The Eye-Bank Praises New Yorkers in Latest Advertising Campaign

THE EYE-BANK’S NEW 2022 MULTI-MEDIA AD CAMPAIGN launched in January and features the theme that “New Yorkers are Caring; Considerate and Giving. And yet there are thousands of New Yorkers who need sight and life-restoring transplants. That is why we all need to sign up in the NYS Donate Life Registry to become eye, organ and tissue donors.”

According to David Goodnight, The Eye-Bank’s creative specialist who designed the ads, the intent of the message is to praise and encourage New Yorkers who have been through many tough months of pandemic restrictions while also asking that they think of others and enroll to be donors. “These ads are an extension of our previous campaign urging New Yorkers to ‘Be Amazing; Thoughtful and Generous’ by emphasizing that New Yorkers have proven they care about others and want to help.”

Throughout the year, the ads will be seen on a schedule that includes all major broadcast television networks; popular AM and FM radio stations; New York Daily News; and on social media platforms. The Eye-Bank’s Spanish-language ads will be aired on WPAT-FM radio and will appear in print in El Diario as well as on social media. The Eye-Bank campaign across all media is expected to exceed 100 million impressions.

The Eye-Bank’s important campaign message remains the same: Go to eyedonation.org and sign up today. “It only takes a minute to be a caring New Yorker.”

In New York State, anyone over the age of 16 is permitted to enroll in the Donate Life Registry. Please let us know when you see or hear The Eye-Bank’s ads and follow us on Facebook, Instagram and Twitter @eyebankny.

Save the Date: “Spring for Sight”

PLEASE SAVE THE DATE and plan to join us on Tuesday, May 10 (in-person!) at The Eye-Bank’s Spring Benefit, Spring for Sight, at Veranda, a brand-new NYC dining destination inspired by its garden-like atmosphere. The Co-Chairs of the Benefit Committee are Courtney DiTullio, member of the Board of Directors, and Viral Juthani, M.D. of The Eye-Bank’s Medical Advisory Board, who are looking forward to hosting what promises to be a delightful springtime event.

Guests will enjoy elevated cuisine and specialty cocktails as they stroll through Veranda’s sprawling outdoor patios and take part in bidding on exclusive experiences offered in the silent auction.

Opportunities for corporate sponsorship are available and ticket information will be posted in the coming weeks. Visit www.eyedonation.org/SpringBenefit for updates or contact kbardavid@ebsr.org.

*All health and safety requirements will be followed.
**The Eye-Bank Names Two Scholarship Winners**

**SHANAIYAH BROWN** is The Eye-Bank’s 2021 Young Ambassador Scholarship recipient. As a senior at Harlem Village Academy in Manhattan, Shanaiyah raised awareness about the importance of eye donation on social media by producing a compelling slideshow on the issue, including how to enroll in the New York State Donate Life Registry and urging friends to then re-post the slides.

Eye-Bank Board Member Andrea Nordquist helped establish the Young Ambassador Scholarship in memory of her son, Christopher, who died at the age of two and gave the gift of sight to 30 individuals in 2021, equal to a 40% increase over the annual number of corneas contributed toward transplantation since 2018. It is The Eye-Bank’s pleasure to collaborate with BronxCare staff as we all work together to help others see again.

**Elyas Adam Masrour of Setauket, NY** is the first-time winner of the new Eye-Bank award given to students pursuing education in the fields of Science, Technology, Engineering or Math.

**Ward Melville High School Alumnus** Elyas Adam Masrour helped establish the Young Ambassador Scholarship in memory of James Fabian, The Eye-Bank’s former President who was a highly esteemed and dedicated member of The Eye-Bank’s Board of Directors for 18 years, first as a Director, then serving as an officer until becoming President in 2015, a position he held until his passing in 2020. Throughout his tenure on the Board, he generously contributed his expertise toward guiding and supporting The Eye-Bank and its mission of providing individuals with the beautiful gift of sight through eye donation and cornea transplantation.

In his application’s research paper, Elyas proposed a method of increasing awareness for eye donation and enrollment in the New York State Donate Life Registry by making available a “digital badge” to be virtually pinned to one’s online profile indicating that they are registered to become a donor and thereby influencing others to do the same. He is currently a sophomore at The University of Maryland College Park studying computer engineering.

We congratulate both Shanaiyah and Elyas and wish them every success in their academic endeavors. Each will receive a $3,000 scholarship prize from The Eye-Bank.

**Application Deadline:** May 15, 2022

Visit www.EyeDonation.Org/Scholarship for more information about scholarship criteria and to access the application forms.
WHEN 26-YEAR-OLD EDUARDO GONZALEZ, a resident of Port Chester, NY, was in his early teens, he began experiencing complications with his eyesight. “I lost depth perception really, really quickly,” he remembers. “I had a hard time measuring distance.” In school, Eduardo privately tracked the progression of his vision loss based on the increasing blurriness of the day’s date his teacher would write on the board each morning. “Every month, I would see it less and less,” he said. “I remember wondering if someone was moving my desk, but in actuality I was gradually losing vision.”

Eduardo did not know at the time that he was suffering from keratoconus, a progressive eye disease that causes the cornea—the clear, outer covering of the eye—to thin and become cone-shaped and which can ultimately lead to blindness. A resilient young man, Eduardo found himself compensating for his inability to see. When he could no longer see the words on the board in the front of the classroom, he studied the textbook at home in advance so he could answer questions if called on. “I had a hard time seeing in class, but I kept it very private,” he recalls. When he could no longer participate in any sports that required hand-eye coordination, Eduardo took up running and joined the track team—something he loves to this day.

Despite his best efforts to find creative work-arounds for his condition, Eduardo’s vision loss grew increasingly severe. Traditional solutions proved inadequate. Corrective contact lenses only worked temporarily because Eduardo’s prescription changed so often, and the hard contact lenses were painful to wear and hard to fit. He recalls clearly the eye examination when he could no longer see the large letter at the top of the vision chart. “I couldn’t see the big ‘E’ anymore and that’s when the doctor told me I was legally blind in my left eye,” Eduardo said. “It was a shock because I didn’t understand the gravity of the situation until that moment.” It was then that Eduardo sought a specialist who diagnosed him with keratoconus and recommended a cornea transplant as the best course of treatment.

The summer before Eduardo’s sophomore year of college at Rensselaer Polytechnic Institute in Troy, NY, he received a cornea transplant in his left eye. Dr. Gerald Zaidman performed the procedure at Westchester Medical Center in Valhalla, NY with healthy, donor tissue provided by The Eye-Bank for Sight Restoration. Recovery was a challenge, but in the months following his surgery, his sight was on track to being fully restored. “I will never take this gift for granted.” Eduardo declares regarding his renewed eyesight. He knows it would not be possible without the generous gift that his donor and his donor’s family made through eye donation. “I don’t think I can ever express how happy and how grateful I am for their generosity and how the gift of sight really changed my life.”

Today, Eduardo enjoys an exciting career as a business development representative in the New York City Area. When he is not working, he trains for long-distance running competitions and spends time with his extended family in Westchester County. Coincidentally, in the years following his cornea transplant, several of Eduardo’s cousins have also been diagnosed with keratoconus, and the family shares openly about their experiences with the hereditary eye disease so that younger family members are supported and well-informed throughout their courses of treatment. “We had one relative my age who was diagnosed with keratoconus a month ago. Because of my successful transplant, I am able to draw from my experience and reassure him that everything will be okay.”

The Eye-Bank’s latest testimonial video features an interview with Eduardo Gonzalez. To watch Eduardo tell the story of his sight-restoring cornea transplant, visit www.eyedonation.org/videos.

“Hi, my name is Eduardo. I am a cornea transplant recipient and this is my story.”

Eduardo continues to do events like the Bronx 10-mile run and enjoys competing as a personal challenge.
Eye Donation Month

BUILDING ON THE SUCCESSES OF PREVIOUS YEARS, this past November The Eye-Bank observed Eye Donation Month, a nationwide designation originated by the Eye Bank Association of America. To expand the reach of the message, The Eye-Bank encouraged area hospitals to participate in raising awareness about the importance of eye donation and enrollment in the New York State Donate Life Registry. A record total of seven health systems, including 20 individual hospitals, supported The Eye-Bank in promoting this specially designated initiative.

As in-person events at area hospitals were restricted for a second consecutive year, The Eye-Bank expanded its digital outreach by producing both English- and Spanish-language promotional campaigns. For the first time, two large health systems promoted the initiative with co-branded Eye-Donation Month materials throughout the month of November, highlighting The Eye-Bank’s increasingly collaborative relationship with area hospitals.

NewYork-Presbyterian shared our co-branded messages with its 52,000 Twitter followers as well as a testimonial video of a patient whose quality of life was renewed by the sight-restoring transplants she received with tissue provided by The Eye-Bank.

Mount Sinai Health System designed its own customized, co-branded Eye Donation Month campaign to share with its 87,000 social media followers and included messages about Eye Donation Month and the importance of enrolling in the Donate Life Registry on the communication screens in its hospital lobbies and waiting areas.

NYC Health+Hospitals and the NYU Langone Transplant Institute also participated in Eye Donation Month and emphasized the importance of eye donation in their monthly newsletters.

The Eye-Bank very much appreciates all of those who supported our efforts during Eye Donation Month to educate New Yorkers about the importance of giving the gift of sight and life.

R. Townley Paton Fellowship Re-instituted to Help Advance Research

THE RECIPIENT OF THE 2021 R. TOWNEY PATON FELLOWSHIP IS DINAH CHEN, M.D., Innovative Fellow and ophthalmologist at NYU Langone Health and Clinical Instructor at NYU Grossman School of Medicine. The Eye-Bank award in the amount of $10,000 is given in support of Dr. Chen’s research projects.

As part of her fellowship, Dr. Chen is using AI to develop models and methods to answer open questions in the field of ophthalmology and contribute to the growing body of research on personalized ophthalmic medicine. She believes these tools will help medical professionals better understand eye disease processes, expand the scope of eye disease screening and improve clinical outcomes. In addition to research in AI, Dr. Chen is also conducting clinical trial testing for monitoring of patients with glaucoma using remote diagnostic devices. She hopes that this work can contribute new ways to expand access and quality of care for all patients, particularly underserved populations, and, in doing so, help prevent blinding illness.

The Eye-Bank for Sight Restoration’s R. Townley Paton Fellowship is a merit award for research in all ophthalmology disciplines being conducted within The Eye-Bank’s service area. Originally established in 1980, The Eye-Bank’s R. Townley Paton Fellowship was designed to encourage basic science and clinical research into possible treatments and cures of blinding eye diseases. Richard Gibraltar, M.D. was the first R. Townley Paton Fellow in 1981. A past member of The Eye-Bank’s Medical Advisory Board, Dr. Gibraltar focused his research at the time on the development of a standard procedure for evaluating and recording the condition of the cornea’s endothelial layer (back of the cornea) so that surgeons might eventually be able to measure the success of a procedure based on the number of epithelial cells recorded during follow-up compared to the cornea’s cell count prior to being transplanted. The Fellowship has been re-established after several decades in response to current demands for innovative research.

According to Executive Director Patricia Dahl, “Dr. Chen was selected out of many impressive applications for this year’s R. Townley Paton Fellowship and we encourage research fellows to apply in 2022 so their efforts might be supported as well.”

The deadline to apply for this year’s R. Townley Paton Fellowship is September 15, 2022. For more information go to: www.eyedonation.org/r-townley-paton-fellowship.

EBAA Physician Leadership Program

Two Eye-Bank Medical Advisory Board members, Alexandra Herzlich, M.D. and Viral Juthani, M.D., were selected to participate in the Eye Bank Association of America’s (EBAA) 2022 Physician Leadership Program.

The two-day program, which is designed to promote cornea surgeons’ involvement in the mission and services of the EBAA, will be conducted in 2023. Qualifying candidates must be cornea surgeons not more than 10 years past completing their fellowship and who are nominated by their local eye bank. It is anticipated that participants in the EBAA’s Physician Leadership Program will play active roles in eye banking at the association level in the future.
The Eye-Bank Raises Awareness in Our Communities

THE EYE-BANK CONTINUES TO WORK towards raising awareness about the good that eye donation can do through various outreach efforts in our community.

The Eye-Bank’s Hospital and Community Liaisons tabled alongside GrowNYC at the outdoor Union Square Greenmarket in October to encourage New Yorkers to become eye, organ and tissue donors. For the first time in many months, the Hospital and Community Liaisons Maria Chelko, James Parmar, Amanda Vesey-Askey and Carmela DeLuca worked together in person. While still complying with public health guidance for social distancing and wearing masks, the eye bankers were able to interact with market-goers and help them sign up in the NYS Donate Life Registry via a custom Eye-Bank QR code.

Governor Signs Doorways to Donation Act to Increase Donor Enrollment

In observance of National Donor Sabbath, Liaison Amanda Vesey-Askey attended the Spanish Mass at St. Patrick’s Church in Bay Shore, NY on November 14 at the invitation of Father Roger Velasquez, Associate Pastor. Ms. Vesey-Askey addressed the congregation from the altar at the end of Mass to educate parishioners about eye donation and promote the New York State Donate Life Registry. National Donor Sabbath is observed annually in November. The three-day observance seeks to include the days of worship for major religions practiced in the United States.

To get involved with The Eye-Bank, please call 212-742-9000 ext. 120 or visit www.eyedonation.org/volunteer.

As a result of the efforts, Governor Hochul signed this important piece of legislation, which will add the donor designation question to applications and renewals for student aid and loan programs through the NYS Higher Education Services Corporation as well as applications for other social services through the Office of Temporary and Disability Assistance. And while the signed legislation did not include the donor designation option in the e-file form for NYS income tax as originally sought, it is estimated that providing these additional opportunities for New Yorkers to register as eye, organ and tissue donors will have a demonstrably positive impact on increasing the number of enrollments in the NYS Donate Life Registry. The signed legislation did not include the donor designation question to applications and renewals for student aid and loan programs through the NYS Higher Education Services Corporation as well as applications for other social services through the Office of Temporary and Disability Assistance. And while the signed legislation did not include the donor designation option in the e-file form for NYS income tax as originally sought, it is estimated that providing these additional opportunities for New Yorkers to register as eye, organ and tissue donors will have a demonstrably positive impact on increasing the number of enrollments in the NYS Donate Life Registry. A stand-alone bill most likely will be pursued for adding the Registry enrollment option to the electronically filed state income taxes.

In February, Eye-Bank staff and volunteers joined other members of DLNYS to advocate for an increased budget allocation in order to promote the NYS Donate Life Registry to New Yorkers. The meetings with state lawmakers and their staffs were scheduled across three days and were conducted virtually via Zoom. The Eye-Bank thanks donor family members Ileana Quinones and Board Member Andrea Nordquist for sharing their loved ones’ eye donation story in the legislative meetings. And we are grateful to Eye-Bank volunteers David Adler, Jaclyn Newman and Joe Shaheen for sharing their sight-saving cornea transplant stories. Meeting donor families and transplant recipients makes the need for increased enrollment in the NYS Donate Life Registry a meaningful goal for the state’s representatives and it is hoped that the advocacy meetings will result in a $1 million appropriation in the State 2022-2023 budget for DLNYS.

In the spring, The Eye-Bank will be joining DLNYS for their annual Legislative Education Event, which will be conducted in virtual meetings April 25 through April 27, to help advance legislation on behalf of eye, organ and tissue donation.

The Eye-Bank encourages volunteers who are interested in joining our advocacy efforts to contact Chadwick Shank (cshank@ebsr.org) or 212-742-9000 ext. 120 with any questions or to sign up.
ON OCTOBER 14, The Eye-Bank for Sight Restoration collaborated with the German Society of Tissue Transplantation (DGFG) and the Veneto Eye Bank Foundation to present Foresight 2021. The two-hour virtual scientific discussion was designed to explore how eye banks can effectively work with industry without compromising their non-profit status to create new and innovative treatments for blinding eye diseases through cellular therapies and transplantation.

The Eye-Bank’s Medical Director Michelle K. Rhee, M.D. and the Veneto Eye Bank Foundation’s Head of Research and Development Stefano Ferrari, Ph.D. were moderators for the event. Presentations were given by 7 experts from the fields of bioethics, law, nonprofit governance and ophthalmology research. Among the presenters were Arthur Caplan, Ph.D., a well-known bio-ethicist at New York University Langone Health, who discussed the key ethical issues to be considered if commercial entities become involved with “manufacturing” new cellular therapies; Alchimia’s Jana D’Amato Tóthová, Ph.D. who spoke to the important role donor tissue plays toward ensuring the safety and efficacy of medical devices in the European regulatory process; and University Hospital of St-Etienne’s Gilles Thuret, M.D., who shared findings from 25 years of experience working with industrial partners in a public university laboratory, focused on corneal transplantation. The conference drew a total of 125 registrants from a number of countries in addition to the three host countries, including Australia, China, Croatia, France, the Netherlands, Romania and Spain.

International Conference Held

Patricia Dahl

Eye-Bank’s Fall Benefit is a Virtual Success

ON OCTOBER 14, The Eye-Bank hosted its annual Fall Benefit. While this year’s event, New York Back in Sight, celebrated New York City’s reopening, it was held virtually, nonetheless, with optimism that we will see each other in-person soon. WCBS’s Health & Wellness Correspondent Pat Farnack returned to emcee the event and actor Steve Schirripa from The Sopranos and Blue Bloods, our host for the evening, took us on a virtual night on the town complete with drinks, dinner and a show.

Erin Davey of the Tao Group kicked the evening off by showing us how to make a quintessential New York City cocktail, “The Penicillin.” Next, James Beard Award-winning Chef Dan Kluger, owner of Loring Place, Washington Squares and Penny Bridge, demonstrated the secrets behind his famous Grandma Style pan pizza for viewers to try at home. And finally, closing out the event, playwrights Irene Sankoff and David Hein gave attendees a delightful peek behind the curtain of their Tony Award-winning Broadway musical, Come from Away, including scenes from the show.

Throughout the event, viewers were introduced to grateful cornea transplant recipients, including Award-winning performer Mandy Patinkin, who shared how their lives have been impacted thanks to The Eye-Bank’s work. The event exceeded its fundraising goal, raising more than $60,000 to benefit Eye-Bank programs.

Special thanks to the Fall Benefit Committee Co-Chairs Eye-Bank Treasurer Umber Ahmad and cornea surgeon Douglas Lazzaro, M.D. and thank you to everyone who tuned in for helping to make the evening a success!

Eye-Bank CEO is Named to Transplant Council

THE EYE-BANK’S EXECUTIVE DIRECTOR AND CEO PATRICIA DAHL has been appointed to serve a two-year term on the New York State Transplant Council by Governor Kathy Hochul. The Transplant Council’s role is to advise and make recommendations to the Commissioner of Health on matters related to the donation, recovery, distribution and transplantation of organs and tissues (including eye donor tissue) based on the review of federal law, regulation and policies. Members of the Council include transplant physicians; representatives of organ, eye and tissue recovery organizations; donor family members and transplant recipients.

Patricia Dahl
Honor/Memorial Gifts
from July 1, 2021 – January 31, 2022
Memorial and honor gifts are given to recognize loved ones or to mark a special occasion. To make a gift in honor or memory of someone, please use the enclosed envelope, visit www.eyedonation.org/give or contact The Eye-Bank’s Development Department at 212-742-9000.

IN MEMORY OF...
Mayme Andrews
Ruth Berenda, Ph.D.
Morris Berenson
Charlotte and Bernard Bernard
Michael T. Betjemann
William David Binn
Grace Blandino
Burnett Brown
Michael Buro
Delsa Checa
Joan Ciampa
Cornea Donors
James Fabian
Debbie Ganeles’ Father
Henry Gerber
Piermichele Graña
Fay Gruner
Jenny and Joseph Gruner
Walter N. Hauser
Brian M. Jackel
Alan J. Jordan, M.D.
Masha Kamin
Chester Karnas
Beverly Karan
Daniel J. Kealy
Ronald E. Kehle
Vernella Kelly
Doris Kessler
Daniel LaVietes
Sheila Lederer
Yui Shing Lee
Elaine Lewis
Ezra A. Linton
Madeline LoPiccolo
Penelope MacIaac
Ellen Makower
Rosemarie E. Mattem
Nicholas S. Meli
B. Mennis
Reuben C. Mick
Esther Mithal
Keila Haus Moshe
Louise and Philip Nardella
Daniel Oslin
Herbert Orenstein
Paul N. Orenstein
Sidney Orenstein
Laura Palma
Amy Parets’ cornea donor
R. Townley Paton, M.D.
Isabella Peterson
John Raegner
Isaac Rauch
Dennis Rosenzweig
Joan Ruth
Patricia Ruth Chetuck
Richard L. Salzer
Mary E. Schmidt
Martin S. Shulman
John R. Smith
Charles Soutar
Benjamin Stern
Helen and Harry Stern
John Paul Streit
The Strougo Family
Maksym Sugorovskiy
Maria and Peter C. Tortorici
Grace Warren
Doris and William Weissler
Emelia Whitehead
Gwendolyn Yeanel
IN HONOR OF...
Umbar Ahmad and Ray Crisara’s wedding
Elliot Bardavid
Cornea Recipients
Joan and Eugene J. Daly
Lyn Daly
Joseph J. D’Ambrosio, CFA

Eye-Bankers Attend 2021 EBAA Fall Meeting

THE EYE BANK ASSOCIATION OF AMERICA’S (EBAA) FALL MEETING and the Cornea and Eye Banking Forum 2021 were held November 11-12 in New Orleans, the first EBAA event to be held in-person since March 2020.

In attendance from The Eye-Bank were: Director of Communications Noël Mick, who is EBAA Chair; Medical Director Michelle Rhee, M.D., who is Co-Chair of the EBAA Accreditation Board; and Associate Director Edwin Roberts, who serves on the EBAA Medical Advisory Board. Executive Director Patricia Dahl attended, as did Laboratory Supervisor Evangelos Damanakis, CEBT in order to obtain CEU credits.

Join Our Board of Directors

The Eye-Bank for Sight Restoration annually conducts recruitment for its Board of Directors. This is an ideal opportunity for professionals interested in contributing to our sight-restoring mission by way of a leadership or governance role. Currently, expertise in the areas of healthcare administration or law is of particular value; however, we welcome applicants from all professions. The Board is committed to ensuring that it is made up of a diverse group of backgrounds and perspectives. For more information, or to express interest in the role of the Board of Directors, contact Robert Hankins at rhankins@ebsr.org. To learn more about The Eye-Bank’s current Board, visit www.eyedonation.org/board-of-directors.
eye to eye is published by The Eye-Bank for Sight Restoration, Inc., a non-profit organization located at 120 Wall Street, New York, NY 10005-3902. The Eye-Bank was founded in 1944 for the purpose of collecting and distributing corneal tissue for transplants, research and medical education. More than 70,000 people in the greater Metropolitan area have had their sight restored through the work of The Eye-Bank.

Patricia Dahl
Executive Director/CEO

Noël Mick
Editor

Chadwick Shank
Associate Editor

Gilad Granot
Contributor

...of Interest

THE EYE-BANK EXTENDS WARM CONGRATULATIONS to Eye-Bank Board Treasurer Umber Ahmad and actor Ray Crisara on their recent marriage. The November 2021 event, a remarkable celebration of the couple’s family traditions and the bride’s Pakistani culture, took place in Dearborn, MI and was photographed for a feature in the February, 2022 issue of Vogue. (www.vogue.com/slideshow/umber-ahmad-wedding-honored-pakistani-traditions-and-her-love-of-pastries)

Ms. Ahmad, a James Beard Award-winning pastry chef and owner of Mah-Ze-Dahr Bakery in Manhattan, has served on The Eye-Bank’s Board of Directors since 2008. She was introduced to eye banking at a young age by her father, Busharat Ahmad, M.D., a nationally recognized ophthalmologist and cornea surgeon who has practiced in Detroit for more than 50 years. A leader in eye banking, Dr. Ahmad served as Chair of the Eye Bank Association of America (EBAA) in 1984 and was named the EBAA’s R. Townley Paton Honoree in 1987. Best wishes to Umber and Ray!

TWO MEMBERS OF THE EYE-BANK’S MEDICAL ADVISORY BOARD recently welcomed new additions to their families.

On November 15, Alexandra Herzlich, M.D. gave birth to a beautiful daughter, Adrianna Herzlich Cossar, weighing 6 lb. and 6 oz.

And Danielle Trief, M.D. welcomed her third child, Charles Max Friedman, on December 30, weighing 8 lb. and 14 oz. Charles Max joins his two older siblings, Eden and Jack.

Congratulations, Dr. Herzlich and Dr. Trief!