

# Good ReVision Study News Follows FDA OK for Gel

## Plans to Look at Raindrop Inlay for Post-Cataract Use

**R**eVision Optics Inc. in Lake Forest said study results on its Raindrop product showed “significantly improved near and immediate vision” in patients with presbyopia.

The microscopic hydrogel inlay is inserted in the cornea of a patient’s nondominant eye, intended to reduce or eliminate the need for reading glasses. The Food and Drug Administration gave it premarket approval in June.



**HEALTHCARE**  
Paul Hughes

Presbyopia reduces the eye’s ability to focus and is present in nearly everyone over age 40.

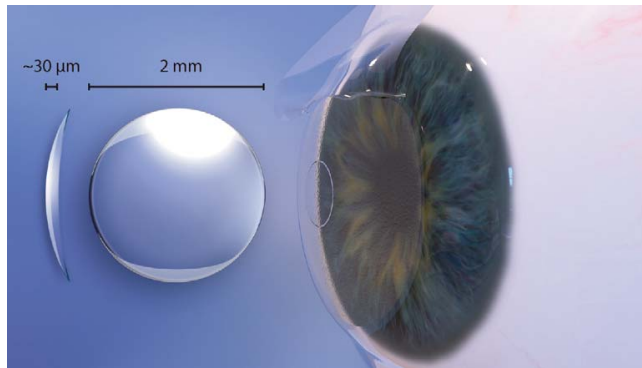
“The FDA is about ‘safe and effective,’” said Chief Executive **John Kilcoyne**. “This is the science and mechanism side of Raindrop.”

Results were published in peer-reviewed trade publication Investigative Ophthalmology and Visual Science in a ReVision-sponsored study.

Kilcoyne said the company is undertaking an ongoing study “to assess additional indications” that currently includes checking whether the hydrogel inlay could help improve vision following cataract surgery.

Revision is “currently enrolling a U.S. (investigational device exemption) study to implant Raindrop and monofocal (intraocular lenses),” he said.

The FDA last year signed off last year on another presbyopia treatment called Kamra,



**Hydrogel: microscopic gel inlay placed in cornea to cut or eliminate need for reading glasses**

which is made by Irvine-based **AcuFocus Inc.**

### Comings and Growings

**Precision for Value**, which consults with healthcare companies, will enter the Orange County market in November to join its sister company, healthcare marketer **Precision Effect**. The two will take 15,000 square feet near Orange County Performing Arts Center in Costa Mesa—a 50% jump in space from the 10,000 square feet Precision Effect now has at MacArthur Place in Santa Ana.

The firms and a third company, **Precision Medicine**, which doesn’t have a location here, are part of **Precision Medicine Group** in Bethesda, Md.

PMG clients include device makers and pharmaceutical companies from “early on, looking at data,” to “let’s do some studies and talk to health plans,” to “what’s your brand going to look like,” said Precision Effect President **Carolyn Morgan**.

She said “cross-pollination” among the three companies happens regularly and that the new offices will add about 10 employees to the 50 PMG has here now.

“We see potential for innovation and (raising) the standard of care.”

Meanwhile,

**Collidion Inc.**, based in Petaluma, where it has its manufacturing and research and development, plans to take space in Newport Beach for sales, marketing and business development, said co-founder **William Watson**, who lives on the peninsula.

Collidion has three divisions:

- **Avenlogics Inc.**, scheduled to launch anti-infective products this year to fight bacteria, viruses and fungi.

- **Koresta Therapeutics Inc.**, which is in preclinical trials for two HIV treatments.

- **Xeraderm Therapeutics**, which develops generic versions of brand-name dermatology products.

Watson said Collidion will grow to about 20 local employees. **Cushman & Wakefield** found its space here and in Petaluma.

Company co-founder **Hoji Alimi** is based in Petaluma.

The partners took Petaluma-based specialty pharmaceutical company **Oculus Innovative Sciences Inc.** public in 2007.

### Growth Move

**Vitas Healthcare Inc.** in Irvine moved down the street from 220 Commerce to 310 Commerce for future growth. The hospice and palliative care company has 243 employees and cares for 400 people a day throughout Orange County.

The company employs 12,000 in 15 states. It’s based in Miami and is part of **Chemed Corp.** in Cincinnati, a \$2.2 billion market-cap firm that also owns plumbing services provider **Roto-Rooter Corp.**

### Bits & Pieces

The National Cancer Institute renewed **UC Irvine Health Chao Family Comprehensive Cancer Center’s** comprehensive cancer center designation with an “excellent” rating—the highest in its quarter-century as an NCI-designated cancer center.

... **Hoag Memorial Hospital Presbyterian** in Newport Beach introduced Hoag for Her, with services that include acupuncture, nutrition and fitness counseling, and exercise programs. ... **Kaiser Permanente** in Anaheim was rated “high performing” in six procedures or conditions—orthopedics, colon cancer surgery, chronic obstructive pulmonary disease, heart failure, hip replacement and knee replacement—in U.S. News & World Report’s 2016-17 Best Hospitals for Specialty Care rankings.

—Vita Reed contributed to this report.

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# Alcatel Dials Up Promotional Help From Irvine Shop

## Envoy Creates National Ads That Trumpet IDOL 4

**S**martphone maker **Alcatel Onetouch**, the Irvine-based unit of **TCL Communication** in China, which posts annual sales topping \$5 billion, worked with **Envoy** to launch a new national campaign for its flagship device.

Envoy, a digital ad shop also based in Irvine, created a millennial-focused video spot for the IDOL 4, which comes with virtual reality goggles.



**MARKETING**  
Mediha DiMartino

The 30-second “The Perfect Amount of Unreal” is aimed at Cricket Wireless customers. It shows urban dwellers interacting with their devices as they dance, camp on a rooftop and, of course, take selfies.

Another spot targeting T-Mobile users will launch in the fall. Media placements include social media, video-on-demand platforms and Pandora online radio.

Envoy also works with Irvine-based **Vizio Inc.** It helped create the SmartCast mobile app that lets Vizio Smart TV owners use their phones as remote controls.

### Pearly Whites Protection

Fountain Valley-based **United Sports Brands’ Shock Doctor** signed “a multi-year marketing collaboration” with the American Association of Orthodontists to “educate consumers about the importance of mouthguard use among athletes of all ages.”



**Aston profile: sampling of “exclusive capsule collection” duds Hackett designed for debut of Aston Martin DB 11, pictured**

Shock Doctor will use the 18,000-member association’s logo on product packaging and point-of-sale displays. It also plans to sponsor a photo booth at the organization’s “Your Smile is Your Best Fashion Accessory” event in New York on Sept. 7, just before New York Fashion Week.

United Sports Brands is majority-owned by New York-based private-equity firm **Bregal Partners** and has an estimated \$200 million in annual revenue. Its brands offer products ranging from mouthguards to gloves.

### Luxury Threads

The new DB 11 from Irvine-based **Aston Martin Americas** doesn’t fit your budget? At least you can dress the part. The luxury car-maker partnered with menswear retailer **Hackett** to develop a 14-piece “exclusive capsule collection” for its 2016 fall-winter season.

The London-based retailer, founded in 1979, started making uniforms for Aston Martin’s racing team in 2005.

“We were delighted to take the partnership

to a whole new level of style with the creation of the Aston Martin by Hackett collection,” the automaker’s chief creative officer, **Marek Reichman**, said in a statement. “By bringing together our creative teams from the outset of the project, we have created a look that captures the essence of this great partnership.”

The line will be available via the company’s website and in its overseas stores in September.

The \$220,000-plus DB11 sports car appeared over the weekend at the Monterey Car Week and Pebble Beach Concours d’Elegance, where the brand set up an “Aston Martin experience center.”

### Stylin’ in Crystal Cove

**New Home Co.** in Aliso Viejo has partnered with **Restoration Hardware Holdings Inc.** on interior design features at its luxury residence project in the hills above Crystal Cove State Park.

The 55 semicustom homes planned for the Coral Canyon and Coral Crest developments are priced at \$5 million and higher, and some will feature infinity pools, wine cellars, expansive courtyards, and master bedroom suites with his-and-her bathrooms.

The company, which has a market value of about \$210 million, used furniture, bath fixtures, mirrors and lighting from Restoration’s collections to showcase its six model homes.

Future homeowners will have the opportunity to work with the retailer’s design atelier to select bath and cabinet hardware, furniture and accessories.

“RH is one of the most highly regarded brands in luxury home furnishings, so to work with them on the design of some of our finest residences was a natural fit,” Chief Marketing Officer **Joan Marcus-Colvin** said in a statement.

### Bits & Pieces

**Irvine Spectrum Center** marked the back-to-school shopping season with an Endless Summer Festival from Aug. 18-20 featuring a performance by pop star **Alessia Cara**; in-store parties at Anthropologie, Cotton On, Hurley/NIKE SB, Quiksilver, Irene’s Story, Old Navy, Windsor and Tillys; a “Yearbook Photo Booth” at Carousel Court; a mobile beauty lounge sponsored by Nordstrom; and **Active Ride Shop’s** Skate Village. ... **Quiksilver Inc.** held a Roxy Fitness Event on Aug. 13 in Huntington Beach that included stand-up paddleboarding, a 5K run, and a large yoga session.

... **Lumina Media** in Irvine hired **Rania Leite** as vice president of events, a new position. She will be in charge of BarkWorld, a conference of animal-centric social media influencers and content creators. ... **Beth Moore** joined **AutoAlert LLC** in Irvine as vice president of marketing and creative. ... **Newport Beach & Co.** Chief Executive **Gary Sherwin** was appointed chairman of Destination Marketing Association International, a global trade association of official destination-marketing organizations.

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