

# Dr. Bill Berke, O.D., F.O.A.A.

## Orthokeratologist

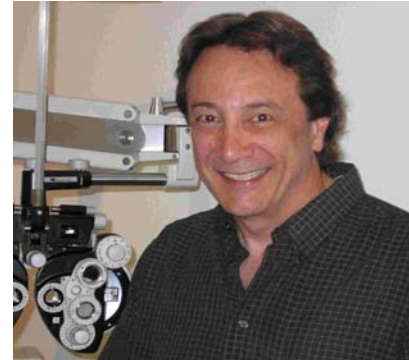
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### EDUCATION

***Pennsylvania College of Optometry***, Philadelphia, Pennsylvania  
Doctorate in Optometry, 1970, Cum Laude

***Optometric Center of New York***, NYC, New York  
Comprehensive Clinical Internship (500 Hour), 1969  
Vision Therapy  
Comprehensive Clinical Residency (750 Hour), 1970  
Development Vision

***HOFSTRA University***, Hempstead, New York  
Bachelor of Science Degree in Biology, 1966



***California Special Education Teaching Credential*** #1710BER, 1974 - Lifetime

### PROFESSIONAL EXPERIENCE

***Super Vision Center***, 3301 S. Harbor Blvd. Ste 104, Santa Ana, CA 92704 1978-present  
Private practice, owner. First "Super Optical" in Southern California. On-site surfacing and finishing.

***Santa Ana Optometric Vision Center***, 2860 S. Bristol St., Santa Ana, CA 1978-1986.  
Private practice, owner. First West Coast "Vision Center<sup>®</sup>." State of CA Service Mark #47196.

***Private Practice***, San Diego, California. 05/74 - 04/78

***Grossmont School District***, San Diego, California. 1975 - 1977  
Consultant. Developmental Optometry.

***San Diego State University***, San Diego, California 1975 - 1977  
Consultant and Guest Lecturer. Vision Development and Perception.

***University Hospital***, San Diego, California 1975 - 1977  
Consultant to Speech and Hearing department. Vision Perception.

***Inter-disciplinary Development Center (IDC)***, San Diego, California. 01/74 - 04/78  
Developmental Optometry

***Private Practice***, Hopewell Junction, New York. 09/70 - 02/74  
Specialized in Developmental Optometry and Contact Lenses/Ortho-k.

*Optometric Center of New York*, New York, New York. 1970 - 1974  
Clinician in Vision Therapy and Child Development. Postdoctoral.

## PROGRAMS/LECTURES/PUBLICATIONS

***“Agreement & Repeatability of Sonogage Pachometer Compared with a Mitutoyo Micrometer”***

American Academy of Optometry, Journal of Optometry and Vision Science  
1040-5488/08/8505-0359/0 VOL. 85, NO. 5, PP. 359-363. Co-Author, Published May 2008.

***“Epi Vs. Stromal Changes: What’s Really Going On?”***

Orthokeratology Academy of America, 2008. Lecture scheduled for April 2008.

***“Epithelial Compression and Migration of Cells vs. Midperipheral Hypertrophy”.***

Orthokeratology Academy of America, 2007. Lecture at the University of Houston.

***“The Effect of Overnight Corneal Reshaping on Corneal Epithelium and Total Corneal Thickness”***

Orthokeratology Academy of America, 2006. Lecture.

***“Thirty Day Study On The Effect Of Overnight Corneal Reshaping On Corneal Epithelium And Total Corneal Thickness.”***

Ongoing study at Southern California College of Optometry (SCCO), September 2006.

Co-Investigator. Designed protocols and instrument (Janus 26, two-headed ultrasound probe) used in the study. Collaboration with Sami El Hage, O.D., Harue J. Marsden, O.D., M.S. and John Mountford, Dip App Sc, FCLSA, FAAO.

***“Pre and Post Central and Paracentral Epithelial and Total Corneal Thickness Changes in Corneal Reshaping”***

Poster GOS 2005.

***“Epi Volume To Predict Refractive Change In Corneal Reshaping”***

Poster & Lecture GOS 2004.

***“Orthokeratology – Epithelial Compression and Migration of Cells vs. Mid-peripheral Hypertrophy”***

Paper submitted for publication in the Journal of the American Optometric Association (JAOA), Author, manuscript No. 04-008, 2005.

***“Clinical Importance of Accurate Refractor Vertex Distance Measurements Prior to Refractive Surgery”***

Co-Authored. Journal of Refractive Surgery, Volume 18 July/August 2002.

***“The Name of The Game is Reading”***

Santa Ana, CA Elementary School District Teacher's preparatory program for early childhood development and readiness skills for academic achievement.

Lecture on Vision, Perception, and Learning to Read. 2002.

***“Vision and Learning”***

San Diego, CA. Team director for Department of Education Seminar.

Co-Directed San Diego County Optometric Society award-winning Symposium for San Diego County Elementary Teachers.

***"Vision, Perception and Learning To Read"***

San Diego, CA, San Diego State University  
Guest Lecturer.

***"Vision, Perception and Learning To Read"***

University Hospital, San Diego, CA, Speech Pathology Department  
Guest Lecturer.

***"Developmental Optometry"***

San Diego, San Diego State University  
Guest Lecturer.

***"Excimer Laser Refractive Surgery MD/OD Co-Management Manual and Guidebook"***

Author.

## PATENTS & DEVELOPMENTS

***US Patent No. 7,530,689.***

Date of Patent: May 12, 2009

Title: ORTHOKERATOLOGICAL CONTACT LENSES AND DESIGN METHODS THEREFOR

***US Patent No. 7,682,020.***

Date of Patent: Mar 23, 2010

Title: ORTHOKERATOLOGICAL CONTACT LENSES AND DESIGN METHODS THEREFOR

***Instruments Developed:***

Multi-Sensory-Motor Coordination Tester/Trainer.

Digital LC Meter (physical learning curve plotter).

Multi-Sensory-Motor Feedback devices.

Static Proprioceptive Balance Board with auditory laterality feedback (Laterality trainer)

Tactile metronome.

Audio feedback, anaglyphic, strabismus/fixation disparity training device.

Ophthalmic Database Imaging System. 1987.

Iris adapter for Nikon FS3 slit lamp. 1990.

Two headed ultrasound pachometer probe (Janus 26) in collaboration with Sonogage, Inc., 2005.

***ATF Technologies, Inc./Co-founder/Marketing Director. 2002 - current.***

Applied Thin Films, "ATF," is a technology organization that drives research and development in the field of thin film coatings, including high quality anti-reflective coatings.

***ACPRA<sup>®</sup> 1992 - 2005***

Co-Founder and Marketing Director American Cardiopulmonary Resuscitation Association.

Executive Producer of first CPR video course used by optometrists.

***AMERICALL Corporation 1994***

Orange County Telecommunications Marketing Director.

***EBUY© 1987***

Designed First ophthalmic goods electronic buying group.

***Computer Software Development 1986***

Medical Provider Software; Ophthalmic Business Software. Co-author.

***Computer Services® 1980-84***

San Joaquin Valley, Fresno. Started first computer repair service business ever set up in Central California. Required Yellow Pages to start a new category, "Computer Services".

***Clinic Founder/Director of the Interdisciplinary Development Center (IDC). 1975-78***

Designed and built the center in San Diego. Developed holistic concept testing battery and treatment plan for Functionally Learning Disabled individuals. Integrated developmental optometry with a multidisciplinary dream team of experts including PhD's in Counseling Psychology, Education, Speech and Hearing Pathology. Vision Perception Specialist.

***Rainbow Management Corporation, Santa Ana. 1978-79***

Co-founded first California corporation set up to assist independent optometrists to network through a system of co-operative buying, leases, and management and advertising contracts.

## CONTRACTING

***California General Contractor. B 1, C44, Lic. # 400958 current***

Designed, drew plans, pulled permits and managed the construction for Optometric/Dental Center  
Designed and constructed Vision Centers network in Southern California.  
Constructed 4,200 Sqft single family residence.

***National Vision Centers, Incorporated, Santa Ana. 1978-85***

California close corporation. Founder, President and major Shareholder. First California Optometric buying group. Designed and constructed Vision Centers network in Southern and Central California.

***Optometric Vision Centers of: Santa Ana, Montclair, Cerritos, El Toro, Westminster, Orange, Torrance, Brea and Fresno. 1978-1980***

Designed, drew plans, permitted and managed construction of all Vision Centers.

## MEMBERSHIPS & FELLOWSHIPS

Fellow of Orthokeratology Academy of America (FOAA)

American Optometric Association - past.

California Optometric Association - past.

COVD - past.

Chairman of Election Committee for Mayor of Santa Ana. 1988.

Santa Ana Planning Commissioner. 1986-1988.

Board Member of Santa Ana City Cable Commission. April 1986.