



### **Graham Chrich – Abridged CV**

Optometric researcher and problem solver. Currently serving on the executive board of Digital Optometry as head of optometric and ophthalmology clinical research. Won an international Visionary award for Innovation in 2006. Alcon Vision Care ambassador and university academia program leader. Got Certificate of Advanced Study from GIO in Ocular Diseases and Pharmaceutical Application and Wetlabs(NEWENCO) in 2002. Graham completed his FBDO UK dispensing diploma and started his career in Optometry at Wits Technicon in 1978. Worked with Witkin and Atkinson Optometrists 1984-1997, thereafter becoming Optometric Brand manager for the Edgars group and headed up 16 Optometric practices. With a call to move back into private practice, he setup practice in Swaziland and became the national appointed HOYA lens advisor to practices, performing examinations and problem solving across the country. Graham moved into full time private practice in Port Elizabeth in 2002, where he still consults part time.

Graham has always had a passion to innovate and find new ways to improve industries and help others. Whether it be patented fishing lures, lens technology, new clinical tests and educating optometrists within South Africa, he is well respected and acknowledged for his ongoing contributions. Over the past ten years Graham has actively committed to research of new tests and technology to improve patient care and diagnose pathology sooner. In conjunction with UFS his paper of EDTS scotopic-testing was published in 2015. He is internationally recognised as an authority in specialized testing with nearly 100,000 YouTube views.

In his personal capacity Graham is a keen endurance athlete and recently had a Top 5 Ironman 2017 finish within his age group in South Africa and Thailand. Graham loves the outdoors which includes camping, birding, fishing and more recently geocaching all over the world.