



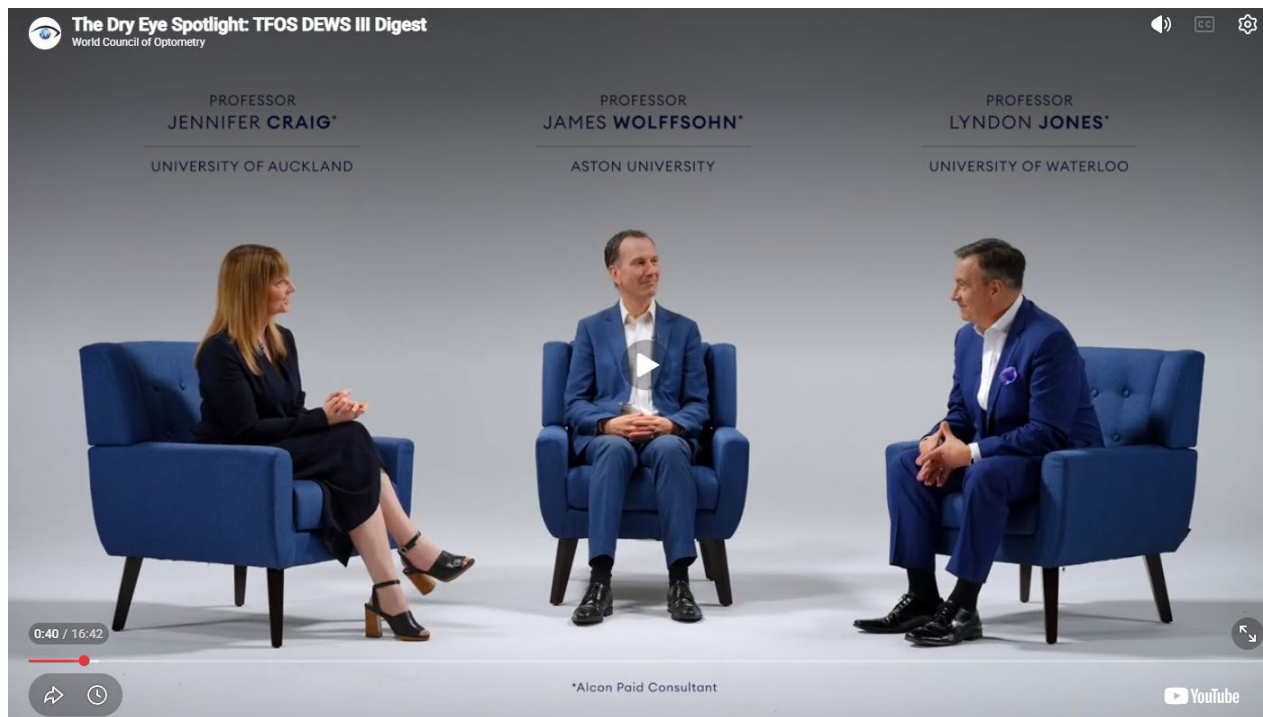
World Council of Optometry and Alcon

Video Series Summarizes TFOS DEWS III

Professors Craig, Jones, and Wolffsohn Help Eye Care Professionals Understand and Apply the TFOS DEWS III Report Recommendations

ST. LOUIS (April 27, 2026) The World Council of Optometry (WCO) and Alcon have released a [three video-series](https://dryeye.worldcouncilofoptometry.info/dry-eye-disease-videos/) to help eye care professionals (ECPs) around the world understand and apply recommendations from the recently published Tear Film & Ocular Surface Society, Dry Eye Workshop III (TFOS DEWS III) report.

The segments feature renowned Professors Jennifer Craig, Lyndon Jones, and James Wolffsohn, all of whom were part of the TFOS DEWS III Steering Committee and have been key contributors to the WCO-Alcon initiative. The videos summarize the overall report, review the diagnostic methodology section, and highlight elements of the management and therapy report.



Dry eye disease is a chronic and painful condition that impacts nearly 1.6 billion people worldwide.[1] Reports of rise in occurrence correspond with factors such as increasing use of technology, environmental triggers, and an aging population.[2]

“It’s crucial that eye care professionals stay up to date on the latest research and findings, yet we recognize that the pace of life may get in the way of reading TFOS DEWS III in its entirety,” said Cindy Tromans, BSc (Hons), PhD, FEAOO, president of WCO. “This compact video series is an easily digestible, creating an important resource for clinicians and educators looking to continuously improve their practice using the most recent evidence.”



Cindy Tromans, BSc (Hons), PhD, FEAOO

“At Alcon, we are committed to advancing the understanding of Dry Eye Disease by supporting the eye care professionals who are often the first to recognize its signs and impact,” said Dr. Carla Mack, Global Head of Professional Education and Development at Alcon. “Through this TFOS DEWS III summary video series, we aim to translate the latest science and expert perspectives into accessible education material, helping empower ECPs to better understand, identify, measure and manage this condition in their practices.”



Dr. Carla Mack

The release of the video series follows the recent launch of the [Dry Eye Management Map](#), an online interactive tool designed by the partnership to assist optometrists in navigating dry eye disease management. It merges ease of use with the latest TFOS DEWS III guidance, quickly generating applicable management approaches based on evidence-based options. While the tool supports clinical decision-making, the ECP retains full medical judgment and remains the ultimate decision-maker in determining the appropriate course of care.

ECPs also have free access to the [WCO Alcon Dry Eye Wheel](#), which uses a three step approach to help them support patients with dry eye: mitigation, measurement, and management.

More information about the WCO and Alcon dry eye initiative can be found at dryeye.worldcouncilofoptometry.info.

About the World Council of Optometry

The World Council of Optometry (WCO) is an international membership-based non-profit organization for individual optometrists, industry professionals and optometric organizations that envisions a world where optometry makes high quality eye health and vision care accessible to all people. Its mission is to facilitate the development of optometry around the world and support optometrists in promoting eye health and vision care as a human right through advocacy, education, policy development and humanitarian outreach. To learn more, please visit www.worldcouncilofoptometry.info or follow us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

About Alcon

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 25,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care. Learn more at www.alcon.com.

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1 MarketScope (2020) 2020 Dry Eye Products Market Report. A Global Analysis for 2019 to 2025. October 2020.

2 Stapleton F, Alves M, Bunya VY, Jalbert I, Lekhanont K et al. (2017) TFOS DEWS II Epidemiology Report. Ocul Surf 15 (3): 334-365.