

# C. Jade Coats, O.D.

McDonald Eye Associates  
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## EDUCATION

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**Southern College of Optometry**, *Memphis, TN* **Graduated 05/2016**

- Doctor of Optometry, Magna Cum Laude

**University of Arkansas**, *Fayetteville, AR* **Graduated 05/2011**

- B.S. Biology, Cum Laude

## PROFESSIONAL EXPERIENCE

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**Speaker Bureau/Advisory Board/Consultant** **2021- Present**

- Tarsus Pharmaceuticals
- Thea Pharmaceuticals
- Sun Pharmaceuticals
- Oyster Point Pharmaceuticals
- Orasis Pharmaceuticals
- Kala Pharmaceuticals
- RVL Pharmaceuticals
- Bausch & Lomb

**Optometric Physician-** McDonald Eye Associates, *Rogers, AR* **07/2016- Present**

- Provide pre and post-operative cataract & refractive surgery care
- Evaluate and treat ocular disease, with a special interest in dry eye/ocular surface disease

**Therapeutic Optometry Extern-** Eye Specialist Associates, *Memphis, TN* **01/2016- 05/2016**

- Access to full scope private practice, focusing on disease, contact lenses, & peri-operative care

**General Optometry Extern-** Southern College of Optometry, *Memphis, TN* **08/2015- 12/2016**

- Received 'Clinical Science Award' and top 5% honors in ocular disease & contact lens rotations

**Neuro-Optometry Extern-** Eye Specialty Group, *Memphis, TN* **05/2015- 08/2015**

- Worked closely with a Neuro-Optometrist in a full scope referral center

**Optician-** LensCrafters, *Fayetteville, AR* **2010-2012**

**Pharmacy Technician-** Collier Pharmacy, *Fayetteville, AR* **2010-2012**

## LEADERSHIP RESPONSIBILITIES

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<b>Candidate for Fellowship, FAAO-</b> American Academy of Optometry	<b>2022- Present</b>
<b>Mentor, Advisory Board- YoungODsConnect-</b> Bryn Mawn Communications	<b>2022- Present</b>
<b>Membership Coordinator, Board Member-</b> Intrepid Eye Society	<b>12/2022- Present</b>
<b>Social Media &amp; Brand Ambassador, Board Member -</b> Intrepid Eye Society	<b>06/2020- Present</b>
<b>Solar Eclipse 2024 Committee, Task Force Member-</b> AR Optometric Association	<b>2022- Present</b>
<b>Writer, Editorial Advisory Board Member-</b> Presbyopia Physician	<b>06/2021- Present</b>
<b>Writer, Editorial Advisory Board Member-</b> Optometry Times	<b>01/2019- Present</b>
<b>Convention, AOP-PAC Committee-</b> Arkansas Optometric Association	<b>2018- Present</b>
<b>Development Committee, Foundation Board Member-</b> Hope Cancer Resources	<b>2018- Present</b>
<b>L.E.A.D. Member-</b> Arkansas Optometric Association	<b>2018- 2020</b>
<ul style="list-style-type: none"><li>• Learn, advocate, explore, and define with a team of Arkansas's top 10 young ODs</li></ul>	
<b>VP/President-</b> Arkansas Optometric Student Association	<b>2014- 2016</b>
<b>Arkansas Delegate-</b> American Optometric Assoc.- Political Action Committee	<b>2012- 2016</b>
<b>Class Representative-</b> Class of 2016 Southern College of Optometry	<b>2012-2014</b>
<b>President-</b> National Society of Collegiate Scholars (NSCS), University of Arkansas	<b>2009-2010</b>

## HONORS/ AWARDS

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- Celebrate Arkansas Magazine, Best Optometrist (2022)
- AOA Leadership Institute Graduate (2022-2023)
- Modern Optometry/Allergan, Ones's to Watch (Oct 2021)
- Celebrate Arkansas Magazine, Best Optometrist (2019)
- Cystic Fibrosis Foundation, Northwest Arkansas' Finest Honoree (2018)
- AOA, Young Advocate Travel Grant Recipient (2018)
- L.E.A.D, AR Optometric Associations's group of top 10 young Optometrists (2018)
- Dr. William H. Townsend Memorial Scholarship, Arkansas recipient (2015)
- OneSight Research Foundation's Dr. Stanley Pearle Scholarship, National recipient (2014)
- Auxiliary to the Arkansas Optometric Endowed Fund Scholarship (2014)

- Clinical Science Award- Southern College of Optometry (2013)
- Chancellors List- University of Arkansas (Fall 2009)
- Dean's List- University of Arkansas (Fall 2008, 2009, 2010; Spring 2010, 2011)
- Who's Who Among Students in American Universities and Colleges

## INVOLVEMENTS

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- YoungODConnect- Board Member
- Intrepid Eye Society- Board Member, Social Media & Brand, Membership Committee
- Arkansas Optometric Association- Convention committee, AOP-PAC committee
- American Optometric Association- Leadership Institute
- Orasis Pharmaceuticals- Presbyopia Advisory Board
- Presbyopia Physician- Editorial Advisory Board
- Optometry Times- Writer/Blogger/Editorial Advisory Board
- University of Arkansas Executive MBA Global Business Presentation- Judge
- Hope Cancer Resources- Board of Directors
- Caton's Cubs for Arkansas Hospice- Founder
- AOA- Political Action Committee (Arkansas SCO chapter)- Former President and Member
- American Optometric Association- Member
- Arkansas Optometric Association National Legislative Committee- Member
- Arkansas L.E.A.D Group- Member
- Lion's Club- Member
- Student Volunteers in Optometric Service to Humanity (SVOSH)- Member
  - Traveled to Mexico, Honduras, Colombia, and Nicaragua to serve over 4,000 individuals
- Women in Optometry- Member
- Beta Sigma Kappa Honors Society- Southern College of Optometry- Member
- National Society of Collegiate Scholars- University of Arkansas- President
- Paragon Corneal Refractive Therapy Certified
- ValleyContax Custom Stable Scleral Lens Certified

## PUBLICATIONS

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- Coats J. SPK is not OK: Treat Then Refer. *ODs on FB*. Sept 2017.
- Coats J. Clinical Experience with Lifitegrast: Advancement in the Treatment of Dry Eye Disease. *Advanced Ocular Care*. Dec 2017.

- Coats J, Cooper M, Hauser W, et al. The Complicated Cataract: Up Your Referral Game. Taking Charge of Cataract Referrals. *Review of Optometry*. Dec 2017.
- Coats J. Defy Dry Eye. *Optometric Management*. July 2018.
- Coats J. GPC Leads to Contact Lens Instability. *Optometry Times*. July 2018.
- Coats J. Recognize the signs of Salzmann's Nodular Degeneration in your patients. *Optometry Times*. February 2019.
- Coats J. A case of Demodex infestation with eyelash extensions. *Optometry Times*. April 2019.
- Coats J. Why Hollenhorst plaques can be key to carotid disease diagnosis. *Optometry Times*. June 2019.
- Coats J. Building a Dry Eye Practice. *Modern Optometry*. June 2019.
- Coats J. Examine Evaporative dry eye disease exposure in your patients. *Optometry Times*. July 2019.
- Coats J. Minimize symptoms of Dry Eye Disease in Refractive Surgery Patients. *Optometry Times*. November 2019.
- Coats J. Common Systemic Conditions Associated with Dry Eye Disease. *Optometry Times*. Jan 2020.
- Coats J. 5 Common Ocular Problems Seen During the Pandemic. *Optometry Times*. July 2020.
- Coats J, Crowley M. Recognizing and Managing Limbal Stem Cell Deficiency. *Modern Optometry*. Sept 2020.
- Barnett M, Coats J, Dang V, Dierker D, et al. Building Your Dry Eye Center of Excellence. *Review of Optometric Business*. Nov 2020.
- Coats J. Contact lens trends during COVID-19. *Optometry Times*. Jan 2021.
- Coats J, Crowley M. Know the 4 Types of Allergic Eye Disease: Flip eyelids to uncover the clinical features of allergic conjunctivitis. *Optometry Times*. March 2021.
- Coats J, Lang J, Lighthizer N. Treating Presbyopia: Cheaters May No Long Prosper. *Modern Optometry*. April 2021.
- Coats J. Ocular Hygiene: The good and the bad during COVID-19. *Optometry Times*. June 2021.
- Coats J, Kruthoff C, Lang J. When Times Aren't "20/Happy." *Optometry Times*. June 2021.
- Coats J, Garg S. The Promise of Presbyopia-Correcting drops. *Presbyopia Physician*. July 2021.
- Coats J. Pupil Size Matters in Presbyopia Treatment. *Optometry Times*. September 2021.
- Coats J. One to Watch. *Modern Optometry*. October 2021
- Adler R, Coats J, Darbandi S, et al. Journeys in Acquired Ptosis Management. *Healio, Primary Care Ocular News*. February 2022.
- Brujic M, Coats J, Rachel W, et al. My Presbyopia Story: How far would your patients go? *Optometry Times*. February 2022.
- Coats J. Proactively treat dry eye flares. *Healio, Primary Care Ocular News*. February 2022.
- Coats J. Insights into Ocular Redness: Where to Start: Symptoms and Causes. *Optometric Management*. February 2022.
- Coats J. Pharmaceutical Updates in Presbyopia. *Presbyopia Physician*. March 2022.

- Coats J, Lighthizer N, Lang J, et al. Presbyopia Drops: Practical Practice Implications. *Optometric Management*. March 2022.
- Coats J. Introducing Ocular Redness Control Into Your Practice. *Optometric Management*. May 2022.
- Coats J. Teach Patients How to Recognize a Dry Eye Flare. *Healio, Primary Care Ocular News*. May 2022.
- Coats J. Identifying Ocular redness May be the Tip of the Iceberg: The Many Causes of Ocular Inflammation and Conjunctival Hyperemia. *Optometric Management*. June 2022.
- Coats J, Koetting C. Pharmacologic Treatment: So Many Options Coming! Here's What We Think So Far. *Presbyopia Physician*. June 2022.
- Coats J. Tricks & Treats of Ocular Redness. *Optometric Management*. October 2022.
- Barnett M, Coats J, Devries D, et al. Mechanical Meibomian Gland Dysfunction (MGD) Consensus Statement: Clinical Recommendations on Etiology, Prevalence, Diagnosis and Treatment. *Evolve Medical Education*. Education Grants from Johnson & Johnson Vision, Alcon, Sight Sciences. Nov 2022.
- Coats, J. Beyond Windshield Wipers: How to Counsel Young Patients on Lid Hygiene. *Primary Care Ocular News*. December 2022.

## CE

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- Coats, J, Ramsey A. Innovations in Diagnostic Tools & Technology. *Optometry Times Eyecon2021*. December 2021.
- Coats J, Koetting C. A New Era in Cataract and Refractive Surgical Management. 'Innovations & Implementations in Practice' presented by Intrepid Eye Society and MedScapeLive! *Review of Optometry*. June 2022
- Coats J, Schweitzer J. Integrating the Growing Spectrum of Presbyopia Treatments into Optometric Practice. *Evolve Medical Education*. Education Grants from Johnson & Johnson Vision, AbbVie, Alcon. June 2022.
- Coats, J, Ramsey A. Industry Innovations to Improve your Practice. *Optometry Times Eyecon2022*. December 2022.
- Coats J, Howell A. Ocular Emergencies from Pediatrics to Adults. Virginia Optometric Association. Tentative January 2023.
- Coats J, Howell A. Worst Case Scenarios: A Co-Management review of Ocular Trauma Emergencies from Pediatrics to Adults. Tentative AOA 2023.

## EDUCATION/PODCASTS

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- Coats J, Devries D. Connecting the Dots: Demystifying Dry Eye with Xiidra. Novartis. Vision Expo East. Sept 2019.
- Coats J, Dalzeil M, Lyerly J. Optometry Podcast: The Vaccine Process in Optometry. *Defocus Media*. Jan 2021.

- Industry Innovation Lunch & Learn- Discover Hidden Signs When You 'Look at the Lids'. Justin Schweitzer and Jade Coats. Tarsus. Academy San Diego 2022.
- PowerUp a Discussion on Mentorship. YoungODConnect. Academy San Diego 2022.
- Coats J, Majmudar P. Eyeing Up Evaporation: Getting at the Heart of Dry Eye Disease. Pentavision. Sponsored by Bausch & Lomb. December 2022.

## POSTERS

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- Coats J, Koetting C, Lighthizer N, et al. CSF-1 (0.4% Pilocarpine Hydrochloride Ophthalmic Solution) Demonstrated Safety and Efficacy in Participants with Presbyopia. Academy 2022.
- Coats J, Koetting C, Lighthizer N, et al. CSF-1 Demonstrated Distance-Corrected Near Visual Acuity Improvement and Significant Pupil Diameter Reduction in Participants with Presbyopia. Academy 2022.
- Coats J, Lang J, Wesley G, Fingeret M. CSF-1 (0.4% pilocarpine hydrochloride ophthalmic solution) for the Treatment of Presbyopia: Safety Endpoints in the NEAR-1 Phase 3 Clinical Trial. SECO 2023.

## DISCLOSURES FOR 2021-2022

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### Speaker Bureau:

- Bausch & Lomb
- Kala Pharmaceuticals
- Oyster Point Pharmaceuticals
- Orasis Pharmaceuticals
- Sun Pharmaceuticals
- Thea Pharmaceuticals
- Tarsus Pharmaceuticals

### Other contributions to Advisory Boards/Speaker Bureaus since 1/1/2020:

- Avellino
- Allergan
- Zeiss
- RVL Pharmaceuticals

### Educational Grants for publications:

- Alcon
- AbbVie
- Johnson&Johnson Vision
- Sight Sciences