

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

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Key Competencies

Optometry
KOL Advocacy
Customer Loyalty
Team Building

Ophthalmology
Product Launch
Medical Devices
Healthcare

Public Speaking
Sales Tool Development
Organizational Skills
Vendor Management

Clinical Trials/ Protocols
Regulatory Affairs
Pharmaceutical Industry
Conversational Spanish

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

Cedars – Sinai Medical Center 6/20-Present
Medical Staff Optometrist

Provide comprehensive Ophthalmological/ Optometric eye care

Harbor-UCLA Hospital 7/16 – 12/18
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

Sight Sciences 7/19 - Present
Industry Recognized Key Opinion Leader, Scientific Advisory Board Member

- Present practice management/ implementation logistics
- Discuss clinical applications
- Review P2P clinical literature

Sun Ophthalmics 1/20 – Present
Industry Recognized Key Opinion Leader

SynergEyes 7/14 – 12/19
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

- **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

- **Opto-West** Guest Lecturer 4/09
- **Johnson and Johnson Vision Care, Inc** Guest Lecturer 6/08 – Present
- AAO Poster Presentation: **The Role of Contact Lens Fitting Following Keratoprosthesis Implantation, CA** 12/06
- **Alcon**, Guest Lecturer 1/06 – 12/06
- **California Ophthalmic Technician Course**, Guest Lecturer 1/03 - 10/06
- *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/ Media/ Press

- “Higher doses of metformin associated with lower risk for AMD”, Healio, Healio.com, February 2020
<https://www.healio.com/optometry/retina-vitreous/news/online/%7Ba085d2b6-dc9f-4a13-8f55-cecae7fcce38%7D/higher-doses-of-metformin-associated-with-lower-risk-for-amd>
- “Lack of knowledge regarding risk of water exposure to contact lenses exists”, Healio, Healio.com, April 2019
<https://www.healio.com/optometry/contact-lenses-eye-wear/news/online/%7B53be6a06-7137-45e2-858e-bf7a4518809a%7D/lack-of-knowledge-regarding-risk-of-water-exposure-to-contact-lenses-exists>
- “What Do the People Who Know Contact Lenses Choose to Wear?” Women In Optometry, November 2018
<https://www.reviewofoptometry.com/wo/growth-strategies/honoring-our-eyes-johnson-and-johnson-vision/article/what-do-the-people-who-know-contact-lenses-choose-to-wear/>
- “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
- “Mind & Body I Protect Your Eyes”, Kore Asian Media, kore.am, May 2013
<http://kore.am/mind-body-protect-your-eyes-2/>
- “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>
- “Ah-Choo! Managing Allergies”, Eyecare Business, eyecarebusiness.com, June 2011
<http://www.eyecarebusiness.com/articleviewer.aspx?articleID=105688>
- **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
- AAO abstract published: **Management of Flap Striae:** 12/01
- **Low Contrast Sensitivity Measurements in Disposable Spherical and Bifocal Soft Lens Wearers:** ICLC, Vol 27, 2000
- 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
- **HBD2 Project** 5/98 – 12/98
- **Corneal Ocular Flora And Irrigation Project** 5/97 – 7/00
- **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

- **AAO Diversity Task Force Committee: 1/2020 - Present**
- **AAO Communications Committee: 11/18 – Present**
- **Sjogrens Syndrome Foundation member 5/18 – Present**
- **International Keratoconus Academy (IKA) 5/18 - Present**
- **AAO Awards Committee: 11/16 – 10/18**
- **AAO Membership Committee: 1/11 – 11/16**
- **Women in Optometry, Johnson and Johnson Advisory Panel: 2/10**
- **AAO Education Quality Assurance Committee: 10/09 – 12/14**
- **AAO Membership Committee, Ambassador Program: 3/08 – 3/10**
- **California Optometric Association (COA): 8/06 - Present**
- **California American Academy of Optometry (CAAO): 12/02 – Present**
- **The Association For Research In Vision and Ophthalmology (ARVO): 2/98-2/99**
- **American Optometric Association (AOA) Contact Lens Section: 8/96 - Present**
- **American Academy of Optometry (AAO): 8/96 – Present**

Licensures

California Optometric License: Active