



Kowa Optimed, Inc.

Advisory Council 2009-2010

Kowa's distinguished advisory council is committed to the effective implementation of eye care practices by promoting progressive health legislation, operational best practices, the latest technology, and newer therapies, products, systems, and services throughout the healthcare industry.

Kowa's advisory council is dedicated to leading the way in comprehensive improvement of services in both the public and private sector. It pledges to assist universities, eye care professionals, governmental agencies, and the public at large. Kowa's advisory council seeks to further the advances of ophthalmic technology.



Kowa Optimed, Inc.

ADVISORY COUNCIL



Kowa Optimed, Inc.

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ADVISORY COUNCIL
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Physician Bios



Ian Lane, OD, FAAO

Executive VP of Technology ; Kowa
drlane@kowa.com

Dr. Lane is an accomplished lecturer and writer, with almost 30 years of extensive ophthalmic and global advisory experience. As Kowa's Executive Vice President of Technology, he directs and oversees the development of Kowa's latest medical technology. Dr. Lane most recently served as Senior Vice President of Professional Services at Eyefinity/OfficeMate, where he spearheaded the ExamWRITER Electronic Health Record design team.

He is a prior chairman of the California Optometric Association Contact Lens and Anterior Segment Symposium. He was also appointed to serve as a consultant on the American Optometric Association, Health Information Technology and Telemedicine Committee, and is a past member of the American Society of Contact Lens Specialists, as well as numerous panels and advisory boards.

He is Adjunct Associate Professor of Health Information Technology at Southern California College of Optometry and former assistant professor of Optometry at the University of Houston. Ian was in private practice in Anaheim, California from 1983 to 2004.

He has served in a number of executive management positions including President of NPD Optical Research, a division of National Patent Development Corporation and at American Hydron as Vice President of Research and Development.



Kim A. Castleberry, OD

President & CEO ; Plano Eye Associates

Dr. Castleberry is in private group practice in Plano, TX. He serves as consultant, speaker and researcher for numerous equipment, contact lens, pharmaceutical, insurance and software companies. He is a past president of the Texas Optometric Association. He currently serves on the medical review staff for Medicare and has performed hundreds of Medicare audits. Dr. Castleberry has authored more than 2 dozen articles on practice automation and the technology integrated practice and has been a guest speaker at over 1000 speaking engagements. His practice has been paperless with EHR since 1991.

EDUCATION

Doctor of Optometry; May 1983, University of Houston College of Optometry.
Externship; Carswell Air Force Regional Hospital, Ft. Worth, Texas 1983
Bachelor of Science; May 1978, Texas Tech University



David G. Kirschen, OD, PhD, FAAO

Chief of Binocular Vision and Orthoptic Services;
Jules Stein Eye Institute

Dr. David G. Kirschen received his OD and PhD degrees from the University of California at Berkeley. He is currently the Chief of Binocular Vision and Orthoptic Services at the Jules Stein Eye Institute, at the David Geffen School of Medicine, UCLA. He has been in private practice in California for over 37 years while continuing his teaching and research efforts. He also serves as Professor Emeritus of Basic and Visual Science and Optometry at the Southern California College of Optometry. Dr. Kirschen has lectured extensively in the United States

and abroad. In his private practice he specializes in pediatric optometry, the treatment of binocular vision anomalies, computer related vision problems, strabismus and amblyopia, contact lenses, and sports vision.

EDUCATION

Post-doctoral Fellowship with Professor Merton C. Flom; 1977-78, UC Berkeley
Ph.D. in Physiological Optics; 1972-77, UC Berkeley
Doctor of Optometry; 1970-72, UC Berkeley
B.S. in Optometry; 1968-70, UC Berkeley
Pre-Med; 1966-68, UCLA



Lorie L. Lippiatt, OD

President ; The Salem Eyecare Center, Inc.

Dr. Lorie Lippiatt founded the Salem Eyecare Center, Inc. in 1989. Today, the center is a 5000 square foot facility, and encompasses a complete children's vision center. Dr. Lippiatt provides full-scope Optometric care, with emphasis on medical-model Optometry. Dr. Lippiatt implemented OfficeMate software in 1991, including the first edition of Opis-CPR, the original ExamWRITER, shortly thereafter. Since that time, Dr. Lippiatt has been an advocate of electronic medical record development, and a member of the alpha and beta testing teams for OfficeMate Software Solutions, specifically ExamWRITER, and electronic medical record for Optometrists. In addition, Dr. Lippiatt conducts on-site trainings for other doctors incorporating electronic medical records with integrated refractive and retinal equipment. She has also authored several articles in major trade publications relating to medical record technology. Dr. Lippiatt has spent the last six years consulting with OfficeMate Software Solutions, and currently serves as a consultant to Marco and M&S Technologies, while playing an instrumental role in the concept of the Technology Integrated Practice.

EDUCATION

Doctor of Optometry, June, 1988, The Ohio State College of Optometry
Associate of Applied Science Dental Hygiene Technology