

Bruce R. Hankin, O.D.
594 Eleanor Road
Victor, New York 14564
Home: (585) 924 - 1447 Work: (585) 377 - 7090
E-mail: bhankin1@rochester.rr.com

An optometrist with experience in research and development, professional services and private practice. An entrepreneur with strong background in organization, administration and management.

EMPLOYMENT EXPERIENCE:

Oct. 1991 - Present **EyeSite, Inc. / Dr. Bruce R. Hankin & Associates, O.D., P.C.** **Penfield, NY**
President

Set-up Corporation. Responsible for the operation and management of a comprehensive eye care facility that provides the services of optometry, ophthalmology, opticianry, and full service optical laboratory. Secured contract to provide optical services for all Bausch & Lomb employees in Rochester, New York. EyeSite, Inc. has 18 employees. Serve as F.D.A. investigator and consultant for several manufacturers of ocular pharmaceuticals, contact lenses and refractive surgical equipment.

Jan. 1986 - Oct. 1991 **Dr. Bruce R. Hankin & Associates, O.D., P.C.** **Rochester, NY**
President

Responsibilities included the operation and management of six (6) optometric practices located adjacent to Lenscrafters in the cities of Rochester, Syracuse, and Buffalo. Gross revenue was greater than \$3.2 million employing 31 office staff and 11 optometrists. Served as President of the Association of Lenscrafters Lease-Holding Doctors. Served on Lenscrafters optometric advisory panel. Served as F.D.A. investigator and consultant for several contact lens manufacturers.

Sept. 1984 - Jan. 1986 **Bausch & Lomb, Inc. - Personal Products Division** **Rochester, NY**
Senior Research Optometrist

Designed clinical research protocol for safety and efficacy studies of contact lens care products and ocular pharmaceuticals. Responsible for planning, coordinating, and monitoring product development. Designed, planned and monitored investigator protocol for field clinical studies and analyzed results. Participated as F.D.A. clinical investigator. Conducted competitive product analysis studies. Developed technical support material and provided marketing assistance. Hired and supervised optometrists and technicians.

Dec. 1982 - Sept. 1985 **Bausch & Lomb, Inc. - Professional Products Division** **Rochester, NY**
Manager, International Professional Services

Responsibilities were to provide technical/scientific information, expertise, and support to vision care professionals, contact lens practitioners, and Bausch & Lomb subsidiary personnel in the international marketplace. Coordinated clinical studies based upon local government/regulatory requirements. Conducted technical seminars and workshops. Published quarterly international newsletter to inform practitioners of current advances in contact lens technology. Developed technical support materials for contact lenses and related products. Coordinated and directed Bausch & Lomb sponsored international meetings and conferences.

Aug. 1981 - Aug. 1982 **University Optometric Center - State College of Optometry** **New York, NY**
Clinical Associate

Responsibilities included clinical instruction to 1st, 2nd, and 3rd year optometry students in the areas of primary care, contact lenses, and pathology. Clinical instruction was performed at University Optometric Clinic, nursing homes, hospitals, and satellite clinics.

Aug. 1981 - Dec. 1982 **Brooklyn Medical Group** **Brooklyn, New York**
Staff Optometrist

Responsibilities included primary care optometry, contact lenses, low vision, and orthoptics. Supervised optometric intern program.

EDUCATION:**1981 S.U.N.Y. State College of Optometry, New York, New York***O.D., 1981*

Specific emphasis in areas of ocular pathology and contact lenses. Participant in clinical research group. Student representative of the Five Counties Optometric Society. Advertising editor for 1981 yearbook "Afterimages". New York representative for the 11th Congress of the American Optometric Student Association. Received Billie M. Lyons Award for distinguished services to the college community.

1977 State University of New York at Binghamton, Binghamton, New York*B.S., 1977*

Biology Major, Chemistry Minor, participant in ecology research paper, "The Ill Effects of Mercury in Tuna Fish": by Dr. B. McDuffie. Monitored water samples for impurities in Binghamton for the Broome County Public Health Society. Member of the S.U.N.Y. Binghamton Swimming Team - N.C.A.A. Division III.

PROFESSIONAL SOCIETIES:

- American Academy of Optometry
- American Optometric Association
- New York State Optometric Association
- Rochester Optometric Association
- Beta Sigma Kappa Honor Fraternity
- American Public Health Association
- Optometric Extension Program
- College of Visual Development
- Sports Vision Section - A.O.A.
- Contact Lens Section - A.O.A.
- Better Vision Institute
- American Management Association

PROFESSIONAL LICENSURE:

- New York #VUT004041 (D.P.A. and T.P.A. Certified)
- New Jersey #4134
- Pennsylvania #OE-005795-P

ACHIEVEMENTS:

- 2006 - 2007 Silicone Hydrogel Advisory Panel - CibaVision (Novartis)
- 2006 - 2007 CooperVision - Optometric Advisory Panel
- 2006 - 2007 "America's Top Optometrists" - Consumers' Research Council of America; Washington, DC
- 2006 - 2007 ABB - Optometric Advisory Panel
- 2005 - 2006 CibaVision (Novartis) - Optometric Advisory Panel
- 2005 - 2006 New York State Optometric Association- Appointed to the Audit & Management Committee
- 2005 - 2006 Vistakon (Johnson & Johnson) - Acuvue Advance Speakers Panel
- 2004 - 2006 CibaVision(Novartis) - Speakers Panel
- 2004 - 2006 Partners & Napier - Eye Care/Ocular Device/Ocular Pharmaceutical Consultant
- 2004 - 2006 Expert Witness- Contact Lens Litigation: Johnson & Johnson v. CibaVision(Novartis)

- 2004 – 2006 CibaVision (Novartis) - Night & Day Strategic Advisory Panel
- 2001 – 2006 Rhoto/Mentholatum Corporation – Eye Care/Ocular Pharmaceutical Consultant
- 2001 – 2006 CooperVision – Optometric Advisory Panel/Speakers Panel
- 2001 – 2003 Wolf Group – Eye Care/Ocular Pharmaceutical Consultant
- 2000 – 2002 CIBA Vision (Novartis) - Optometric Advisory Panel
- 1997 – 2002 Board Member- Rochester Community Eye Care Management Organization (RCEMO)
- 1998 – 2002 Board Member -Managed Care Committee – New York State Optometric Association
- 1998 – 2000 Wesley-Jessen Optometric Advisory Panel
- 1997 – 1998 Wesley-Jessen Optometric Advisory Panel
- 1996 – 1997 Wesley-Jessen Optometric Advisory Panel
- 1991 – 1998 Blue Choice (HMO) committee member for Optometry
- 1990 – 1998 Rochester Community Independent Physicians Association committee member for Optometry
- 1996 – 1997 Board member – Optometric Refractive Surgery Society
- 1989 President – Association of Lenscrafters Lease-holding Doctors
- 1987 Member – Lenscrafters Optometric Advisory Panel
- 1985 United States Delegate – Pan American Forum of Optometry
- 1984 Honorary Member – Mexican Society of Optometry
- 1984 Distinguished Faculty – FEDOPTO / Colombian Federation of Optometry
- 1983 Distinguished Lecturer – Inter-American University, College of Optometry - San Juan, Puerto Rico
- 1981 Bausch & Lomb Optometric Achievement Award for outstanding proficiency in contact lenses.
- 1981 Billie M. Lyons Award for distinguished services to the college community
- 1981 Beta Sigma Kappa Honor Fraternity
- 1981 Clinical Associate – Optometric Extension Program

LECTURES:

- 2006 Michigan Optometric Association- Novi, Michigan
“Clinical Experience & Practice Management of Silicone Hydrogel Contact Lenses”
- 2006 Silicone Hydrogel Revolution Symposium- Quebec City, Canada
“Achieving Success with Silicone Hydrogel Contact Lenses”
- 2006 CibaVision National Sales Training Meeting- Las Vegas, Nevada

"The Silicone Hydrogel Toric Contact Lens Challenge"

- 2006 Silicone Hydrogel Revolution Symposium-San Juan, Puerto Rico
"The Breakthrough of Silicone Hydrogel Contact Lenses"
- 2006 Silicone Hydrogel Revolution Symposium-Huntington Beach, California
"Therapeutic applications of Silicone Hydrogel Contact Lenses"
- 2006 Silicone Hydrogel Revolution Symposium-San Ramon, California
"Therapeutic applications of Silicone Hydrogel Contact Lenses"
- 2005 Silicone Hydrogel Revolution Symposium- White Plains, New York
"Achieving Success with Silicone Hydrogel Contact Lenses"
- 2005 Silicone Hydrogel Revolution Symposium- Washington, D.C.
"Achieving Success with Silicone Hydrogel Contact Lenses"
- 2005 West Virginia Optometric Association- Parkersburg, West Virginia
"Silicone Hydrogels: Myths, Misperceptions, and Medical Evidence"
- 2005 Maryland Optometric Association- Annapolis, Maryland
"Silicone Hydrogels: Myths, Misperceptions, and Medical Evidence"
- 2005 Silicone Hydrogel Revolution Symposium- Minneapolis, Minnesota
"Achieving Success with Silicone Hydrogel Contact Lenses"
- 2005 Southern Tier Optometric Society- Endicott, New York
"Clinical Evaluation of Acuvue Advance for Astigmatism"
- 2005 Silicone Hydrogel Revolution Symposium- New Orleans, Louisiana
"Achieving Success with Silicone Hydrogel Contact Lenses"
- 2005 Rochester Optometric Society- Rochester, New York
"Clinical Evaluation of Acuvue Advance for Astigmatism"
- 2005 Silicone Hydrogel Revolution Symposium- Baltimore, Maryland
"Achieving Success with Silicone Hydrogel Contact Lenses"
- 2005 Silicone Hydrogel Revolution Symposium- New York City
"Achieving Success with Silicone Hydrogel Contact Lenses"
- 2005 Excellus/Blue Cross Blue Shield, Northland Telecommunications- Rochester, New York
"Understanding the Medical Model"
- 2004 Rochester Optometric Society Meeting- Rochester, New York
"Corneal Hypoxia: Silicone Hydrogel Lenses Compared to Hema based Soft Contact Lenses".
- 2004 Ciba Vision O2 Optix Clinical Investigator Meeting- Chicago, Illinois
"Should Silicone Hydrogels be the Standard of Care."
- 2004 Wolf Group-Rochester, New York
"Corneal Refractive Therapy"
- 2004 Bausch & Lomb Clinical Research Review- Rochester, New York
"Clinical Experience with Paragon CRT and Orthokeratology"

- 2004 Satellite CE Symposium(Moderator)- New York, New York
Silicone Hydrogels: "Myths, Misperceptions and Medical Evidence"
- 2003 CooperVision National Sales Meeting- San Diego, California
"Investigator Results: Frequency 55 Multifocal"
- 2002 Deutsche Banc – Alex Brown – New York, New York
"Refractive Surgery & Contact Lenses" Investor's Meeting
- 2000 Rochester Association of Occupational Nurses – Rochester, New York
"Ocular Diseases Overview"
- 1998 Syracuse Optometric Society – Syracuse, New York
"Pros and Cons of Frequent Replacement"
- 1997 American Optometric Association – San Diego, California
"Contact Lenses in the Managed Care Arena"
- 1995 Vision Expo East – New York City, New York
"Contact Lenses in the Managed Care Arena"
- 1993 Vision Expo East – New York City, New York
"Empirical Fitting of Soft Toric Contact Lenses"
- 1991 Central New York Optometric Society – Syracuse, New York
"The Pros and Cons of Frequent Replacement"
- 1990 Vision Expo – New York City, New York
"What Chemical Disinfection System is Best for Your Soft Contact Lens Patients"
- 1988 Vision Expo – New York City, New York
"A New Alternative in Chemical Disinfection of Soft Contact Lenses"
- 1986 International Society of Contactology – Bariloche, Argentina
"Slit Lamp Biomicroscopy of Soft Contact Lens Wearers"
"Corneal Consideration of the Extended Wear Contact Lens Patient"
- 1985 American Optometric Contact Lens Educators Annual Conference - San Francisco, California
"International Contact Lens Education"
- 1984 French Ophthalmic Congress – Paris, France
"Overnight Edema Observed in Soft Contact Lens Extended Wear – The Hotel Study"
"Research, Development and Manufacturing of Contact Lenses – an Overview"
- 1984 Expo-Optica – Madrid, Spain
"Corneal Considerations of the Extended Wear Contact Lens Patient"
- 1984 XII National Congress of FEDOPTO – Columbian Federation of Optometry – Bogota, Columbia
"Evaluation of Rigid Gas Permeable Contact Lenses for Cosmetic Extended Wear"
"Corneal Consideration of the Extended Wear Contact Lens Patient"
- 1984 La Salle College of Optometry – Bogota, Colombia
"Diagnosis and Management of Ocular Reactions from Preservatives in Soft Contact Lens Solutions"
"Comparison of Corneal Swelling Response to High Water and Low Water Content Contact Lenses"

- 1984 University of Montreal – Montreal, Quebec
“Overnight Edema Observed in Soft Contact Lens Extended Wear – The Hotel Study”
- 1984 British Columbia Opticians Association – Vancouver, British Columbia
“Slit Lamp Biomicroscopy of Contact Lens Wearers”
- 1984 National Congress of Optometry – Guadalajara, Mexico
“Clinical Considerations of the Extended Wear Contact Lens Patient”
- 1983 Santo Domingo Society of Ophthalmology – Santo Domingo
“Management of Common Corneal Responses to Extended Wear”
“Cosmetic vs. Aphakic Extended Contact Lens Wear”
- 1983 International Society of Contactology – Buenos Aires, Argentina
“Management of Common Corneal Responses to Extended Wear”
- 1983 American Optometric Contact Lens Educators Conference – New York, New York
“Contact Lens Education Outside North America”
- 1983 University of Waterloo – Waterloo, Canada
“Extended Wear Contact Lens Research and Development”
- 1983 Inter-American University – San Juan, Puerto Rico
“Slit Lamp Examination of Contact Lens Wearers”
“Diagnosis and Management of Ocular Reactions to Soft Contact Lens Solutions”
- 1983 Conval Institute of Ophthalmology – Mexico City, Mexico
“Management of Common Corneal Responses to Extended Wear Contact Lenses”

PUBLICATIONS:

- Hankin, B. *“Preparing Your Contact Lens Practice for Managed Care.”*
Contact Lens Spectrum, 1998: 13(2): 2s-4s.
- Hankin, B. *“Talk About Problem Solving”*
Thriving With Specialty Contact Lenses, Feature Article , December 1998: 6.
- Hankin, B. *“Creating Enhanced Value in Contact Lens Care”*
Contact Lens Business Builder, April 1997: 10-11.
- Hankin, B. *“Creating Enhanced Value in Contact Lens Care”*
Optometry Today, 1997; 59(4):10-11.
- Becherer D., Bergmanson J., Hankin B., Ossip G., *“UV-Absorbing Contact Lenses: A Concept Gaining Momentum”* Contact Lens Spectrum, 1997: 12(4); 43-47.
- Silbert J., Ghormley NR., Hankin B., Barron C., *“An Evaluation of Empirically Fitting a Posterior Toric Hydrogel Contact Lens”* JAM Optometric Association, 1992:63(3); 170-175.
- Hankin, B. *“Diabetes and Your Eyes”*
Rochester Business Profiles, 1992:26(2), 26-28.

- Zantos, S., Hankin, B., *"Slit Lamp Examination of Contact Lens Wearers"* Canadian Optician, 1984, 46(5); 67-71.
- Hankin, B., *"Diagnosis and Management of Ocular Reactions From Preservatives in Soft Contact Lens Solutions"* Bausch & Lomb International Publication, 1983; 2(7); 11-18.
- Sherman J., Bass S., Hankin, B., *"Loss of Vision in the Normal Eye of an Amblyope"* Review Of Optometry, 1981; 118(2); 64-68.

Board Of Directors:

- **Fragile X Foundation-** Central and Western New York Chapter
- **Verant ID Incorporated:** 150 Lucius Gordon Drive, W. Henrietta, New York
- **Catholic Family Center:** 87 North Clinton Avenue, Rochester, New York 14604

PERSONAL PROFILE:

Date of Birth: May 19, 1955
Place of Birth: Brooklyn, New York
Marital Status: Married
Wife: Penny
Children: Jonathan, Eric, Matthew, and Michiel
Health: Excellent
Hobbies: Golf, Aviation(IFR Pilot), Scuba Diving, Physical Fitness

REFERENCES:

Available Upon Request