

# AZOA

# FOCAL POINT

THE NEWSLETTER OF THE ARIZONA OPTOMETRIC ASSOCIATION

## AZOA SNIPPETS



The AZOA welcomes Dr. Frank M. Akers II as the 2013-2014 President! He is shown here carrying the AZ flag shortly before entering the House of Delegates at the recently concluded 116th Annual AOA Congress in June in San Diego! ■

## Congratulations to the AZOA 2013 Spring Congress Award Winners!

O.D. of the Year  
Young O.D. of the Year  
Key Person of the Year  
Legislator of the Year  
President's  
Sight Conservation

Gilbert Wong, O.D.  
Chad Carlsson, O.D.  
Jon Bundy O.D.  
Senator Kimberly Yee  
Richard Kalina  
Isaacson & Moore, PC

## FALL CONGRESS IN THE RED ROCKS!!

**November 15-17, 2013**

**Enjoy the Festivities & 14 Hours CE**

This year Fall Congress will take us to Sedona in November - a great time to take in the beauty of the surroundings, AZOA networking events, and our informative CE running from Friday afternoon through Sunday morning.

This year's notable faculty includes:

- Dr. William Padula
- Dr. Joseph Sowka
- Dr. Harvard Sylvan
- Dr. Lori Vollmer

For those interested in enjoying a round of golf at the Sedona Golf Resort, The Dr. Bruce Bridgewater Tournament has been arranged for 9:00 Friday morning. Saturday evening brings the signature AZOA Hospitality Suites, beginning at 6:30PM. We hope you will all come out to meet and greet with our ever supportive vendors.

We look forward to seeing you there! Please call the AZOA or visit [www.azoa.org](http://www.azoa.org) for details. The Fall Congress schedule is published on page 15. ■

## REGISTRATION NOW OPEN FOR AZOA'S FALL CONGRESS!

*NOVEMBER 15-17, 2013*

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# MEMBERSHIP

The AZOA would like to welcome our newest Board Director, Dr. Jon Wold of Gilbert, Arizona. Jon received his B.S. degree from ASU, graduated cum laude in 2003 from the University of Houston, College of Optometry and practices with Dr. Jack Hostetler at San Tan EyeCare. In his “free” time, Jon is very active with his church, Boy Scouts, music, sports and spending time with his wife, Emily Taylor and their five children. Good luck and thanks for stepping up to help our profession. ■



MANY THANKS! After years of service to the Arizona Optometric Charitable Foundation as Director and President, Christina Sorenson, OD was presented a plaque of appreciation by AzOA Executive Director, Stacey Meier, OD and new AzOCF President Lil Vogl, OD. ■

## 2013 - 2014 Board of Directors

### Officers

Dr. Frank Akers  
*President*

Dr. Cheryl Schmitt  
*President-Elect*

Dr. Lilien Vogl  
*Vice President*

Dr. Todd Smith  
*Secretary/Treasurer*

Dr. Chris Parot  
*Immediate Past-President*

### Directors

Dr. Jon Bundy  
Dr. Dave Coulson  
Dr. Beth Pyle-Smith  
Dr. Jon Wold

### Staff

Dr. Stacey Meier  
*Executive Director*

Kate Diedrickson  
*Communications Manager*

*Do you have questions about your membership? Need to change or confirm your contact information? Want to refer a colleague to the AZOA? Please contact us:*

1702 E Highland Avenue, #213, Phoenix, AZ 85016  
Ph: (602) 279-0055 Toll-Free: (800) 346-2020  
Fax: (602) 264-6356 Email: [azoa@azoa.org](mailto:azoa@azoa.org)

[www.azoa.org](http://www.azoa.org)



## AZOA Executive Director's Corner:

Just back  
f r o m  
Optometry's  
Meeting in

San Diego rejuvenated by a great group of dedicated, unselfish, volunteer doctors who are working hard to advance our profession and ensure that Optometry is a major player in the quickly changing health care delivery system. Our Arizona delegation was led by AzOA President, Frank Akers and included; Cheryl Schmitt, Lil Vogl, Beth Pyle-Smith, Chris Parot and Gilbert Wong. Dr. Mitch Munson, from Colorado, was sworn in as new AOA President and two new Trustees were also elected; Dr Robert Layman from Ohio and Dr. Greg Caldwell from Pennsylvania.

Also passed was a resolution to disband the Paraoptometric section. All paraoptometrics/optometric staff of AOA member ODs will become AOA Associate members and have access to all current Paraoptometric Section member benefits and services, through a new Paraoptometric Resource Center, at no additional cost to the paraoptometric, and no additional cost to the AOA member doctor. There will be significant valued added to AOA

membership. It removes the staff training burden from the OD member by offering free and economically priced training materials for all optometric staff. We encourage all member doctors to take advantage of this, register their staff and urge them to become more active in the profession and pursue certification. Plans are already being made to have Para optometric education at our upcoming congresses and welcome them to our events. More information will follow about signing up your staff members.

Just a reminder, if you have never gone to Portland for the Great Western Council of Optometry's annual Congress, you should give it a try. The education is first class, the social events are fun, and Oregon in the fall is a nice change from our hot summers. September 19 – 22. [GWCO.org](http://GWCO.org) ■

**Stacey Meier, OD, AZOA Executive Director**

## SAVE THE DATE:



**AZOA's 2014 Bronstein**  
**January 10 - 12, Scottsdale, AZ**  
**\*\*Hilton Scottsdale Resort\*\***  
**New Location**

# LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

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Many of you ask: Why don't we try to get ANY WILLING PROVIDER Legislation in Arizona?? It would be great to be able to apply for any insurance panel of our choosing and have to be accepted onto the panel for in-network fees. Our patients would appreciate the option to see us in-network & we would love to accept the additional business. BUT...

Many of these laws, in fact, offer no protection for physicians seeking entry onto managed care panels. For instance, AWP laws in 11 of those 24 states affect only pharmacists. Of the remaining 13 states with AWP laws; some of those states- Idaho and Wyoming, for example- have so little managed care activity that passage of an AWP law there is essentially an empty victory, says Guy D'Andrea, director of state services for the Washington, D.C.-based American Association of Health Plans. Another reason AWP laws don't pack as much clout as might be expected is that only a few of them extend to all types of managed care entities. Most apply only to preferred-provider organizations, for instance. Thus, in several states, HMOs and ERISA networks are free to disregard the law. Any Willing Provider (AWP) laws were popular and passed in many states in the mid 90's, but due to their limitations and come out of favor with legislators and providers.

Let's look at this issue from a different perspective: Insurers are private businesses with owners and stockholders that assess their bottom-line. Instead of thinking how great it would be to have all the insurance panels as open options for your practice and have all the citizens of AZ as potential covered-patients; think of any-willing provider from the insurers point of view.

All individual ODs (or other type of provider) are not credentialed on every panel; it is true. But, why not? Insurance companies are private businesses that have a business model that they follow based on the number of lives they cover and their area of coverage within a state to make their business viable. It wouldn't make sense for a plan with only 2000 lives in AZ to have 1100 OD providers and 40,000 MD providers. The cost of credentialing would eat their profit margin. A large plan, like BCBS that covers a million lives, does allow most, if not all, ODs that want to be on the panel to be a provider for them because that makes sense for them as a company. The insurance companies all have a different niches, products and different panel needs.

We, as small business owners, do the same thing in our practices. I am sure frame companies would love to have an any-willing provider ability in our offices, but we have to limit the number of companies we allow in our dispensaries to a level that makes sense for our individual patient base, volume, demographics, etc. You & I do not have the same number of frames or price point or turnover rate. We wouldn't want the legislature or other outside source dictating to us and affecting our bottom line and ability to provide care. Does that analogy make sense? We limit frame availability in the same way insurance companies limit providers on panels.

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# LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

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What can you do? You can get on plans if you are in an area that needs providers or if you have a specialty that the panel is looking for (low vision, etc) or have a company or group of patients that request you. Also, you can get higher reimbursement if you are in an underserved area and negotiate your fees on your own behalf. The AZOA cannot negotiate terms of contracts, pricing, etc for a class of provider. For starters, we do not represent all OD in the state. It is an anti-trust federal issue. Some provider ODs would be upset with our negotiated fee schedules. The AZOA is not a union and cannot negotiate terms on behalf of the profession as a whole; but, you can for yourself.

Many ODs have suggested that Obama Care or the Affordable Care Act is the reason to go for any-willing provider. ACA is the reason that legislators use to NOT discuss any changes in insurance law and not to address these issues. Optometry (AZOA) passed the ONLY insurance bill in the last two sessions (other than the Governor's Medicaid Expansion). Insurance bills brought by other groups either didn't make it to committee or were killed in committee. Our insurance bill in 2012 was the VERY last bill voted on and transmitted to the Governor. The ONLY reason we had success was the incredible hard work and determination of our lobbying team, Isaacson & Moore. They don't give up. It was a hard battle, but nothing compared to the brick wall that would fall on an Any-Willing Provider bill.

We have to deal with Reality. What is the Reality at the Capitol? Any-willing provider legislation could not be introduced as solely affecting ODs,

it would translate to all health care providers. It would have to include all providers of any kind. We have our own problems at the legislature, but there are groups with bigger problems (Chiros, NPs, Doctors of Nursing). If we introduce any-willing provider, we would feel the full wrath of all the MD specialties, all the insurance companies, all the Chambers of Commerce and small & large business groups. From a practical point of view: we would never find a sponsor, we would never get heard in committee, we would lose all credibility and we would lose the support of our legislative friends on any other issue.

Bottom-line: Any Willing Provider on the surface sounds great from an individual provider point of view who is looking to increase access to patients; but on deeper investigation, there are serious limitations to success. Insurance companies that we have spoken with in over the last few years have mentioned our limitations in scope of practice as a barrier to more panel availability and reimbursement. We need to get our scope of practice to a point that insurers have a reason to re-evaluate their position on Optometry. Many doctors feel that these are two separate issues, but they go hand in hand. We won't have better access and reimbursement without better scope. ■

**LEGISLATIVE UPDATES  
CONTINUED ON  
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## “Optomelot”

As we hunker down for a LONG, HOT, SUMMER, I wanted to take a moment to recognize members and guests that recently attended our

Spring Congress Meeting last month in Tucson. It is always a great meeting to look forward to as it was a lot of fun catching-up with everyone besides getting our “learn-on” at the meeting. I would especially like to thank those members that were present for the AzOA Board Meeting and ceremony involving our newly elected Officers, Board Members, and of course our New President, Dr. Frank Akers! It means a lot to the Officers and Board when there are a lot of Members present for the Board Meeting and ceremony since after all they sacrifice their time and energy to support our AzOA and its Members. Good luck and thank-you Dr. Akers, Officers, and Board as I here it’s not an easy job to do what you’re doing for all of us and the Association.

Now in regards to my “little blurb”, I wanted to thank those that listened in on my presentation regarding our profession as Optometrists and what we want our roles to be as we move forward in this great profession. I used the analogy of Chess pieces to describe the AOA, the AOA-PAC, the different Optometric Associations, and what kind of Optometrists we

want to be in this Kingdom known as “Optomelot”! Without having to go in depth on what the analogy was about, to paraphrase, the AOA represents our King piece (the most vital piece), while the AOA-PAC represents the Queen, our most powerful and valued piece that we use to make strategic moves in our profession, but on a Federal level! While the rest of us represent the other pieces: The Rook, Bishop, Knight and Pawn. So the question I have for all of you; is what kind of Chess piece do you want to be for your profession? In other words, do you want to just do the usual routine, not get involved, and just sit on the sidelines observing or not what is going on in our profession. And then be cornered and forced to move in a specific direction (like a pawn) not knowing if you’re ultimately going to be advancing in your profession vs. being “captured or trapped”!

In other words, do you want to be a “pawn” in this profession or a bigger, more powerful piece in “Optomelot?” We need to galvanize our profession by setting aside differences and coming together as a group for a stronger voice and presence here in this great country of ours. Without more of us contributing in some fashion to our profession, we set ourselves up for failure and regression from the advances we’ve made as a whole in our profession!

So what kind of Chess piece do you want to become for our profession? How about a Knight; who tends to be

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# AOA - PAC: BY DR. CHAD CARLSSON

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bold and aggressive yet cunning in every move to advocate our profession. Or maybe a Bishop that works on both sides but ultimately is loyal to our profession and advancing it. Or maybe the Rook who's been in the game a long time, has political pull, and knows the right people to talk to on both sides of the aisle to get things done and advance for our profession!

In other words, get involved with what's going on in Optometry. Whether it is talking to your local legislators about new Bills introduced in Congress at a State level and/or Federal level that may impact our profession in a positive way vs. negative way and what impact these Bills can have for the public. Or maybe volunteer time to help out at campaign fundraising events, State Capital events, etc. But most importantly, donate money to the AOA-PAC and our state OPACA on a monthly basis; if not annually to support Optometry. Let's face it, a Grass Roots effort on our part and money are powerful tools we can use to get our goals accomplished for our profession in DC and at our State Capital. If more of us just got involved like this, we could "move mountains" in our profession!

I'm now going to challenge all AzOA Members on a fundraising event that I've put together for the AOA-PAC. You can easily get involved by just sponsoring me for my upcoming 70.3 Triathlon event known as Soma here in Tempe Town Lake/Park this Fall. I am asking you members to sponsor anywhere from \$3/mile or more for the 70.3 miles I have to swim, bike,

and run on EARLY, Sunday morning, October 20th. I'm doing a half Iron Man and the money I raise will go to AOA-PAC! Please just scan and email or fax a pledge donation to my event with your name, signature, email address and pledge amount (per mile) to the AzOA office or my email at DrC@CarlssonEye.com . I'll be collecting pledges up until Friday, Oct. 18th and then announcing the money raised this Fall Congress in Sedona. So please support me and support your profession by donating today! By working together to raise money and talk with your local legislators, we can take on our adversaries with the strength and courage needed to get things done!

I'd like to end this article with a YouTube video you can look up at your leisure on your Smartphone, iPad, PC, whatever to hopefully motivate you in an attempt to rally us OD's from the "sleepy-state" we've been in as a profession for TOO LONG! Check out the following link on YouTube: 300-Speech-Freedom- "All will know that 300 Gave Their Last Breath to Defend It". This was a great scene that I think would motivate anyone to fight for what they believe in and trained to become! ■

Thanks for Reading,

Thank-you,  
Chad A. Carlsson, OD, FAAO  
AOA-PAC Chairman of the AzOA



## OD WANTED

■ **OD Opportunity:** We are looking for an optometrist to work a regularly scheduled shift 2-4 Saturdays a month. This position could expand to include more days in the future. We also need some vacation coverage in early August. We are located in East Mesa right off the 60 freeway. Our office uses the Marco TRS refracting system and has dedicated staff to pretest the patients and assist the doctor. Please call Gigi at 480-333-6563 or email [oasisyecare@gmail.com](mailto:oasisyecare@gmail.com) for more information.

■ **Part-Time Optometrist Needed-** Metro Area/West Phoenix. We are currently looking for an Optometrist to work primarily Fridays and some Saturdays. This is a part-time position but we intend on making this a full-time position within the next year. Pay is negotiable and this is a great opportunity to establish clientele. If you are interested in learning more about our practice, please email all inquiries to [Phoenix@advanced-vision.org](mailto:Phoenix@advanced-vision.org)

■ **Vacation relief for Flagstaff** needed. I need coverage Fridays and Saturdays August 9, 10, 16, 17, 23, and 24. Patients are scheduled every half hour with a contact lens follow up scheduled once an hour. Salary is \$500 per day. Please leave a detailed message at 928.227.3820 if interested. Thank you. Bob Koppany, OD.

■ **Optometrist/ Fill in wanted.** Needed for Sept 9-14. Easy days, trained staff and new equipment. Located in Mesa just off the 202 and 101. Any or all days available. Please contact Dr N at [ANAPOD27@GMAIL.COM](mailto:ANAPOD27@GMAIL.COM)

■ **The Doctors Exchange of Arizona**  
Greg Tuckman O.D. and Associates, LLP

## OPTOMETRIC OPPORTUNITIES

Full Time Positions  
Arizona State Float  
Phoenix - Area/Regional Float  
Phoenix  
Tucson  
West Coast Multi-State Float  
Sierra Vista and various area positions

Greg Tuckman O.D. and associates currently has full time employment Optometry positions available in the state of Arizona. The positions offer a generous, guaranteed base salaries, plus full benefits package.

Our offices have fully trained staff. The employment offering will provide you the ability to concentrate on primary patient care. Please contact me for more information.

Tracy Faulkner, [qualityeyehealthjobs@gmail.com](mailto:qualityeyehealthjobs@gmail.com) Ph: 312.259.1557

■ **OD/Part-Time Needed:** Our practice is in need of an optometrist on a part time basis. Our practice has locations in Phoenix and Mesa. The practice is primarily senior oriented with a heavy emphasis on medical eye care. Prior experience managing and/or treating cataracts, glaucoma and macular degeneration are required. State prescribing numbers for orals and topicals is required. If you are interested, please fax resume to 602-265-5171 or email [kalbright@primeyecare.com](mailto:kalbright@primeyecare.com) / [bsmith@primeyecare.com](mailto:bsmith@primeyecare.com). You can also call Krissy at 602-717-9968.

■ **Optometrist wanted: FT & PT** positions--East and West Valleys of Phoenix and Flagstaff in the Visionworks (formerly known as EyeMasters) Practice. Fully trained OD technicians to assist the Doctor. Please email CV / resume to Dr. Sowash at [Towash@me.com](mailto:Towash@me.com) 303-882-8235

■ **ATTENTION O.D.'s:** Are you fun, motivated, diligent and longing to join an amazing team? Have you always wanted to give private practice shot? We are looking for a part-time O.D.; 3 days a week, PLUS, full-time maternity coverage. \*Bilingual a plus!\* Email: [azfvc@hotmail.com](mailto:azfvc@hotmail.com)

■ **Looking for full-time optometrist** for optometric practice. Yuma, Arizona is a wonderful community to raise a family. Our practice has three full time doctors and one part-time doctor. We share our facilities with a large ophthalmologist practice. We schedule our patients every half hour with follow-up appointment in between. Our philosophy is to take time with our patients, get to know them

and develop a lifetime patient. We offer competitive wages and benefits. Please visit our website [www.coronaoptique.com](http://www.coronaoptique.com). Yuma is the desert oasis. Two and half hours from San Diego Beach, the Colorado River is at our door steps, plus the Imperial Sand Dunes are twenty minutes away. If you like to boat, fish or dune buggy, like the feel of a small town, but want to head to the big city on the weekend, this is the place. Please contact Karen McCafferty, Operations Manager at 928-246-9463

■ **Optometrist wanted: PT /FT / Managing Doctor:** Central Phoenix Lenscrafters location Salary with bonus, full benefits package. Fully trained technicians, paperless electronic records, full scope care; OCT, fundus camera, topography, VF, Pach, large contact lens inventory. Send resume to: [admin@pearsonyecare.com](mailto:admin@pearsonyecare.com)

■ **Position available.** Part-time Optometrist with potential for full time leading to an associate position. Progressive medical therapeutic practice providing full scope Optometric services to the extent that our AZ law affords us. Newly expanded 3200 sq. ft. facility located in central/NW Tucson area. Full state of the art equipment, EHR (OM/ EW) integration. Looking for a highly motivated Doctor to join our staff. Visit our website at [envisioneyecarecenter.com](http://envisioneyecarecenter.com). Please forward resume to [envisioneyecarecenter@gmail.com](mailto:envisioneyecarecenter@gmail.com) or contact 520-293-2363.

■ **OPTOMETRIST WANTED IMMEDIATELY FOR PART-TIME NEAR PARADISE VALLEY MALL.** Looking for 2 days a week on Wednesday, Thursday or Friday. Could lead to 3 days a week for the right person. Please email [cv/resume to globalvision9@yahoo.com](mailto:cv/resume to globalvision9@yahoo.com)

■ **Full Time Optometrist Wanted:** Established Northwest Peoria practice looking for associate for our busy medically oriented office. Must be experienced and comfortable with treating all types of eye disease; residency preferred but not required. In addition, must also be comfortable with performing routine eye examinations and making optical product recommendations working closely with our optical staff. If you are looking for a



dynamic, clinically challenging position, please email your CV to Sarah Nelson, Eye Tech Eye Associates: ndapetea@gmail.com

## ■ Practice Opportunities in Phoenix and Tucson

Due to recent expansion in Arizona JCP Optical is seeking optometrists to practice in Phoenix and Tucson offices. Work in a professional retail environment with experienced support staff with exposure to an immediate traffic flow and customer base, including participation in one of the largest managed care networks in the US. Flexible hours--both FT or PT available. Contact Jennifer at jhaines@usvision.com for more information

■ Optometrist Wanted: Part-time Position needed 3 days per week in a private practice office setting in Sun City, AZ. Comfort with primary and secondary care a must. Please call David at 623-933-2013

■ Full or Part-time optometrist needed for a private practice in Bullhead City, AZ. Excellent guaranteed salary. Work 9-5 and choose your days if part-time.

Visit our website - [www.affordableeyecareaz.com](http://www.affordableeyecareaz.com)

Email cv/resume to [riverviewvision@yahoo.com](mailto:riverviewvision@yahoo.com) or call Rhett Burgener, O.D. - 928-230-2288

■ Affinity Eye Care is seeking a full or part-time optometrist. We are an owner-operated private practice opening a second location in June 2013. We utilize the new Marco TRS refracting system and Officemate EHR, plus the Cirrus OCT, Optomap digital photography, Topcon digital camera and Humphrey Visual Field testing. We have a full service optical including an edging lab. We have a large contact lens practice and all applicants must be competent fitting all types of contact lenses. We are also seeking someone who is comfortable treating all medical conditions, including glaucoma, dry macular degeneration, punctual occlusion, D & I and infections. We offer a competitive salary with benefits.

If interested, call Robert Mulgrew, O.D at 520-990-6955 or email at [bob@drmulgrew.com](mailto:bob@drmulgrew.com). Please visit our website at [www.affinityeyecaregroup.com](http://www.affinityeyecaregroup.com)

■ OD seeking ft/pt/partnership in the Phoenix metro area. Experienced in retail and have done fill in at private practice. Private practice would be ideal but open for other opportunities. Please contact Dr. Brett Balocca at [brettbalocca@gmail.com](mailto:brettbalocca@gmail.com) or 954 205 6517.

■ FULL-TIME POSITIONS AVAILABLE FOR OPTOMETRISTS (MUST HAVE PO CERTIFICATION) IN THE WEST VALLEY. IN ADDITION, WE HAVE OPENINGS AT THE FOLLOWING LOCATIONS; TUCSON, PRESCOTT VALLEY AND SHOW LOW: We offer excellent salaries, plus co-management fees, plus a percentage of what is collected from medical billing. We also offer a very attractive benefits package. Please call me to schedule an interview. Our practice includes routine optometric care and diagnosis and treatment of diseases to the anterior segment of the eye. Our offices have state of the art equipment, EMR's, a full staff and an optometric technician who will do all the pretesting for you. We practice to the full scope that our license allows. All candidates will be considered. All interviews are confidential. Please call Mark Peller, O.D., @ 602-524-4397 or email curriculum vitae to Dr. mark.peller@nationwidevision.com

## ■ ASSOCIATE OPTOMETRIST

Progressive full-scope established practice providing medical optometry, OCT, Optomap, HRT, automated phoroptors and orthokeratology, as well as scleral specialty lenses is looking to add an associate optometrist. Excellent work ethic, interpersonal skills, team player, and marketing orientation required. If you are interested in contributing professionally within an innovative, highly respected organization and are looking for a position that offers a competitive salary and great benefits, email your resume and cover letter to [azdoceye@aol.com](mailto:azdoceye@aol.com)

■ Private optometry practice, affiliated with retail optical in Gilbert, seeking optometrist for Sunday's. Option of two extra weekdays, per month, in addition to Sunday's. If interested please e-mail CV to [doctor@santaneyes.com](mailto:doctor@santaneyes.com).

## OD AVAILABLE

■ Updated July 2013: Professional Locum Tenens Coverage for your professional practice. Vacation, illness, "mental-health days", etc. Even last-minute! Regular PT also considered. 30+ yrs experience including 16 yrs with a large hospital/medical center.

Range: Northern AZ as far south as (and including) Phoenix metro area.

Phone 1-800-734-5804 or 1-206-498-0636, or email [drpaulkanter@gmail.com](mailto:drpaulkanter@gmail.com)

## PRACTICE FOR SALE

■ TUCSON: Be in control of your own destiny. Hold a long standing lease in Sears Park Place. You will not have an employer. Be your own boss. Gross receipts in the \$200,000 range. Lots of room for growth. Dr. Simpson is retiring from optometry and wants to transfer the lease. Lots of records and goodwill. Instant cash flow and back up optometrists available. Dr. Simpson will assist in the transfer. Call 520-881-6411 or email [gcs2440@aol.com](mailto:gcs2440@aol.com) for more information.

## EQUIPMENT FOR SALE

■ I am downsizing and have 2 exam rooms for sale along with pretesting equipment and dispensing furniture. For a complete list of available equipment please call or email me. Everything needs to be gone by August 30th. John M. Rinehart, O.D., 623 974 2020 [rinehart@extremezone.com](mailto:rinehart@extremezone.com)

■ Equipment for Sale: Optical store just closed out/ a lot of stuff is for sale: complete eye doctor exam equipment including an autorefractor, hundreds of frames, frame displays, some nice cases, etc. interested, contact Joe at 480-593-8847. Thank you!

## Legislation Committee Report

We take access issues very seriously at the AZOA. We understand that you want to provide the best care to your patients at the lowest out of pocket cost to that patient. We understand that these TPC issues affect your bottom line and ability to practice Optometry. We have an ongoing program of open dialogue and regular meetings with the major insurers in AZ. By developing these relationships, we are able to keep insurers informed of issues affecting ODs & their patients. We constantly remind the insurers of the value and service that our profession provides them.

Good news! Through the process of introducing SB 1036 & HB 1224 in the prior legislative session, we were able to accomplish a few significant steps toward better patient access to Optometry.

- 1) We strengthened 20-1408 to prohibit discrimination on insurance panels, not just individually credentialed networks. This does not include HMOs and ERISA plans, which are governed by a different set of federal laws.
- 2) We expanded the state mandated patient choice for either an optometrist or an ophthalmologist to specifically include medical, as well as vision, coverage.
- 3) We forced discussion with United Health Care. UHC reconsidered their position of requiring, some but not all, ODs to join their vision panel in order to apply for the medical panel. They have now eliminated this requirement altogether.

**Below is a letter developed by Don Isaacson, AZOA lobbyist, for us to use in our offices.** Because the Department of Insurance is designed to respond to PATIENT complaints & AZ Law mandates the PATIENTS right to see the ECP of their choosing; the PATIENT needs to make the complaint of restriction of access. Provide the attached letter, with your name and letterhead, to your patients and they can make the complaint to the Dept of Insurance. Also, many offices have been successful at getting on otherwise closed-panels because the HR department of companies or employees of companies have specifically requested their offices be included on the panel. The PATIENT is your best resource to open doors at the insurance company.

Patient Letter:

### IMPORTANT NOTICE TO OPTOMETRY PATIENTS WHO ARE MEMBERS OF GROUP HEALTH PLANS

If you are a member of group health plan (not an HMO, or AHCCCS, or an individual health plan) your health plan is required to give you the choice of your eye medical care by having the eye medical diagnosis and care performed by either an optometrist, such as Dr. \_\_\_\_\_, or an ophthalmologist. If you have been refused by your insurer to see an optometrist, or if you have seen an optometrist and your health plan has denied payment, please let our office know and we can assist you in resolving the matter with your health plan.

Note: Your rights as an eye medical care patient are set forth in Arizona Revised Statutes Section 20-1406. Under this section, insurance benefits for services from an optometrist from a group health insurer cannot be denied if the service performed was in the lawful scope of the optometrist's license. This rule applies whether the insurer provides eye medical care by means of a health panel or by individual providers.

If your insurer does not comply with the provisions of ARS Section 20-1406, you may file a complaint with the Arizona Department of Insurance located at: 2910 N. 44th Street, Ste. 210 (2nd Floor), Phoenix, Arizona, 85018-7269. If you have any questions regarding your insurance coverage, please contact our office. ■

Respectfully, Dr. \_\_\_\_\_

## UNSURPASSED FOR OCULAR SURFACE DISORDERS



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## IN THE NEWS

### Sunshine Act

As you are all aware, the Physician Payment Sunshine Act is part of the Affordable Care Act with the overall goal to increase transparency among physicians, drug and device manufacturers and health care providers. As part of the Affordable Care Act, the rule calls for manufacturers of drugs, devices, biologics and medical supplies reimbursed by Medicare, Medicaid or Children's Health Insurance Program to disclose payments made to doctors and teaching hospitals to CMS.

Why should we be aware of this? This law impacts the sponsorship we receive for our meetings from pharmaceutical and medical device companies required to

adhere to this ruling. To get sponsors and exhibitors for meetings, we have to provide the manufacturer with the information they need to fulfill their obligation. Companies (primarily Pharmaceutical sponsors) that sponsor symposiums with food and beverage, associations are being asked to provide a list of the optometrists (*physicians*) that actually attend the event with their contact information and their state license number(s).

Here is the link to the article:

<http://www.successfulmeetings.com/Event-Planning/Conferences/Articles/The-Sunshine-Act-Casts-a-Long-Shadow/> ■



# Spring Congress 2013 - IN PICTURES!



Above: Veatch Ophthalmic Instruments receiving the 2013 AZOA Sponsorship Award in the exhibit hall

Right: Dr. Annette Hanian presenting Senator Kimberly Yee with the 2013 AZOA Legislator of the Year Award



Above: Willing participants on stage during hypnotist Stephen Emslie's performance at the AZOA Award's Dinner.

Below: Europa rep Holly Anderson in the exhibit hall



Above: Enjoying Dr. Akers' New President Reception on Saturday night



# Spring Congress 2013 - IN PICTURES!

Right: Drs. Clyde, Sullivan, Markham and Wright mingling at the AZOA Award's Dinner



Above: Dr. Mike Lamb presenting Dr. Gilbert Wong with the 2013 AZOA OD of the Year Award



Above: Dr. Leslie Falcon presenting Dr. Chad Carlsson with the 2013 AZOA Young OD of the Year Award



Above: Alcon Laboratories displaying their materials in the exhibit hall

Below: Were Dr. Markham and Dr. Barry really hypnotized?????



# 2013 AZOA FALL CONGRESS REGISTRATION

Name: \_\_\_\_\_ OE Tracker #: \_\_\_\_\_

*Failure to provide your OE # will result in a delay in posting CE credits*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Additional Guests: \_\_\_\_\_

## PACKAGE INFORMATION:

### Complete Package: (All CE and Meals Included)

Optometrist

Student

### Daily Rate (Includes all CE, meals & events offered!)

**Fri** Nov 15 (Includes 4 hours CE )

**Sat** Nov 16 (Includes 6 hours CE )

**Sun** Nov 17 (Includes 4 hours CE)

Received <i>Before</i> Oct. 18		Received <i>After</i> Oct. 18	
<u>Member</u>	<u>Non-Member</u>	<u>Member</u>	<u>Non-Member</u>
\$375	\$525	\$475	\$600
\$20	\$20	\$20	\$20
\$150	\$200	\$175	\$225
\$300	\$375	\$325	\$400
\$100	\$125	\$125	\$150

**RSVP** Free Cocktail Reception – Friday, Nov 15 ☐ I will attend ☐ I will not attend

### Individual Guest Meals (for spouses, guests, kids attending meals)

☐ Saturday Breakfast \$35 x \_\_\_\_\_ = \$ \_\_\_\_\_

☐ Saturday Luncheon \$45 x \_\_\_\_\_ = \$ \_\_\_\_\_

☐ Sunday Breakfast \$35 x \_\_\_\_\_ = \$ \_\_\_\_\_

### Friday (Nov 15) Dr. Bridgewater Golf Tournament

(9AM Shotgun Start)

☐ (Includes greens fees) \$95 x \_\_\_\_\_ = \$ \_\_\_\_\_

**TOTAL REGISTRATION:** \$ \_\_\_\_\_

### Payment Information

☐ Enclosed is my check payable to the AZOA in the amount of \$ \_\_\_\_\_

☐ Please charge my credit card: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ VCode: \_\_\_\_\_ Zip: \_\_\_\_\_

**Mail Completed Form to:** Arizona Optometric Association  
1702 E Highland Avenue, #213  
Phoenix, AZ 85016

**OR Fax Completed Form to:** (602) 264-6356  
**QUESTIONS? Call us at:** (602) 279-0055

**NOTE - TO RECEIVE EARLY REGISTRATION RATE:** Registrations must be received on or before October 18, 2013.

**CANCELLATION POLICY:** All cancellations must be in writing. In order to receive a refund of 100% of the registration fee (less a \$25 cancellation fee), cancellations must be received prior to 11/6/13. No refunds after that date.

# 2013 FALL CONGRESS SCHEDULE OF EVENTS

## FRIDAY, NOVEMBER 15

**9:00am** Dr. Bruce Bridgewater Memorial Golf Tournament at Sedona Golf Resort

**1-5pm** Registration

**2-4pm** **Managing Ocular Trauma: From Front to Back/Vollmer/\*38275-GO**

*Ocular trauma can lead to potentially devastating consequences, both visually and functionally. In addition, each ocular trauma is unique when entering the practitioner's office. This lecture will provide the basis of identifying the various types of ocular trauma that may be encountered and review the management of these conditions. In addition, indications for surgical repair and a brief review of surgical options are also discussed.*

**4-6pm** **Diagnosing and Management of Neuro-ophthalmic Diseases/Sowka/34967-NO**

*This course will detail in a case based format the symptoms and clinical findings in patients with numerous clinical neuro-ophthalmic entities. A diagnostic algorithm will be presented to allow the attendee to follow the clinical findings to an appropriate differential diagnosis. Current therapeutic management and appropriate diagnostic testing will be emphasized.*

**6:00pm** Dinner On Own

**7:30pm** Cocktail Reception

*Join us in the cool of the Sedona evening for a special cocktail reception. This free AZOA event is a great opportunity to spend time with colleagues surrounded by great ambiance and terrific musical entertainment!*

## SATURDAY, NOVEMBER 16

**7:00am** Registration/Breakfast

**8-10am** **The Clinicians' Guide to Glaucoma:Managing Cases & Complexities/Sowka/30414GL**

*This course examines the diagnosis and management of patients with primary and secondary glaucomas through a case based approach.*

**10am-12pm** **Anterior Segment Grand Rounds/Sowka & Vollmer/\*COPE APPROVAL PENDING**

*Case discussion of Bacterial Keratitis, Corneal Lacerations, Crab Louse Infestation, HSV and phacolytic glaucoma will be done in a grand round forum with live interaction.*

**12-2pm** AZOA Membership Meeting/Lunch

**2:30-4:30pm** **New Contact Lens Products and Designs....and Beyond/Sylvan/30136-CL**

*A review of new contact lens products recently, or currently being, developed. Discussion will include a description of the underlying reasons why the product or design was, or is being, developed.*

**6:30-10pm** Hospitality Suites

*Come enjoy an AZOA signature event, network with colleagues, and experience the latest and greatest from your favorite vendors in a fun and relaxed atmosphere!*

## SUNDAY, NOVEMBER 17

**7:00am** Registration/Breakfast

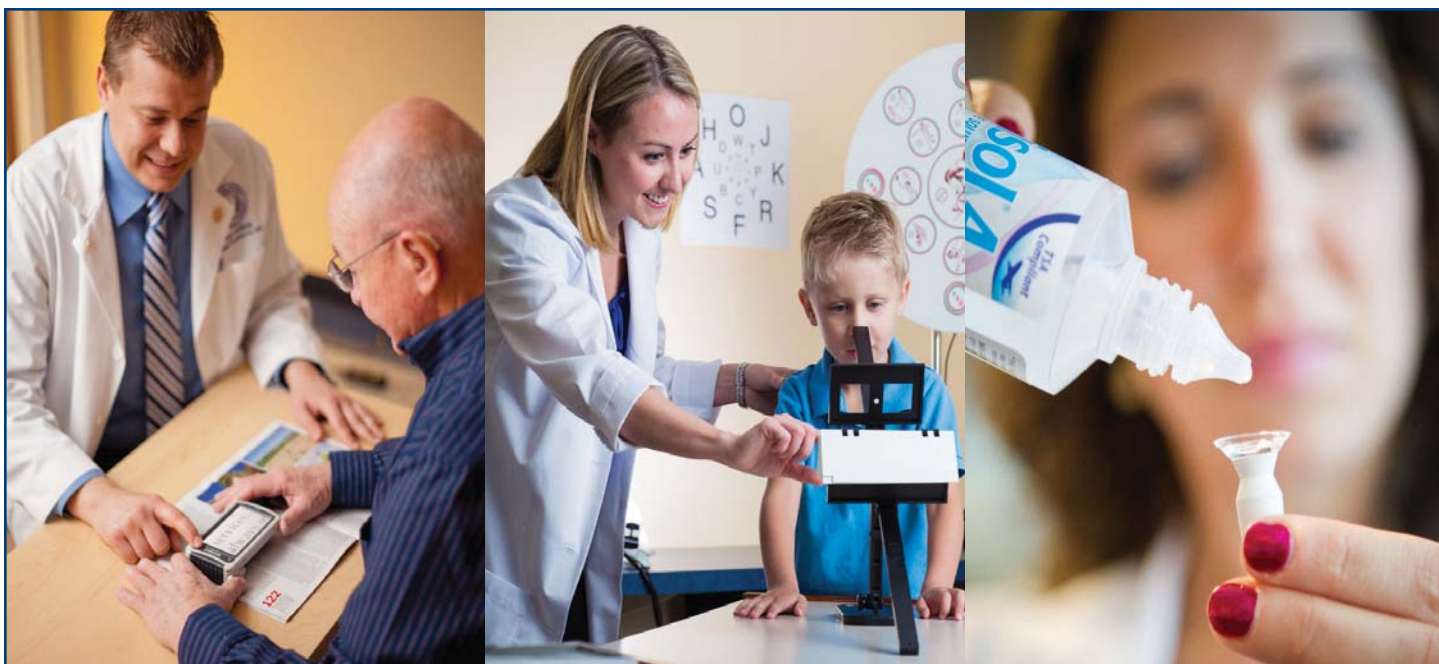
**8-10am** **Visual Dysfunction Following a Neurological Event: Process and Neurology Causing Post Trauma Vision Syndrome (PTVS)/Padula/31178-NO**

*Neurological events often cause dysfunction of the bi-modal visual process. This can affect binocularity, acuity, visual field, posture, balance and cognitive functions. This lecture will discuss the neurology of the bi-modal visual process and implications of dysfunction leading to Post Trauma Vision Syndrome (PTVS).*

**10am-12pm** **Visual Dysfunction Following a Neurological Event: Visual Midline Shift Syndrome (VMSS)/Padula/31179-NO**

*Following a neurological event, research demonstrates that dysfunction of the bi-modal visual process will affect posture and balance. Optometric treatment for Visual Midline Shift Syndrome (VMSS) can improve balance and be an effective outcome of rehabilitation.*





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Binocular vision • Electrodiagnostics

Sports vision training • Advanced contact lenses

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<https://online.midwestern.edu/public/jobpost.cgi>



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# Arizona Optometric Association

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1702 E Highland Avenue, #213, Phoenix, AZ 85016

Ph: (602) 279-0055 Toll-Free: (800) 346-2020

Fax: (602) 264-6356 Email: [azoa@azoa.org](mailto:azoa@azoa.org)

**[www.azoa.org](http://www.azoa.org)**

**SAVE THE DATE FOR 2013 FALL CONGRESS!**  
**NOVEMBER 15-17, 2013**



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