

# Jade Coats, OD, FAAO

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**

- Abbvie Pharmaceuticals
- Alcon
- Bausch & Lomb
- Dompe Pharmaceuticals
- Trukera Medical
- Harrow Pharmaceuticals
- Novaliq Pharmaceuticals
- Orasis Pharmaceuticals
- Sun Pharmaceuticals
- Tarsus Pharmaceuticals
- Thea Pharmaceuticals
- Viatris (formerly Oyster Point) Pharmaceuticals
- Zeiss

**Lead Refractive 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 an emphasis on 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

<b>Neuro-Optometry Extern-</b> Eye Specialty Group, <i>Memphis, TN</i>	<b>05/2015- 08/2015</b>
<ul style="list-style-type: none"> <li>• Worked closely with a Neuro-Optometrist in a full scope referral center</li> </ul>	
<b>Optician-</b> LensCrafters, <i>Fayetteville, AR</i>	<b>2010-2012</b>
<b>Pharmacy Technician-</b> Collier Pharmacy, <i>Fayetteville, AR</i>	<b>2010-2012</b>

## LEADERSHIP RESPONSIBILITIES

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<b>Alcon Precision Innovator-</b> Alcon	<b>2024- Present</b>
<b>Editor, Author-</b> Ocular Surface News	<b>2023- Present</b>
<b>Membership Coordinator, Board Member-</b> Intrepid Eye Society	<b>2022- Present</b>
<b>Advisory Board, Member-</b> Women in Optometry	<b>2023- Present</b>
<b>2023 and 2024 Visionary-</b> Contact Lens Institute	<b>2023- Present</b>
<b>Board of Directors-</b> Circle of Life Hospice	<b>2023- Present</b>
<b>Advisory Board, Mentor-</b> YoungODConnect (Bryn Mawn Communications)	<b>2022- Present</b>
<b>Membership Coordinator, Board Member-</b> Intrepid Eye Society	<b>12/2022- Present</b>
<b>Solar Eclipse 2024 Committee-</b> AR Optometric Association	<b>2022- Present</b>
<b>Candidate for Fellowship, FAAO-</b> American Academy of Optometry	<b>2022- Present</b>
<b>Writer, Editorial Advisory Board Member-</b> Presbyopia Physician	<b>06/2021- Present</b>
<b>Social Media &amp; Brand Ambassador, Board Member-</b> Intrepid Eye Society	<b>06/2020- Present</b>
<b>Writer, Editorial Advisory Board Member-</b> Optometry Times	<b>01/2019- Present</b>
<b>Development Committee, Foundation Board Member-</b> Hope Cancer Resources	<b>2018- Present</b>
<b>Convention, AOP-PAC Committee-</b> Arkansas Optometric Association	<b>2018- 2023</b>
<b>L.E.A.D. (Learn. Advocate. Explore. Define) Member-</b> Arkansas Optometric Association	<b>2018- 2020</b>
<b>VP/President-</b> Arkansas Optometric Student Association Club at SCO	<b>2014- 2016</b>
<b>AOP-PAC Committee-</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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- AOA Leadership Institute 2.0, Graduate (2023)
- Celebrate Arkansas Magazine, Overall best Optometrist/Ophthalmologist NWA (2023)
- Celebrate Arkansas Magazine, One's To Watch Winner (2023)
- Contact Lens Institute, Visionary (2023, 2024)
- Celebrate Arkansas Magazine, Best Optometrist (2022)
- AOA Leadership Institute 1.0, Graduate (2022)
- 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)
- Arkansas Optometric Associations, L.E.A.D member (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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- Arkansas Optometric Association- 2023-2025 Director, Board Member
- Women in Optometry- 2023-2025 Board Member
- American Optometric Association Leadership Institute 2.0 - 2023 Member
- Contact Lens Institute- 2023, 2024 Visionary
- American Optometric Association Leadership Institute 1.0- 2022 Member
- Allergan/Abbvie (Anterior Segment Team)- Trailblazers Council
- YoungODConnect- Inaugural Board Member
- Intrepid Eye Society- Board Member, Social Media & Brand, Membership Committee
- V.I.E.W (Visionary Insights for Eye Care Women)
- 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
  - o Traveled to Mexico, Honduras, Colombia, and Nicaragua to serve over 4,000 individuals
- Beta Sigma Kappa Honors Society- Southern College of Optometry- Member
- National Society of Collegiate Scholars- University of Arkansas- President
- AOAA Excel Professional Development Hub - Volunteer
- 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. The Interventional Meibomian Gland Dysfunction (MGD) Consensus Statement: Detecting, Diagnosing, and Dealing with MGD. *Corneal & Refractive Surgery Today*. December 2022.

- Coats, J. Beyond Windshield Wipers: How to Counsel Young Patients on Lid Hygiene. *Primary Care Ocular News*. December 2022.
- Coats J. Tests for Dry Eye Disease. *Optometric Management*. July 2023.
- Coats, J. Eye on the Future: Now is the time to ramp up identification, treatment of demodex blepharitis. *Healio*. August 2023.
- Coats, J. An important dialogue before surgery — Discussing preventative ocular surface steps prior to surgical intervention. *Primary Care Ocular News*. August 2023.
- Coats, J. Back to School for the Pupils: Education 101 for the Pre-Presbyopic Patient. *Presbyopia Physician*. Sept 2023.
- Coats, J. Let's Get Serious about Discussing Cosmetics. *Primary Care Ocular News*. Sept 2023.
- Coats, J. For DED patients, Comfort and Compliance Go Hand in Hand. *Healio*. November 2023.
- Coats, J. Clinician's Corner: Comparative trials in dry eye — Does this help when selecting treatment in college students? *Ocular Surface News; Optometric Management*. November 2023.
- Coats J, Lang J. Taking a closer look at QLOSI. *Presbyopia Physician*. Dec 2023.
- Coats J. Looking for Incomplete Blinking or Non-lid Seal and Discuss It with Patients. *Ocular Surface News; Optometric Management*. April 2024.
- Coats J, Lang J, McGee S, et al. Simply Complicated: Deciphering Dry Eye Disease and Unraveling Inflammation & Evaporation. *Review of Optometry*. June 2024.
- Coats J. Managing chronic lid disease (non-demodex) when you suspect there may be a systemic impact. *Ocular Surface News; Optometric Management*. Aug 2024.
- Donnenfeld E, Coats J, et al. Efficacy and safety of a lipid-containing artificial tear compared with a non-lipid containing tear: A randomized clinical trial. *Blink TripleCare Peer Review*. Sept 2024.
- Young K, Coats J, et al. Paris Olympics Showcases the Challenges of Finding Optimal Vision Correction for Athletes. *Healio*. October 2024
- Coats J. Diagnosing DED? Don't forget to check the eyelids, too. *Optometry* 360. December 2024.
- Coats J. Business Matters: Toric Contact Lens Myth Busting. *Modern Optometry*. December 2024
- Coats J. Beat Them To the Punch: The Importance of Educating Patients Before They Start Seeing Commercials. *Presbyopia Physician*. Dec 2024

## 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.

- 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, Ramsey A. Industry Innovations to Improve your Practice. *Optometry Times Eyecon* 2022. December 2022.
- Coats J, Howell A. Ocular Emergencies from Pediatrics to Adults. Virginia Optometric Association. January 2023.
- Coats J, Howell A. Worst Case Scenarios: A Co-Management review of Ocular Trauma Emergencies from Pediatrics to Adults. American Academy of Optometry. June 2023.
- Coats J, Majcher C, Crowley C. Retina Grand Rounds. New Technology & Treatments in Eye Care and Intrepid Eye Society. August 2023.
- Coats J, Epstein D, Majcher C, et al. Retina Grand Rounds. Medscape Live: New Technology & Treatments in Eye Care + Intrepid Eye Society. August 2023.
- Coats J, McGee S, Schweitzer J, et al. Focus Feud: Keys to a More Satisfied Premium IOL Patient Before and After Cataract Surgery. The Fundingsland Group + Intrepid Eye Society. October 2023.
- Coats J, Newsome P, Steen J, et al. "Beyond the Surface." Thea Pharmaceuticals. AAOpt New Orleans. October 2023.
- Coats J, Koetting C, Schweitzer J. "Reimagining Dry Eye Disease - Delineating the Role of Evaporation from Inflammation and Insights into Optimizing Treatment." SECO Atlanta. February 2024.
- Coats J, Dang V, Quint J. "Surgical Co-Management 101." Medscape Live: New Technology & Treatments in Eye Care + Intrepid Eye Society. May 2024.
- Coats J, Theis J, Lappin C. "Managing Ocular P.A.I.N - Patients Acutely In Need." AOA Optometry's Meeting Nashville. June 2024.
- Coats J, Ramsey A. "Practice Innovations and Updates." Eyecon Fort Lauderdale. September 2024.
- Coats J, Zhu A. Exploring "Effective Treatments for Demodex Blepharitis: Current and Emerging Options." Eyecon Fort Lauderdale. September 2024. COPE/CME for OD/MD audience
- Coats J, Behrens, A, Yeu E. "Expert Perspectives on Technological Advances in Cataract Surgery. Eyecon Fort Lauderdale." September 2024. COPE/CME for OD/MD audience
- Coats J, Zhu A. Burst CME™: Diagnosis of *Demodex* Blepharitis—Addressing an Unmet Clinical Need. Physicians' Education Resource. November 2024.
- Zhu A, Coats J. Burst CME™: Current Approaches to Treatment of Patients With *Demodex* Blepharitis. Physicians' Education Resource. November 2024.

## OTHER EDUCATION (NON-CE, PODCASTS, ETC.)

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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.
- Coats J. A Different Way to Treat Dry Eye Disease. Oyster Point. July 2022.

- Coats J and Schweitzer J. Industry Innovation- Discover Hidden Signs When You 'Look at the Lids'. 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, Bausch & Lomb. December 2022.
- Coats J, Lonsberry B, O'Dell L. Dompe NK Lunch Symposium. AOA Washington D.C. 2023.
- Coats J, Deom J. MEIBO B&L Breakfast Symposium. AOA Washington D.C. 2023.
- Coats J, Brujic M. Tarsus Breakfast Symposium. AOA Washington D.C. 2023.
- Coats J. Enhancing Compliance in Glaucoma Treatment. Eye News TV. July 2023.
- Toyos M, Coats J. Addressing a Major Gap in the Treatment of Dry Eye Disease. National Virtual Webinar. November 2023.
- Coats J, Dierker D, Kislán T. Dompe NK Lunch Symposium. SECO 2024.
- Coats J, Lievens C. Rethinking Dry Eye Disease: A Contemporary Approach to A Complex Condition. Eyes on Eye Care. March 2024.
- Coats J, Vaidya N. Rethinking Dry Eye Disease: A Contemporary Approach to A Complex Condition. Eyes on Eye Care. July 2024.

## POSTERS/RESEARCH

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- Koetting C, Coats J, Lighthizer N, et al. CSF-1 (0.4% Pilocarpine Hydrochloride Ophthalmic Solution) Demonstrated Safety and Efficacy in Participants with Presbyopia. Presented at Academy 2022.
- Lighthizer N, Coats J, Koetting C, et al. CSF-1 Demonstrated Distance-Corrected Near Visual Acuity Improvement and Significant Pupil Diameter Reduction in Participants with Presbyopia. Presented at 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. Presented at SECO 2023.
- Coats J. Retinal venous boxcarring as early indication of Birdshot Chorioretinopathy (BCR). AOA 2023.
- Lang J, Coats J, Gaddie I. Persistence of Near Vision Improvement and Pupil Size: Results of the Pooled (NEAR) Phase 3 Clinical Studies of CSF-1 for Presbyopia. AAOpt 2023.
- Coats J, Lighthizer N, Wesley G. Treatment Response in Different Subgroups of Presbyopes Treated with CSF-1 (0.4% pilocarpine HCl): Pooled Results of the Phase 3 NEAR Clinical Trials. AAOpt 2023.
- Morrow H, Donnefeld E, Coats J. Clinical Evaluation of a Novel Lipid-Containing Eye Drop. ARVO 2024.
- Morrow H, Periman L, Coats J. Comparison of a Novel Lipid Nano-Emulsion Eye Drop with an Existing Lubricating Eye Drop. ARVO 2024.
- Coats J, Morrow H, Donnefeld E. Clinical Evaluation of a Novel Lipid-Containing Eye Drop. AOA 2024.
- Coats J, Morrow H, Periman L. Comparison of a Novel Lipid Nano-Emulsion Eye Drop with an Existing Lubricating Eye Drop. AOA 2024.
- Coats J, Morrow H, Periman L. Comparison of a Novel Lipid Nano-Emulsion Eye Drop with an Existing Lubricating Eye Drop. Academy 2024.



## DISCLOSURES FOR 2021-2024

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### Speaker Bureau/Advisory Boards for:

- Abbvie Pharmaceuticals (2021, 2022, 2023, 2024)
- Alcon (2024)
- Bausch & Lomb (2022, 2023, 2024)
- Dompe Pharmaceuticals (2023, 2024)
- Trukera Medical (2024)
- Harrow Pharmaceuticals (2024)
- Novaliq Pharmaceuticals (2023, 2024)
- Orasis Pharmaceuticals (2022, 2023, 2024)
- Sun Pharmaceuticals (2022, 2023, 2024)
- Tarsus Pharmaceuticals (2023, 2024)
- Thea Pharmaceuticals (2023, 2024)
- Viartis (formerly Oyster Point) Pharmaceuticals (2022, 2023, 2024)
- Zeiss (2021, 2023, 2024)

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

- Avellino
- Allergan
- Kala Pharmaceuticals
- RVL Pharmaceuticals

### Educational Grants for publications:

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