New York Gala on March 18th at Cipriani 42nd St. Attended by 400 people, the gala honored 3 dynamic and well-known leaders in the ophthalmic industry: Marge Axelrad, Sr. Vice President/Editorial Director, Jobson Optical Group; Al Berg, Chief Executive Officer; and Larry Roth, Executive Vice President, both of Marchon. During the gala, Dr. David Heath, College President, revealed the launch of an ambitious 4-year major gifts campaign, The Vision and the Promise.

State University of New York Chancellor Nancy L. Zimpher welcomed guests and remarked, “I feel especially privileged to honor the center on its 55th year and its SUNY partner on its ruby anniversary because the collaboration of these institutions embodies my highest aspirations for what we can achieve system-wide for the people of this great State.”

The event highlighted the extraordinary history of the College and the foundation, and raised funds for community outreach programs such as vision care for the indigent, scholarships and vision science research. According to Ann Warwick, OCNY’s Executive Director, this was the most successful gala in the College’s history.

State of the College
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VISION AND PROMISE CAMPAIGN
The Vision & the Promise: The Campaign for SUNY Optometry

“The Vision and the Promise: The Campaign for SUNY Optometry” is designed to raise funds to support current and future projects across our patient care, education and research efforts. In a period of diminishing resources, it is more important than ever for the excellent innovation for which the College programs are known. With the shared commitment of our supporters and advocates, we will be able to reach our $10 million target by 2014 and respond to new opportunities to improve vision care and meet the growing healthcare needs of local, national and global communities. To date, the Campaign has received more than 50% of its goal in gifts, grants and pledges.

Since the launch of the Campaign in September 2009, 100% of the Board has committed to participate, providing $3.3 million of the current $5,104,060 raised. Their gifts are in the form of cash, stocks or planned gifts such as bequests and Charitable Remainder Trusts.

Some donors have restricted their gifts to scholarships or patient care programs while others have deferred making a designation until a later time. A variety of naming opportunities exist, including an exam room(s), a laboratory, a room in the new Student Center for Life and Learning and many others.

OCNY GIVING
Where your generosity makes the difference

In 2010–2011, contributions from generous donors were directed to patient care programs, research and scholarships for our students.

Each year, the University Eye Center provides greatly reduced out-of-pocket co-payment options for patients who are uninsured or underinsured. For those who have serious multiple health problems, difficult choices must often be made about the nature and frequency of the care received, and may even determine if a vision problem is addressed at all.

Our Indigent Patient Program, which dates back to the founding of the College, helps ensure that patients in need are seen and treated regardless of their ability to pay.

More than 1,200 patients from the New York metropolitan area received assistance annually including the Homebound Elderly and other outreach programs.

We thank the following donors for support of these programs this year: Allene Reuss Memorial Trust, The Optometric Center of New York, Reader’s Digest Partners for Sight Foundation and Mrs. Phyllis Milton.

- $335,000 for Indigent Patient Care
- $345,000 for Research
- $244,750 for Scholarships

‘...this was the most successful gala in the College’s history.” – Ann Warwick
On December 2, 2011, a reception and dinner were held at the Harvard Club in tribute to Dr. Alden N. Haffner, founding and former President of the SUNY College of Optometry. After dinner, OCNY President, Richard Feinbloom, announced the establishment of the Dr. Alden N. Haffner Innovation Chair and pledged a challenge grant of $250,000. The College’s first chair, it will establish a recurring opportunity to attract and develop highly talented young faculty to the College.

Five years ago, OCNY trustee Hal Spielman asked his friend Adam Sheer to take a tour of the College. At the time, Sheer hadn’t heard of SUNY Optometry or the University Eye Center. He walked from his office on 42nd Street near Grand Central Station to the College building across from Bryant Park. During the tour, he was impressed to discover the incredible research, scholarship and patient care happening just a few blocks from his office. When the opportunity came for him to join the OCNY as a trustee soon after that, Sheer didn’t hesitate to come on board.

“As OCNY trustee Hal Wilshinsky puts it well,” says Sheer. “The College is one of New York’s greatest secrets. As a board, we’re committed to helping change that and get the word out about this great institution.”

As president of Roosevelt Investment Group, an asset management company founded in 1990, Sheer brings his knowledge of investing to the OCNY. He’s involved in preserving and growing the College’s endowment. The investment committee typically meets quarterly, but more frequently if the markets are volatile. “Until recently, we were very conservative in terms of risk,” says Sheer. “We’re not taking great risks now, but we’ve increased the risk profile a little bit because we want to grow the endowment for the long term.”

Under the leadership of President Heath, the College and the OCNY Board of Trustees continue their mission of providing support for vision science research, patient care and scholarships and fellowships. “Dr. Heath is a great energizing force for us,” says Sheer. “It’s an exciting time to be a part of the OCNY and to help build the next generation of trustees.”

OCNY SCHOLARSHIPS AWARDED
Recognizing academic excellence

During the 2010-2011 academic year, the OCNY awarded 104 scholarships totaling $242,750 to 92 recipients.

- 63 students received Schnurmacher Scholarship monies totaling $78,000.
- 22 students received OCNY scholarship monies amounting to $50,000.
- 7 students received Incentive Scholarship monies amounting to $75,000.
- 8 students received Endowed monies amounting to $9,750.
- 4 students received Central New York Foundation Scholarship monies totaling $20,000.

FIRST ENDORED CHAIR NAMED
Haffner Innovation Chair announced at tribute dinner

On December 2, 2011, a reception and dinner were held at the Harvard Club in tribute to Dr. Alden N. Haffner, founding and former President of the SUNY College of Optometry. After dinner, OCNY President, Richard Feinbloom, announced the establishment of the Dr. Alden N. Haffner Innovation Chair and pledged a challenge grant of $250,000. The College’s first chair, it will establish a recurring opportunity to attract and develop highly talented young faculty to the College.

Among the speakers that evening were Dr. Clifton Wharton, Former Chancellor of the State University of New York and former CEO of TIAA-CREF; Gretchen Stone, Chair of the SUNY College of Optometry’s College Council; Assemblyman Richard Gottfried; Dr. Andrea Thau, Trustee of the American Optometric Association; Dr. Denise Whittam, President of the New York State Optometric Association; Jan Dorman, Executive Director of the New York State Optometric Association and Dr. Irwin Suchoff, Distinguished Service Professor Emeritus.

BOARD OF TRUSTEES

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Georgia Spiriopoulos
Harold M. Spielman
Harold Wilshinsky
Dr. J. Stanley Yake

Dr. Denise Whittam
Dr. Dennis P. Gehr

Jan Rose
Dr. Jorge Won, class of ’85, received this year’s “Alumnus of the Year” award. Dr. Won is the founder and President of Volunteer Optometric Service to Humanity New York also known as VOSH. VOSH is an organization that provides eyecare worldwide to hundreds of patients in underserved countries. Since 2002, Dr. Won has led numerous volunteer missions to underserved areas of the world such as Peru, Mexico, the Dominican Republic and Guatemala where they saw thousands of patients to provide vision care. In December 2001, VOSH International partnered with the World Health Organization and pledged to help eliminate preventable blindness by the year 2020.

President Dr. Maria Jerger ’91.

Established in 1973, the Alumni Association represents 2,062 graduates of the 4-year and graduate programs and more than 500 graduates of the residency programs. In addition to publishing the newsletter, Focal Point, hosting the alumni reunion event, Envision, and sponsoring other educational and social meetings throughout the year, the Alumni Association awards financial support and scholarships to outstanding students at the College. The current president is Dr. Julia J. Appel ’91.

ENVISION
2010 Alumni Reunion Weekend
On October 23, 2010, the Alumni Association celebrated the class reunion years of 1975, 1980, 1985, 1990, 1995, 2000 and 2005 at the annual Envision Weekend. It was a memorable night for all these classes who joyfully celebrated at Havana Central in Times Square.

Scholarship Luncheon
Three outstanding OD students received Alumni Scholarships of $1,000 each this year. They were honored at a luncheon held at the College.

Keith James ’14 of West Henrietta, New York, is an underrepresented minority student and is attending the College on an Armed Services Scholarship.

A San Diego, California, native, Monica Nguyen ’14, graduated with a BS in Public Health from the University of California at Berkeley.

Matt Vaughn ’14 from Brick, New Jersey, graduated from the College of New Jersey.

SUNY COLLEGE OF OPTOMETRY

SUNY College of Optometry
Established in 1973, the Alumni Association represents 2,062 graduates of the 4-year and graduate programs and more than 500 graduates of the residency programs. In addition to publishing the newsletter, Focal Point, hosting the alumni reunion event, Envision, and sponsoring other educational and social meetings throughout the year, the Alumni Association awards financial support and scholarships to outstanding students at the College. The current president is Dr. Julia J. Appel ’91.

ALUMNI
2011 CONTRIBUTORS

Platinum Circle [Gifts of $100,000 or more]
Government of China
LaGuardia Fund for the Blind, Inc.

President’s Society [50,000 – 99,999]
Adolph and Ruth Schnurmacher Foundation
Akron L空气中电场
Allianz Reserve Memorial Trust
Charles and Mildred Alcon Laboratories
Dead Air

Diamond Society [Gifts of $25,000 – $49,999]

Founders’ Society [Gifts of $10,000 – $24,999]

President’s Society [50,000 – 99,999]

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President’s Society [50,000 – 99,999]

Diamond Society [Gifts of $25,000 – $49,999]

Founders’ Society [Gifts of $10,000 – $24,999]
## FINANCIALS

### SOURCES OF FUNDS

<table>
<thead>
<tr>
<th>Year</th>
<th>2010-11</th>
<th>2009-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Appropriation - Core budget</td>
<td>$ 10,046,637</td>
<td>$ 12,193,306</td>
</tr>
<tr>
<td>Appropriation based on Tuition, Fees</td>
<td>$ 5,728,022</td>
<td>$ 5,049,000</td>
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<tr>
<td>Appropriation based on Clinic Pledge, Other</td>
<td>$ 2,887,677</td>
<td>$ 2,887,600</td>
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<tr>
<td>Campus Generated Revenues in excess of state appropriation</td>
<td>$ 6,196,264</td>
<td>$ 8,104,102</td>
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<tr>
<td>Research Foundation</td>
<td>$ 3,635,434</td>
<td>$ 3,289,228</td>
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<tr>
<td><strong>Total</strong></td>
<td>$ 21,549,294</td>
<td>$ 31,523,236</td>
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### EXPENDITURES

<table>
<thead>
<tr>
<th>Year</th>
<th>Payroll (regular)</th>
<th>Payroll (temp)</th>
<th>Supplies &amp; Expenses</th>
<th>Total</th>
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<tbody>
<tr>
<td>2010-11</td>
<td>$ 17,591,991</td>
<td>$ 507,358</td>
<td>$ 1,664,228</td>
<td>$ 19,663,577</td>
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<td>5,913,082</td>
<td>21,416,564</td>
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<td>5,913,082</td>
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### RESEARCH FOUNDATION

#### Sources of Funds 2010-11

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sponsored Programs - Direct</td>
<td>$ 2,693,395</td>
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<tr>
<td>Indirect Cost Recovery</td>
<td>$ 3,637,454</td>
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<tr>
<td>Total</td>
<td>$ 6,330,849</td>
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#### Expenditures 2010-11

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<tr>
<th>Source</th>
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<td>Sponsored Programs - Direct</td>
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<tr>
<td>Indirect Cost Recovery</td>
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#### Sources of Funds 2009-10

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<td>Indirect Cost Recovery</td>
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#### Expenditures 2009-10

<table>
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<th>Source</th>
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<td>Sponsored Programs - Direct</td>
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<tr>
<td>Indirect Cost Recovery</td>
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<td>Total</td>
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