



AUGUST 2016

# Focal Point

*Newsletter of the Arizona Optometric Association*

## Dr. Annette Hanian Announced as AOA's Advocate of Year!



The American Optometric Association's Advocate of the Year award is presented annually by the AOA Board of Trustees before the House of Delegates to an advocacy leader who has worked tirelessly, selflessly and with extraordinary determination to advance the profession by educating and informing government officials about optometry and access to the essential care doctors of optometry provide.

The AZOA and AOA would like to congratulate Dr. Annette Hanian, Legislative chair and past president from Arizona. As you know, Arizona was under attack this year. She is a rare volunteer. Annette guided the AZOA to 7 straight years of victories at the Capitol; passing oral Antihistamines, oral Sterioids, oral NSAIDS, oral anti-glaucoma, removing an MD

from the State Board, and the Hydrocodone fix.

She orchestrated the victory the last two years against 1-800 (UPP & CL expiration date extension).

She attended over 100 fundraisers and Party events last year. She knows every Legislator by name. She is at the Capitol 2 or 3 days a week during the session.

She has worked to develop a working relationship with Ophthalmology, Opticians, the Arizona College of Optometry, Pharma, industry and others to strengthen our position.

When you see her please congratulate Dr. Annette Hanian on behalf of her advocacy work for the profession! ■

# AZOA PRESIDENT'S MESSAGE: BY DR. TODD SMITH

Greetings fellow AZOA doctors. Like a bad case of heartburn, 1-800 Contacts is back in our lives again. As you remember, at the end of last legislative session, 1-800 Contacts put in 3261 formal complaints against 525 optometrists/ophthalmologists here in the State of Arizona. The



state board is now sending out those complaints to the doctors at about 50 doctors a month. They are asking for a response from the doctor and any information/documentation that can be supplied to defend against 1-800 Contacts claims of you being negligent in providing the information. As an overview, the complaints from 1-800 Contacts lawyers state that patient prescriptions/information was requested and not received and they are asking that the doctor be reprimanded, censured, fined or lose their ability to practice.

The complaints are not from actual patients, nor do they have any pertinent information with the exception of a "RXcaptureID number" which appears to be an internal number that 1-800 Contacts uses for each order.

When responding to the board (if you choose to do so), keep in mind that there is no patient associated with the complaint, there is no date associated with the complaint and your patient does not know that a complaint has been submitted in association with their order. The passive verification rules in Arizona do not even require you to respond to their prescription verification requests for the contacts to be sent to the patient.

Do you need to contact your liability insurance to let them know that you have complaint(s) against you with the State Board? That is your choice, but

personally I am viewing this more as a stunt by 1-800 Contacts versus an actual complaint by a patient.

This whole situation is nothing more than an attempt to project YOU the doctor as a greedy middleman in order for 1-800 Contacts to change the rules and regulations here in Arizona that are there to protect your patients. 1-800 Contacts is currently being sued by the FTC for their anticompetitive actions and collusion with other online retailers of contacts. Unfortunately for providers in the State of Arizona, this unscrupulous company will be back again this year with similar demands and methods as they used last year.

We need you to be vigilant and report every time:

- There is No date and time on faxes
- Multiple requests for same patient after receiving doctor response
- Refusal to accept "Rx has expired" as compliant response
- Selling contact lenses, decorative or corrective lenses, without prescription
- Ignoring the eight business hour response period
- Substituting lenses / changing the prescription
- Unintelligible recorded messages or other messages not allowing the practitioner a reasonable opportunity to respond
- A patient is injured with a contact lens associated injury.

**Report any of these violations to [stopillegalCLs@aia.org](mailto:stopillegalCLs@aia.org) and/or the AzOA legislation committee [drhanian@completevisioncare.com](mailto:drhanian@completevisioncare.com)**

We at the Arizona Optometric Association are here for you if you have any questions or concerns. We are here to protect your profession and help you **Connect, Evolve and Thrive.** ■

**AZOA President, Dr. Todd Smith**

# AZOA MEMBER NEWS

## AZOA Welcomes NEW MEMBERS!

(since May 2016)

Joseph Brewer, OD  
Justin Burtner, OD  
Danielle Chambers, OD  
Brian Courtright, OD  
Matthew Fierro, OD  
Amanda Grimh, OD  
Shane Johnston, OD  
Amy Keding, OD  
Danielle Lanzer, OD  
Kelly Ly, OD  
Adam McDonald, OD  
Will Price, OD  
Kevin Pugh, OD  
Sophie Robinson, OD  
Andrew Roubos, OD  
Stratton Soloman, OD

## AZOCF Board of Directors

### Position Opening:

There will be an opening on the Arizona Optometric Charitable Foundation Board of Directors this Fall 2016. Anyone that is interested in serving on the Board please contact current AZOCF President **Dr. Gilbert Wong** at **gwongod@gmail.com** for more information.

## 2016 - 2017 Board of Directors

### Officers

Dr. Todd Smith  
*President*

Dr. Dave Coulson  
*President-Elect*

Dr. Beth Pyle-Smith  
*Treasurer*

Dr. Jon Wold  
*Secretary*

Dr. Lilien Vogl  
*Immediate Past-President*

### Directors

Dr. Lindsey Clyde  
Dr. Leslie Falcon  
Dr. Justin Jones  
Dr. Bart Pemberton

### Staff

Dr. Stacey Meier  
*Executive Director*

Kate Diedrickson  
*Communications/Events Manager*

JoAnne Edmonson  
*Accounting Manager*

# ***AOA-PAC UPDATE: BY DR. CHAD CARLSSON***

## **Support The PAC!**

Dear Fellow AZOA Members,

This is Dr. Chad A. Carlsson touching base with you about the latest legislative efforts that the AOA PAC is involved in on Capitol Hill. While you and I go to work every day and provide our profession's excellence in care, the AOA PAC is battling for us on some key Bills that will defend and advance our profession on a National level! While opposition lobbyists make their moves to sway Congress in opposing these Bills, our own lobbyist group comes right back with a few "body blows and a strong upper cut!"

The following excerpt was taken from a recent AOA letter written by Matt Willette, Legislative Director & Julie Trute, AOA-PAC Director in case you missed it.

### **AOA-Backed Bills Add Support:**

**Dental and Optometric Care (DOC) Access Act (H.R.3323)** – This bipartisan legislation, introduced by Rep. Buddy Carter (R-GA) and Dave Loebsack (D-IA), is a joint AOA and American Dental Association-backed effort aimed at outlawing anti-doctor and anti-patient policies imposed by federally-regulated (ERISA) vision, dental and health plans, including restrictions on medical plan participation, limits on a doctor's choice of lab, and non-covered services and materials mandates.

H.R.3323 co-sponsors – 58 U.S. House members across 27 states

**Contact Lens Consumer Health Protection Act (S.2777)** – This legislation, introduced by Senators Bill Cassidy, MD (R-LA) and John Boozman, O.D. (R-AR), aims to crack down on unscrupulous Internet-based contact lens sellers that are placing contact lens wearers at risk by selling without proper verification of prescriptions, by overfilling orders, by filling orders with expired prescriptions or by filling orders with lenses other than those that were prescribed. The bill is also backed by the American Academy of Ophthalmology, AdvaMed – Advanced Medical Technology Association, American Association of Diabetes Educators, Association of Schools and Colleges of Optometry, Coalition for Patient Vision Care Safety and the Contact Lens Institute, including

Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision Care.

S.2777 co-sponsors – 2 U.S. Senators

**National Health Service Corps (NHSC) Improvement Act (H.R.1312/S.898)** – This bipartisan legislation will bring doctors of optometry into more underserved communities by ending the exclusion of optometrists from the NHSC (a federal initiative that connects primary care providers to underserved communities) student loan repayment and scholarship programs.



# AOA-PAC UPDATE: BY DR. CHAD CARLSSON

H.R.1312 co-sponsors – 130 across 40 states

S.898 co-sponsors – 15 across 13 states

Please Determine Whether Your U.S. Senators and House Members Have Co-Sponsored These Bills and Contact Them Today to encourage them to do so if they haven't since working together can be such a powerful force for our profession and the results that follow from a simple phone call or email! And for the U.S. Senators and House members who have co-sponsored any of the bills already, please take the time to call or email your appreciation for their support for optometry and the positive difference they can make not only for us but more importantly the communities in which they serve!

Finally, I've set a goal for PAC fundraising this year and it involves all of us contributing any which way we can! For those that have contributed, we as AZOA Members and OD's, greatly appreciate your support in this endless fight since let's not forget our profession was created through legislation and can thus easily be destroyed by the same manner.

To celebrate our unity and comradery as a profession working together to make us even stronger, I'll be hosting our second annual Fine Bourbon and Wine tasting event! Please come by my Hilton Sedona suite at the AZOA Fall Congress Meeting Friday night following your dinner plans somewhere in Sedona to exchange ideas, laughs, and refreshments that are sure to enlighten all of us! We'll be doing a 50/50 raffle amongst other activities besides handing out participation souvenirs for those that partake in our tasting event while the music is "bumping!" Please help us all reach our PAC fundraising goal while having a good time hanging out with friends and colleagues.

I look forward to seeing you all in Sedona and sharing in some great memories together.

"Time to Fight Back!" ■

Sincerely,

Chad A. Carlsson, OD, FAAO

Founder and Owner of Carlsson Family Eye Center, PLLC

AOA-PAC Chair



# AZOA MEMBER NEWS

## AZOA WELCOMES NEW MEMBERSHIP COODINATOR DEE DEE BARK!



Dee Dee comes to us with many years of experience in working for various associations and she has already hit the ground running as our new Membership Coordinator. She will be playing an integral role in working with our membership committee to develop a plan for member recruitment and retention.

Dee Dee previously served as the Conference and Sponsorship Coordinator for the Arizona Association for Economic Development (AAED). She is a past president of AAED and has served twice as their interim Executive Director.

Prior to the AAED, she worked as a Business Development and Marketing Consultant for 20 years in the Phoenix area. She has served on committees and boards for many professional and civic organizations, including: Society for Marketing Professional Services, National Association of Industrial and Office Parks, International Economic Development Council, Arizona Association for Economic Development and the Scottsdale Junior Women's Club.

Dee Dee is a graduate of the University of Arizona and is married with two grown children. She loves golf, hiking, biking and quilting. ■

### PROTECT YOUR PROFESSION!

This is a critical time in your profession and we need the strength of our members to combat the ever persistent 1-800-contacts, Opternative, and a host of other refracting websites and apps that are threatening your practice and the health of your patients.

These companies are looking at Arizona and seeing that only about 48% of the O.D.'s in the State are members of AzOA. This gives them fuel to say to the legislators that the AzOA does not represent a majority of the OD's in Arizona. AzOA and AOA are fighting this battle for YOU on a daily basis.

We have to "PROTECT OUR PROFESSION" and unify to keep our patient's health a priority and our businesses strong. Your Association needs your support now, more than ever.

I want to encourage all of you to become a member of AzOA TODAY! The cost is minimal for what you get (about the cost of a Starbuck's latte a day). If you value your profession and your patients, please sign up now!

Go to [www.azoa.org](http://www.azoa.org) and select "Join Now!" under the "Membership" tab. It's that easy. ■

**Dee Dee Bark, AzOA Membership Coordinator**

# AZOA 2016 FALL CONGRESS

## PROGRAM

### Friday, November 11

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

**12:30-5pm** Registration (please note that registration doesn't open until 12:30pm)

**1:30-3:30pm** Current Treatments and Future Directions for Age-related Macular Degeneration/Barakat/COPE pending

*This course will explore the etiology, pathophysiology, management and potential future treatments for Age-related Macular Degeneration*

**3:30-5:30pm** Current Treatments and Future Directions for Diabetic Retinal Disease/Barakat/COPE Pending

*This course will explore the etiology, pathophysiology, management and potential future treatments for Diabetic Retinal Disease*

### Saturday, November 12

**7:00am** Registration/Alcon Labs Sponsored Breakfast Presentation -  
please arrive at 7am for breakfast

**8-10am** Clinical Applications in Neuroimaging/Delgiodice & Trottni/49049-NO

*This lecture reviews various common imaging techniques and provides an overview of common and some less common neuro-ophthalmic disorders that may require neuro-imaging in a case-based format.*

**10am-12pm** Clinical Applications in Ocular Motor, Internuclear, and Supranuclear Disorders/Delgiodice & Trottni/49695-NO

*This course aids the practitioner in clinical detection and management of common and uncommon causes of diplopia. Specific neuroimaging studies will be reviewed as well as a systematic approach to differentiating ocular from internuclear and supranuclear disorders through case studies.*

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

**2-4pm** Clinical Cases of Patients Presenting with Uveitis and Scleritis a Thorough Guide on How to Treat and Manage/Delgiodice & Trottni/47430-SD

*Will present various cases of uveitis and scleritis each with their own learning points aimed on how to diagnose, treat and manage each disorder*

**4pm** Leadership Meetings

**6-8pm** Exhibit Hall  
*The Exhibit Hall offers you the opportunity to explore and discuss with expert vendors the breadth and depth of new and favorite innovations in the eye care industry.*

**8-11pm** James Bond Themed Casino Royale Night in the Exhibit Hall

*Her Majesty's Secret Service invites you to a night of martinis (shaken of course), high-stakes gambling, and some "Bond" fun with your fellow ODs, vendors and staff. Dress to kill in James Bond themed attire or suit. You only live once.....*

### Sunday, November 13

**7:00am** Registration/Breakfast

**8-10am** Case Studies in Transient Visual Loss: Managing the Neurologic Patient/Delgiodice & Trottni/49878-NO

*This course will cover the neuro-ophthalmic assessment of unilateral and bilateral transient vision loss. It is intended to provide the clinician a systematic approach to identify key clinical elements utilized to form a differential diagnosis and order appropriate laboratory tests and neuroimaging studies. This lecture will be presented in a grand rounds format.*

**10am-12pm** Ocular Side Effects of Oral Medications/Delgiodice & Trottni/49942-OP

*This course will discuss ocular side effects of certain oral medications as well as how to manage the various side effects.*

**12:30-4pm** NEW EXTENDED SUNDAY CE HOURS! Additional information on the specific courses, speakers and times will be available soon.

easy online registration:  
<http://www.azoa.org/Connect>

# AZOA THIRD PARTY COMMITTEE

Over the last several years we have been through a lot of acronyms HHS, CMS, EHR, HIPAA, PQRI, PQRS, MU, ACA, ACO, SGR and ECQM. The landscape in healthcare reporting is changing for Medicare. There will be a few new acronyms to learn. These are AOA MORE, MIPS, APM, MACRA.

**AOA MORE** - Measures and Outcomes Registry for Eyecare. This is the registry that the AOA set up to meet the needs that CMS is requiring for data reporting. AOA MORE has received a CMS qualified clinical data registry designation. The registry is a benefit with an AOA membership. The first deadline for signing up on the registry was Feb 29, 2016. The date has been extended for the different reporting periods for 2016. As AOA trustee Samuel Pierce OD stated at the Spring Congress it is not too late to sign up for this registry. AOA MORE earned a crucial Center for Medicare & Medicaid Services distinction, AOA's newest member benefit delivers a quality measures reporting tool that saves users immeasurable time and money.

**MACRA** – Medicare Access and CHIP Reauthorization act of 2015. This act repeals the current SGR system and replaces it with a new payment system. MACRA will replace the SGR sustainable growth rate formula that determined updates to the Medicare physician fee schedule. It establishes an annual positive or flat fee update for ten years and institutes a two track fee update that begins in 2019. MACRA establishes MIPS that consolidates the existing Medicare

quality programs and establishes a pathway for physicians to participate in an APM.

The MACRA sunsets the payment adjustments associated with the Physician Quality Reporting System, the Value-based Payment Modifier, and the Medicare Electronic Health Record (EHR) incentive program for Eligible Professionals. The MIPS combines those efforts into a single consolidated program with four weighted performance categories upon which eligible professionals (EPs) will be assessed: Quality; Resource Use; Clinical Practice Improvement Activities; and Meaningful Use of Certified EHR Technology.

**MIPS - Merit-Based Incentive Payment System.** By the year 2019 MIPS could earn physicians additional incentives. MIPS requires the Secretary of HHS to develop and provide clinicians with a Composite Performance Score that incorporates MIPS EP performance on each of these categories. Based on this Composite Performance Score, EPs may receive an upward, downward, or no payment adjustment. MIPS offers an opportunity for EPs to achieve significant financial incentives for providing health care that utilizes the 4 categories below. The grade is from 0 – 100.

MIPS Category	2019	2020	2021
Quality	50%	45%	30%
Resource Utilization	10%	15%	30%
Meaningful Use	25%	25%	25%
Clinical Practice Imprv	5%	15%	15%



# AZOA THIRD PARTY COMMITTEE

**APM - Advanced Alternative Payment Models.** The MACRA also provides incentives for participation in certain APMs. Qualifying APM participants will not be subject to MIPS adjustments and will receive a lump sum incentive payment equal to 5 percent of the prior year's estimated aggregate expenditures under the fee schedule. The 5 percent incentive payment is available from 2019 to 2024, but beginning in 2026, the fee schedule growth rate will be higher for qualifying APM participants than for other practitioners. Join an alternative payment model like an ACO to receive an additional bonus payment. 25% of your payments must come through an ACO by 2020 to receive the additional 5% Fee schedule bonus on Medicare payments, 50% by 2021 and 75% by 2023. Beginning in 2026, the fee schedule growth rate will be higher for qualifying APM participants, than for other practitioners. There are currently 396 ACO's in the United States.

The MACRA also encourages expansion of the APM options available to physicians, especially specialists, through physician focused payment models (PFPMs). Updates will follow either by e-blasts or in the future issues of Focal Point. ■

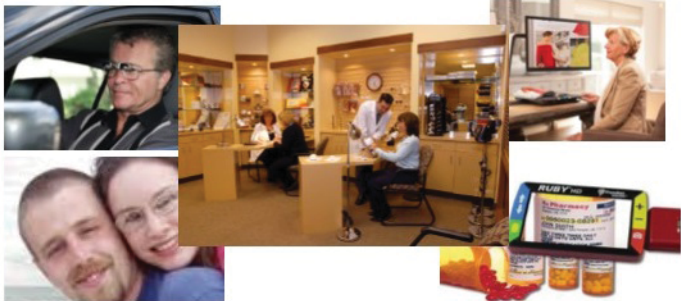
Sincerely,  
Dr. Chris Parot, AZOA TPC Co-Chair

**ViewFinder™**  
LOW VISION RESOURCE CENTER

**HELPING YOUR PATIENTS MAINTAIN THEIR INDEPENDENCE SINCE 1992**

**Lynne Noon, OD, FAAO**  
Diplomate in Low Vision Rehabilitation

**Corona Hoang, OD**



1830 S. Alma School Road  
Suite 131  
Mesa, Arizona 85210  
480.924.8755

10001 West Bell Road  
Suite 115  
Sun City, Arizona 85351  
623.583.2800

**Practice Limited to Low Vision Rehabilitation**

Our doctors also see patients at several satellite offices throughout the state of Arizona. Our toll-free number is 866.924.8755.

[www.ViewFinderLowVision.com](http://www.ViewFinderLowVision.com)



**SAVE THE DATE:**

**The AZOA's 8th Annual:  
"OPTOMETRY DAY AT THE CAPITOL -  
Lunch with Legislators"**

**Wednesday, March 29th, 2017**  
Serving corndogs, chocolate-dipped strawberries and fresh-squeezed lemonade from 11AM-1PM on the Capitol Lawn.

Volunteers are needed. Set up (9am-11am)  
& clean up (1pm-3pm)

Please contact Annette at [drhanian@completevisioncare.com](mailto:drhanian@completevisioncare.com)

# GOOD & WELFARE

## In Memory of Ted Namba

August 12, 1957 - July 24, 2016

Ted Namba, 58, passed away peacefully with family by his side on July 24, 2016. He was born in Los Angeles, CA on August 12, 1957. He received his BA in Biology from the UC Irvine in 1979. Ted graduated from the SUNY College of Optometry in 1984. Later that year, he married his wife, Michele. After practicing optometry in Torrance, CA for several years, Ted and Michele moved to Glendale, AZ with their two children. In addition to his work, Ted was a beloved community leader, serving as President of the Asian Chamber of Commerce, Co-Chair of the Arizona Matsuri Festival, and a board member of several groups including the JACL AZ Chapter, Victoria Foundation, City of Phoenix's Pacific Rim Advisory Council, Maricopa Community College Foundation Board, and the Japanese American National Museum. He was a founding member of the Asian American Democratic Caucus, the Asian Hispanic Alliance and was founder of the City of Phoenix's Asian American Police Advisory Council. Ted is survived by his wife, Michele; children, Lauren and Bryan; parents, Wataru and Reiko; brother, Robert (Stephanie); sister, Anne Nakao (Mark); and many nieces and nephews. A visitation was held at West Resthaven Funeral Home on Friday, July 29, 2016. A memorial service was held on Saturday, July 30, 2016 at Crescent Crown Distributing



## SAVE THE DATE FOR 2017 BRONSTEIN SEMINAR!

**JANUARY 13-15, 2017**



**HILTON SCOTTSDALE  
RESORT & VILLAS  
6333 N SCOTTSDALE RD  
SCOTTSDALE, AZ 85250**

**ROOM RATE:  
\$194**

**FOR RESERVATIONS:  
480-948-7750**

# GOOD & WELFARE

## AZOA BOARD MEMBER DR. BART PEMBERTON WINS CONTACT LENS & CORNEA SECTION DR. RODGER KAME (SPECIAL RECOGNITION) AWARD!

At June's Optometry's Meeting,<sup>®</sup> Dr. Bart Pemberton was presented with the 2016 Dr. Rodger Kame Award for his work on the Anterior Segment Image Catalog (ASIC). It is an online corneal/anterior segment atlas now available on the AOA website (full access to CLCS members and some access by AOA members).

The Dr. Rodger Kame Award is given to a Section member in appreciation for outstanding service and dedication to the CLCS.

The recipient of this award has demonstrated the following:

- 1) Is a member of both the AOA and the CLCS
- 2) Has unselfishly given service to the Section in past years above what is normally expected
- 3) Has made a positive impact on fellow practitioners in the eye care field



## SAVE THE DATE FOR 2016 FALL CONGRESS!

**NOVEMBER 11-13, 2016**



**HILTON SEDONA GOLF  
RESORT & SPA  
90 RIDGE TRAIL DRIVE  
| SEDONA, AZ 86351**

ROOM RATE:  
\$209-249

FOR RESERVATIONS:  
1-877-273-3762



# PLEASE PLAN TO ATTEND GWCO CONGRESS 2016 FROM SEPT 29-OCT 2 & SUPPORT THE AZOA'S DR. RAND SIEKERT (TUCSON) AS THE INCOMING 2016-2017 GWCO PRESIDENT.

Rand Siekert, OD attended the University of Wisconsin-Madison and received his Bachelors of Science, in Psychology in 1984 and went on to the University of California-Berkeley to complete his Bachelor of Science, in Visual Sciences in 1989. In 1991, Dr. Siekert graduated from the University of California-Berkeley, with his Doctorate of Optometry.



Currently, Dr. Siekert is Assistant Professor of the Department of Ophthalmology and Vision Science at the University of Arizona in Tucson, Arizona. Dr. Siekert is a member of the American Optometric Association, Arizona Optometric Association, and Southern Arizona Optometric Association. He was a past board member with the Southern Arizona Optometric Association and 2005 President of the Arizona Optometric Association. Dr. Siekert has been on the Great Western Council of Optometry board since 2010 and is currently serving as Secretary-Treasurer.

Dr. Siekert and his wife have five basenji dogs - Clay, Feigh, V, ph'nx, and Ford, plus a black cat Calle and a back yard turtle Torti. They enjoy running their dogs in competitive agility. Linda and their dog Feigh have two championship titles.

Check out some fun facts about Dr. Siekert-

- Favorite hike: Half Dome, Yosemite
- Favorite Restaurants: Basil's to go, Tucson, AZ. Top Dog Berkeley, CA.
- Favorite TV series: Breaking bad
- Favorite Movie: North by Northwest
- Favorite Sports Teams: Wisconsin Badger Hockey and football, Green Bay Packers, Milwaukee Bucks, Cal Bears football and Rafael Nadal Favorite
- Hideout: Gills Rock, WI.
- Favorite AOA President: Dr. Richard Wallingford "Lobster One" 2005
- Favorite AOA Meeting: Philadelphia 2014
- Favorite Optometry Meeting: GWCO!!!, followed by tie with Arizona Fall Congress in Sedona and California's Monterey Symposium.

**PLEASE VISIT [www.gwco.org](http://www.gwco.org) FOR MORE INFORMATION  
AND TO REGISTER FOR GWCO CONGRESS 2016**

## **Arizona Optometric Association**

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)**