



DECEMBER 2016

Focal Point

Newsletter of the Arizona Optometric Association

GWCO 2016 Award Recipient! Lifetime Achievement - Donald Jarnagin, O.D!

Dr. Don Jarnagin was presented with GWCO's 2016 Lifetime Achievement Award on October 1.

Don Jarnagin, OD, of Arizona, recently retired as Dean of the Arizona Optometric College, Midwestern University. Dr. Jarnagin's tireless devotion and leadership of the Arizona Optometric College is why the college is recognized as one of the finest colleges and/or schools of optometry today!



Prior to being appointed as an interim-Dean and educator at the Arizona Optometric College in 2007 and Dean in 2010, Dr. Jarnagin was actively engaged in private practice for 37 years (since 1970) in Glendale, Arizona. Locally, he was known as a champion of affordable eye care for the low income patients and the Special Olympics. He served as President of the Arizona Optometric Association in 1977 and American Optometric Association in 1995 with distinction. Recognizing his contributions and outstanding services throughout these years, he was selected as "The 1980 OD of the Year" by the Arizona Optometric Association and "The 1993 GWCO Optometrist of the Year".

Optometry is eternally grateful for Dr. Jarnagin's leadership, support and contribution for the past 50 years. There is no one else more deserving of this award for his lifelong contribution to the profession of optometry than Dr. Jarnagin! ■

AZOA PRESIDENT'S MESSAGE: BY DR. TODD SMITH

Greeting fellow
Arizona Optometric
Association Members!



I have had the pleasure
of speaking with
many of you at recent
meetings over the
past several months.

The AZOA Membership Committee headed by Dr. Armanae Mancha and our Membership Coordinator Dee Dee Bark are working tirelessly to bring new members into our association and show prospective members the importance of being an AZOA member. You will see one of us speaking at PECCA, PERC/IVA, VisionSource, iDoc, CAOS, SAOS meetings and multiple continuing education events over the next year. We are only as strong as our membership numbers allow us to be.

One of the big benefits of being a member coming shortly is the Think About Your Eyes (TAYES) Campaign. This is a national campaign to show the public how important annual eye exams are. The program is subsidized greatly from industry giants including Alcon, J&J, Essilor and many others. The AZOA is supporting this program that will advertise your practice on a State and National basis. States that have incorporated TAYES have seen an

increase in the number of exams by as much as 7%.

Coming up on December 15th at 6:30pm is the AZOA / AZCOPT night out at the Peoria Artisan Brewery. If you would like a chance to meet members of the class of 2016-2019, this is a perfect time. Drinks and appetizers are sponsored by the AZOA and we expect a large number of students to attend.

Last but not least, please don't forget that the FTC is open to public comments on the FCLCA right now so get your comments in before January! This FTC fight is just the beginning. For your patient's sake and your practice's sake, don't let 1-800 Contacts get its way by deregulating our profession and industry. Below is the link (copy and paste into your web browser) to share your comments with the FTC

<https://ftcpublic.commentworks.com/ftc/contactlensrule/>

Connect, Evolve and Thrive. ■

AZOA President, Dr. Todd Smith

AZOA MEMBER NEWS

AZOA Welcomes NEW MEMBERS!

(since August 2016)

Stuart Adams, OD

Tina Ansari, OD

Jessica Chow, OD

Trace Crane, OD

Beth Frankel, OD

Melissa Gabriel Gramlich OD

Chris Heetland, OD

Kevin Huff, OD

Matthew Keller, OD

Andrew Mackelprang, OD

Timothy McAuliffe, OD

Thomas Melfi, OD

Erik Ornstein, OD

Derrick Randall, OD

John Ripley, OD

Raymond Sherban, OD

Daniel Thomas, OD

2016 - 2017 Board of Directors

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LEGISLATIVE NEWS: BY DR. ANNETTE HANIAN

2016 was a busy year for the AZOA Legislation Committee. We successfully fought the bills that would have undermined our authority on contact lenses and put our patients at undue risk of complications. Bills to make scope expansion more difficult, restrict school vision screenings to one particular company's methods and to consolidate all health care boards were also defeated. All these bills, or some variation of them, are expected to return in January 2017. Thanks to the unwavering support of our members and extensive help from the AOA, VSP, Coopervision, B&L, J&J and Alcon. We also had support from SAOS, nonmembers, out of state ODs and many in-state ophthalmologists.

The committee has several balls in the air for 2017: 1-800, Optervative, Board Consolidation, Sunrise Changes, Vision Screening mandate, sale of Decorative Contacts at unlicensed retailers, a Dyslexia Project, AHCCCS MCO contract renewals, State Board appointments & anything else that we are currently unaware of that could affect the way we practice.

The elections are over, new leadership has been chosen, committees have been appointed and we are in the early submission of bills phase. All bills will not be introduced until Feb 6th in House and Jan 30th in Senate. We can have the first committee hearings on bills anytime from Jan 10th through Feb 17th.

We are approaching, the last week of fundraising before session begins. The first

week of January is affectionately called "Hell Week" by lobbyists and legislators. The AZOA Legislative committee will attend fundraisers for at least 50 legislators in 5 days. It is an opportunity to meet with the 22 new legislators and rekindle discussion with incumbents.

As in prior legislative sessions, the AZOA Legislation Committee will send mass emails with pertinent and timely information from the Capitol as it happens to keep you all informed.

Sincerely,

Dr. Annette Hanian

AZOA Legislative Committee Chair



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

LEGISLATIVE NEWS: BY DR. ANNETTE HANIAN

Campaign Finance Primer

In a member survey sent out by our AZOA Board a few years ago, 81% of you said legislation was the most important purpose of the AZOA. 76% of those members responding said that they believe it is every Doctor's responsibility to contribute financially to our legislative efforts; less than 20% of our members and less than 5% of non-members actually do. A common misunderstanding is that a portion of the dues you pay go towards legislation: this is NOT true. In fact, the Association itself cannot collect or distribute campaign funds.

There are three types of contributions: AOA-PAC, OPACA and Individual Contributions.

AOA-PAC: This is the Federal Political Action Committee that is used by AOA in Washington for Federal issues and to lobby our Senators and Congressmen in DC. Chad Carlsson OD is our AOA Liaison.

Arizona has its own PAC, called **OPACA (Optometric Political Action Committee of Arizona)**. The AZOA Legislation Committee distributes funds where they are needed to gain access to State Legislators, but there are limitations set by campaign finance laws that limit the amount of PAC money that legislators can take in any given election cycle. This amount was raised from \$410 per two year cycle to \$5000. This is the fastest and easiest way to contribute to the Legislative efforts. This is the simple way for you to contribute because the AZOA office can bill your credit card on a monthly, quarterly or annual basis.

Thirdly, are the individual contributions. These contributions carry the most weight with our legislators and have the most influence from a

lobbying point of view. These contributions must be made on a personal check, not a company check directly to the legislator's campaign committee. They are not tax deductible. These are the contributions are harder for the legislator to collect and help get us noticed by the key legislators. The personal checks that you donate are taken to fundraisers by a 'key person' (one of our Doctors in that district that has volunteered to be a liaison to that legislator). Our key people have an opportunity to speak with the legislator while they are making the contribution on your behalf.

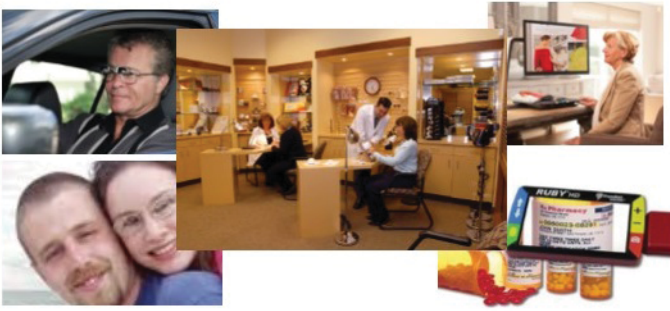
Call the AZOA office at 602-279-0055 or email azoa@azoa.org to set up a credit card contribution to OPACA and assist us in efforts to protect our patients, gain access to patients and protect our profession.

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Lynne Noon, OD, FAAO
Diplomate in Low Vision Rehabilitation

Corona Hoang, OD



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Mesa, Arizona 85210
480.924.8755

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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

TPC NEWS: BY DR. ANNETTE HANIAN

Medicare Basic Background

MEDICARE is a Federally funded program for everyone 65 and over. It is an entitlement funded by payroll taxes made by the employee and matched by the employer. It has a set 80/20 coverage on predetermined procedures. Secondary insurances are available to purchase to pay for non-covered services and the 20% patient responsibility portion. Based on Federal Law, Optometrists are considered medical providers in Medicare. Based on current Federal Rules, any provider that applies to be on the network, meets the credentialing standards and agrees to the established guidelines, procedures and fee schedule is able to be a provider. Since this is an entitlement, designed to be funded by the employees past payroll deductions, it is designed to have wide coverage and easy accessibility. High usage rates are encouraged. It is a benefit that we all work for. Since there are more people receiving Medicare benefits than are currently paying into the program and we are living longer; the program is constantly proposing provider reimbursement reductions and service reductions; which is the reason for Meaningful Use and MIPS programs.

Medicaid Background & More

MEDICAID is a State-based program that is funded by Arizona taxpayers and some Federal contributions. Medicaid is a safety net that provides healthcare for children from poor families and disabled adults that fall under the predetermined poverty level. In Arizona, Medicaid is called Arizona Health Care Cost Containment Services or AHCCCS. The Federal component has strings attached, but the individual States set the coverage, fees and rules. In 2013, the Federal government, as part of instituting the Affordable Care Act, offered States a large infusion of money to cover additional citizens. States that participated had to agree to expand the number of people covered to 133% of poverty level and to include adults without children (which AZ already did, but was rare in other States). This expansion was partially responsible for the increased number of people with health insurance across the country. The Federal funding annually decreases and the States have to pick up the difference. 2017 is when the cost of the expansion hits AZ. Our legislature may decide to opt out after 2017.

AHCCCS is not an insurance company. AHCCCS does not operate for profit and does not have a Board or stockholders to report to. It is a government agency/ bureaucracy with government employees and a government budget. It does not credential providers. Like other government agencies it asks for bids and takes the lowest and/ or easiest options. As its name states, cost containment is their goal. Unlike Medicare, Medicaid needs to provide limited network options and limited procedure coverage and limited usage rates in order to manage their budget. It is a safety net for those that need it. You will hear stories on the news about AHCCCS not providing kidney transplants or new non-generic medications. AHCCCS contracts with MCO's (Medical Care Organizations) on a five year cycle that act as subcontractors to provide care. These MCO's are regional, so the name that you know them by is different depending on which area of AZ you live in. The subcontractors have networks of providers based on what they determine their needs to be and credential those providers.

AHCCCS is currently accepting RFPs (Request for Proposals) from MCOs that want to participate in AHCCCS for the next 5 years.

TPC NEWS: BY DR. ANNETTE HANIAN

Medicaid/ AHCCCS will likely undergo significant changes in the next couple years as our new President and the State Legislature make decisions on cost.

The AZOA is here to keep you apprised of those changes and provide the information needed to assist your practice.

Here is a list of some of the MCOs that currently are contracted with AHCCCS. If you are a provider on one of these networks than you are likely seeing Medicaid patients.

After the RFP process, these may change.

- * AP/IPA
- * Care 1st Arizona
- * Phoenix Health Plan
- * Mercy Care Plan
- * University Family Care
- * Maricopa Health Plan
- * Bridgeway Health Solution
- * Health Choice

Vision and Medical Ocular Care in AHCCCS

Our State law prevents discrimination against ODs. Patients have the option of having an OD or an MD as their ECP.

Some legal notes: Non-discrimination laws do not guarantee same fee schedules as other classes of providers and do not guarantee that you get on any panel of your choice. State laws do not cover HMO and ERISA (employer based plans, those are under Federal Law, which trumps State law in those cases).

Aside: Optometrists are not specifically included in Medicaid at the Federal level, like we are with Medicare. The AOA has been working for many, many years to change those Federal statutes.

Clarification: Even though a lot of ODs were seeing Medicaid patients when VSP was contracted with AHCCCS and now we are not; ODs have always continued to provide vision AND medical care to the citizens of AZ in the AHCCCS program through the MCOs contracted to provide that care.

Harsh reality: Non-discrimination against ODs means that there are ODs providing the care; not that you are one of the ODs providing that care.

Medicaid operates under a model of a limited number of networks and a limited number of providers on those networks.

AOA-PAC NEWS: BY DR. CHAD CARLSSON

Support The PAC!

"Never, Ever, Give Up!

I would like to first take the time to thank those that took part in our annual Bourbon Tasting AOA-PAC Fundraising event as we raised over \$6000 that evening!

We as a group are on pace to "SMASH" our record as a State for the AOA! If you haven't donated yet this year please consider and please do so every year moving forward so we can continue to protect and advance our profession as a whole!

Get on the "Optometry Train" and let's make some real positive changes together as a profession!

Please read the following article recently put out from the AOA regarding the FTC and the rules opposition lobbyists are trying to use against us.

Help us fight back today, by writing back to your Congressmen and opposing this language change regarding how we prescribe contact lenses to our patients.

Thanks again to all that donate each year or help out by volunteering and/or writing to your Congressmen about the Bills in Congress that help us as a profession or oppose the ones that may hurt us! Continue the fight with us and never, ever, give up!

Sincerely,
Chad A. Carlsson, OD, FAAO
Founder and Owner of Carlsson Family Eye Center, PLLC
AOA-PAC Chair

Dear Colleague:

Your profession and your patients need you.

I am writing to ask you to take immediate action in response to the flawed proposal that has emerged from the Federal Trade Commission's (FTC) once-per-decade review of its Contact Lens Rule. By following the four steps outlined below, you will help ensure that our profession is heard, loudly and clearly, in Washington, D.C. right now, a moment wherein we're facing extraordinarily unfair treatment.

The FTC is proposing to make it a legal requirement for all eye doctors (doctors of optometry and ophthalmologists) to secure from each contact lens patient a specific, signed acknowledgement of receipt of their contact lens prescription.

This signed acknowledgement, which would state: "My eye care professional provided me with a copy of my contact lens prescription at the completion of my contact lens fitting. I understand that I am free to purchase contact lenses from the seller of my choice," would then need to be stored by the doctor for three years.

This is a dangerous, ill-informed and burdensome proposal that would target doctors and patients, rather than the abuses of the internet contact lens sales industry—and it must be stopped.

AOA-PAC NEWS: BY DR. CHAD CARLSSON

Our AOA, together with our state associations, is opposing this proposal. We are urging other physician, public health, consumer, small business and industry groups to join forces with us. An essential element of our advocacy strategy is for every concerned doctor of optometry to speak out and tell the FTC that their proposal is misguided and must be fixed.

I'm asking you to take these four actions right away—to help us fight back and win:

1. Tell the FTC they have it wrong

The FTC is asking for public comments on their proposal by Jan. 30, 2017, after which the agency will consider the issue further. At a future date—potentially weeks or months later—the FTC will issue either a final rule or a revised proposal.

All comments submitted to the agency become part of the publicly accessible record of the rule-making process. Since some doctors may wish to make their views known anonymously, the AOA will accept comments from any doctor seeking to preserve privacy. We will ensure that every doctors' views are appropriately reflected, without identification, in the AOA's official response to the agency.

To provide your comments directly to the FTC please go to the following website: <https://ftcpublic.commentworks.com/ftc/contactlensrule/>

2. Build new support in Congress for AOA-backed bills to crack down on illegal sales

In the absence of meaningful enforcement by the FTC, we must persuade Congress to give priority consideration to the AOA-backed Contact Lens Consumer Health Protection Act, bi-partisan patient health and safety legislation that would launch a Federal crackdown on illegal contact lens sales and the Internet mass retailers who are violating the law. Visit the AOA Legislative Action Center to ask your federal legislators to co-sponsor the Contact Lens Consumer Health Protection Act. All AOA members can take the additional step of making an emergency contribution to the AOA-PAC.

3. Show our strength in Washington, D.C.

Attend Optometry's Meeting®, June 21-25, which will be headquartered approximately one mile from the U.S. Capitol. This is our opportunity to deliver our message, in person, to every Congressional office, the new Trump administration and key federal agencies, like the FTC, that make decisions that impact our patients, our practices and our profession. Optometry students and new doctors are invited to attend AOA+, a special pre-OM gathering of optometry's next generation of leaders.

4. Share this action alert

Please forward this message to 10 or more colleagues, including those who benefit from our AOA and state association advocacy efforts, but who have not yet joined us as fellow members. Now is the time!

As I ask for your help, I want also to spotlight the outstanding advocacy leadership of the AOA Contact Lens and Cornea Section (CLCS), including Dr. Jeffrey Sonsino, the very dedicated chairman.

In addition to championing patient health and safety issues we know are important, the CLCS has been a powerful force for the advancement of care and dissemination of leading edge practice and educational resources. Thank you, AOA CLCS.

Thank you, too, for taking action today to help ensure we'll never be outworked in the advocacy arena. If you have questions or if you need more information, please contact our FTC Rulemaking War Room in the AOA Washington Office at 800.365.2219. You can also reach out via e-mail to Kara Webb at kcwebb@aoa.org or to me at president@aoa.org. ■

Best regards,
Andrea P. Thau, O.D., AOA President

AZOA MEMBER NEWS

PROTECT YOUR PROFESSION!

If you haven't already received your AzOA Membership Renewal notice, you will be receiving it very soon. Don't set it aside...RENEW TODAY! And, if you know any O.D.'s who are not members, please give them a little nudge and encourage them to join today. You are doing your part by being a member of the AZOA – make sure you are not carrying those who need to protect their profession too.

This is a critical time in your profession and we need the strength all the O.D.'s in the State to combat the ever persistent 1-800-contacts, Opternative, and a host of other unscrupulous companies that are threatening your practice and the health of your patients.

These companies view Arizona as a “weakly represented” state because only 48% of the O.D.'s in this State are members of the AzOA. This makes Arizona an easy target when trying to convince legislators to change laws that are NOT in the best interest of your patients. They have the fuel to report to OUR legislators that the AzOA's voice does not even represent a majority of the OD's in Arizona. This MUST change! The AzOA and AOA are the only unified organizations fighting this battle for YOU on a daily basis.

Your Association needs your support now, more than ever. ■

Dee Dee Bark, AzOA Membership Coordinator



AZOA AWARD NOMINATIONS!

It's that time of year - time to nominate an outstanding OD and Young OD to be presented at our 2017 Spring Congress. Nominations are accepted from the entire membership, and any AZOA member in good standing is eligible for nomination. Please note that all nominations are confidential. Final selections will be made by the committees and voting block as defined in AZOA policy.

Nominees for “OD of the Year” should be evaluated on the following criteria: 1. Public Service to the country or state, education, community, religious or service organization, charitable cause; 2. Service to the vision welfare of the public with sight-saving groups, legislative activities, participation in a health care program, participation in public service programs such as screenings; 3. Service to the profession of optometry; and 4. Service to AOA or AzOA.

Nominees for “Young OD of the Year” should be selected for: 1. Their special leadership; 2. Innovative thinking; 3. Organizational skills; and 4. Substantive contributions and efforts in the community. 5. In practice for less than ten years.

To submit a nomination, please contact the AZOA office via email: kate@azoa.org, fax: 602.264.6356, or via regular mail: 1702 E Highland Ave, Ste. 213, Phoenix, AZ 85016. ■

ALL NOMINATIONS ARE DUE FEBRUARY 5, 2017

AZOA MEMBER NEWS

2017 AZOA Membership Dues Invoices

Dues invoices for 2017 will soon be mailed to AZOA Members. Please note the following:

Dues Amount:

At the recently concluded 2016 AZOA Fall Congress in Sedona, the membership voted to approve a 6.7% increase of AZOA Dues. The AZOA has not raised their portion of dues in over 10 years and this nominal increase will allow us to grow our committee budgets, expand our marketing efforts with the Think About Your Eyes campaign and help offset rising operational costs. Dues for the AOA (the portion paid to the national office) were also increased by 3.1%

If you have any questions regarding the AZOA dues increase please email us at azoa@azoa.org

Good news! You can pay your dues online! Once you receive your 2017 dues invoice, please visit www.azoa.org and select Pay Your Dues from the drop down menu under the Membership Tab or click the following link: <http://www.azoa.org/page-1075210> Please be sure to log-in with your email address and password.

You can still mail in a check to the AZOA office for your 2017 dues or pay with a credit card by sending back the form enclosed with your invoice.

Want to be hassle free? Please contact JoAnne at the AZOA office to set up automatic payments to your credit card. If you are already set up with reoccurring payments you do not need to do anything for 2017. You will not receive an invoice. How easy is that?!

Tax Deductibility:

Contributions or gifts to the American Optometric Association (AOA) and the Arizona Optometric Association (AzOA) are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. The AOA estimates that the non-deductible portion of your AOA 2017 dues – the portion allocable to lobbying – is 13.5%. The AZOA portion is estimated to be 14%. You should contact your own accountant to confirm your specific situation.



Stacey Meier, O.D.,
AZOA executive director.

Striking the right balance: How the Arizona Optometric Association engages its members

The Arizona Optometric Association's (AZOA) market penetration is approximately 45 percent and growing, thanks to the AZOA's relentless efforts to target Arizona College of Optometry students. When we asked AZOA executive director, Stacey Meier, O.D. for his take on new membership development, he explained his action plan to recruit new members and keep members happy and coming back for more.

"By strengthening our presence at the Arizona College of Optometry, we have embarked on a wide variety of formal and informal events for students," Dr. Meier said. "We have a Board liaison to the school and do several annual events including a fun bowling night during freshman orientation week." The AZOA also participates in the AZOA private practice club, sponsors the senior week awards dinner, and offers travel grants.

However, as Dr. Meier explained, this is definitely a two way street. "The students are a huge help with the Arizona Special Olympics, day at the Capitol, contacting Legislators and helping at our weekend Congresses." For new graduates, the AZOA attends the monthly jurisprudence test at the State Board's office to introduce themselves, welcomes them to the AZOA "optometric family" and assists in job searches.

By far, the biggest reason for doctors becoming new members is its legislative efforts to defend the profession and patients against the deregulation of the contact lens industry, and the issue of online refractions being done without a comprehensive eye exam. "This effects all doctors of optometry, regardless of where they practice and the AOA/AZOA are the only groups advocating for us at the Capitol," Dr. Meier said.

The AZOA retains its members by focusing on what they need and want, and also fosters a sense of family with member doctors by having fun social events and quality continuing education. Dr. Meier continued, "We also do an occasional happy hour for our volunteers and new member receptions."

The AZOA contacts its members multiple times about renewal, including three notifications by mail, and personal phone calls from its board members and membership committee. Also, all new members are invited to attend one of our three major meetings the first year at no charge.



Dr. Meier with colleagues proudly
displaying the Arizona state flag at
Optometry's Meeting®.

While Dr. Meier acknowledges the one top reason members do not renew is because the AZOA needs to do a better job of communicating member value, he also confirmed member engagement is key. "We have new member receptions at the Congresses and recognize new members in our newsletter," he said. We also periodically visit member's offices to ask how they are doing and ask them what the AZOA could do better."

Dr. Meier said that the AZOA needs to do a better job of engaging its members, and its definitely moving in the right direction. "After paying their dues, doctors sometimes feel like they are forgotten. We need to remember that the only reason the AZOA exists is to help our member doctors "CONNECT, EVOLVE and THRIVE," which is our mantra."

When it comes to member benefits, The AZOA represents many modes of practice and must fulfill different needs for different doctors. “That’s one of our biggest challenges,” Dr. Meier said. “We represent doctors in private practice, corporate affiliates, ophthalmology based, optometry groups, government employed... and they may specialize in contact lenses, vision therapy, low vision, medical, family practice or education.”



AZOA colleagues networking at Optomery's Meeting® in Boston.

However, Dr. Meier gives credit to one particular AOA member benefit that’s been getting a lot of traction. “During the last few months, the AOA MORE program has been the main reason members join and renew, he said. “AOA MORE is a tangible member benefit that is easy to ‘sell’ and has a significant dollar value attached.”

The AZOA further engages its members through ongoing communication. A new member packet is sent immediately which includes a welcome letter, AZOA board of directors list and contact information, membership certificate, and AOAExcel benefits information. State member benefits and AZOA contact information (AZOA website, Facebook, State board links, AOA links, AzOA Foundation website and AZOA’s public website) are also sent, along with a call from the AZOA membership committee and an email from Dr. Meier.

“We have recently hired a part time membership coordinator and she is the process of working with our membership committee to put together a strategy for increasing membership and retention,” Dr. Meier said. “She has experience in non-profit membership and has been invited to speak at a couple of large optometry group dinners.” While it’s too soon to know if this membership development pilot program will work, the AZOA is already seeing some good results.

The AZOA has increased the number of people visiting its web and social media sites by frequently adding pictures to both the website and Facebook. “Last year, we had a Facebook contest that generated some excitement for members who “liked” our posting, **because they qualified for a raffle for a free Congress registration valued at \$_350.00**” The AZOA also offers an online membership application with online dues and meeting payments.

In addition to its three large annual meetings, the AZOA teams up with the Arizona College of Optometry to do free comprehensive eye exams and eyeglasses for athletes at the Arizona Special Olympics games, and diabetes and multiple sclerosis outreach. “Our doctors volunteer to do the mobile eye clinic for EyeCare4kids, a nonprofit charity organization that serves underserved low income elementary schools, and the VSP and Lion’s Club mobile eye clinics.”

When asked about the future of AZOA membership, Dr. Meier pointed out, “Our new membership forecast looks bright with the addition of our new membership coordinator, a more involved membership committee and a renewed emphasis on the value (and need) to join.” The AZOA has experienced consistent growth over the past few years (2014 – 45 new members, 2015 – 55 and so far 42 in 2016) and wants to keep the momentum going. Still, Dr. Meier confirmed, “One of our greatest challenges has been to keep doctors after their ascending dues rate has ended.”



DAY AT THE CAPITOL – Lawn Lunch Event

For years the American Optometric Association (AOA) has been supporting charitable efforts relating to eye health and vision care. For this reason alone, it was evident that the AOA should have its own foundation. Optometry Cares – The AOA Foundation is committed to the mission – expand eye care awareness, education and research and access to eye health and vision care to everyone in the United States in order to enhance human performance and quality of life.

With our strategic ties with the AOA, strong volunteer leadership and generous donors, Optometry Cares is able to manage two programs, VISION USA and Optometry's Fund for scholarship grants for and maintain the Archives optometric profession.



community health InfantSEE®, administer Disaster Relief, provide educational assistance and Museum for the

Established in 2006, Optometry Cares is incorporated as a Not For Profit and is exempt from taxation under section 501(c)(3) of the Internal Revenue Service. Contributions to Optometry Cares are considered charitable contributions under IRC section 170 and tax deductible as provided by law.

We are here to serve you, your neighbors, your friends, and your colleagues. Optometry Cares is your charity.

Together, you and Optometry Cares are improving lives. One in ten of your Arizona Optometric Association colleagues participate in our InfantSEE® program and have provided nearly \$190,000 of care for infants at no cost to Arizona families.

You know the importance of healthy vision. This year, Arizona has transitioned to join our VISION USA program and with your support, will help provide comprehensive eye care to the neediest in Arizona.

You may have also seen us recently at the InfantSEE School Event held at Midwestern University. Optometry Cares is supporting the future of the profession through student scholarships and the promotion of impactful volunteer opportunities.

Whether addressing urgent eyecare needs, responding to devastating natural disasters, or promoting the importance of lifelong vision care – Optometry Cares is in your community.

You recognize that optometric care is vital to overall health and with your help, we will continue improving lives in Arizona.

Your donation will ensure access to eye health and vision care in your community.

Thank you for considering a gift to Optometry Cares – The AOA Foundation. Donations of any amount make a big difference. Your generous gift will help expand eye health and vision care access for individuals across the nation.

Show Your Care!

Make Your Donation to Optometry Cares Today!

TO DONATE TO OPTOMETRY CARES PLEASE VISIT <http://www.aofoundation.org/> AND CLICK THE DONATE TAB



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Volunteers In Service In Our Nation

Fall 2016

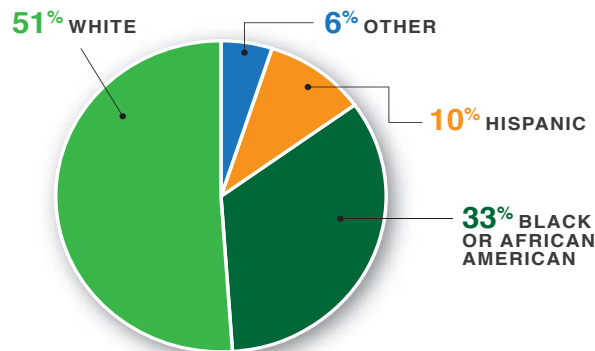
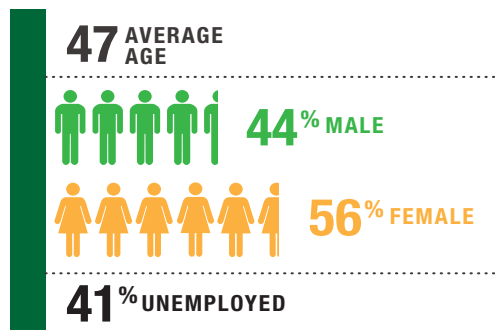
VISION USA, a program of Optometry Cares – The AOA Foundation, is a community health program that makes possible a comprehensive eye exam for low-income, uninsured families. The program depends on a network of referral agencies to connect the underserved in communities across the country to AOA member optometrists who donate their time to provide eye care. Through the generosity of these optometrists and dedicated referral agencies, more than 431,000 eye exams have been made possible since the inception of the program in 1991.

By The Numbers

2,917 Volunteer Optometrists
2,727 Patients Assigned
32,834 Calls to Helpline
3,015 Referring Agencies

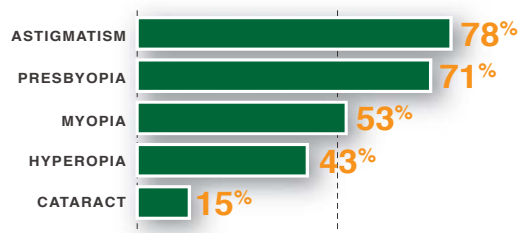
15,000,000
Number of low-income
uninsured in the United States

Applicant Demographics



Based on applicant data submitted 1/1/2016 - 9/30/2016

Conditions Identified



2,670 Eye conditions identified*
26% Previously undiagnosed conditions
75% Applicants needing eyeglasses

*Multiple conditions identified in 1,027 patients.

Based on patient data received 1/1/2016 - 9/30/2016

For program testimonials or to become a provider, visit www.aoafoundation.org/vusasignup

VISION USA, a program of Optometry Cares® – The AOA Foundation
243 N. Lindbergh Blvd., St. Louis, MO 63141
www.aoafoundation.org/vision-usa | 800.766.4466



2016 FALL CONGRESS IN PHOTOS



Bronstein 2017 Schedule

Friday, January 13

8AM

Registration & Breakfast (Please note registration does not open until 8am)

9AM - 9:50AM

Slit Lamp Photography and Videography/Brynes/pending (1 hour)

This course demonstrates how to inexpensively add close-up photography and videography to the slit lamp exam. Various camera set-up options are presented and explored. Advantages and limitations of the various systems are discussed.

10:10AM - 11:50AM

Aberropia A New Concept in Contact Lens Treatment/Edmonds/50183-CL (2 hours)

Course describes a new concept in refractive error associated 3rd order and higher aberrations. Evaluation of HOA both qualitatively and quantitatively and instrumentation used is discussed. Appropriate contact lens designs used to correct HOA are recommended.

12PM - 1:30PM

Lunch with Exhibitors

1:30PM - 3:10PM

Preparing the Ocular Surface for Contact Lenses/Brujic/44324-GO (2 hours)

There are many factors which aggravate the ocular surface of contact lens wearing patients. This course outlines the factors affecting the eye, the contact lens and how they interact.

3:20PM - 5:00PM

Pain Management in Primary Eye Care/Brujic/42376-PH (2 hours)

As optometry has evolved, so has our responsibility in providing relief for our patients in pain. This course will discuss topical and oral treatment options for various conditions that we encounter requiring pain management.

Saturday, January 14

7AM

Registration & Breakfast

8AM - 9:50AM

New and Innovative Uses for Contact Lenses/Kading/46312-CL (2 hours)

New and Innovative Uses for Contact Lenses is a progressive lecture that touches on the latest trends in the contact lens industry. The topics of the course include aberration controlled contact lenses, sports contact lenses, keratoconus contact lens options, scleral shells, large diameter contact lenses, modern methods of piggybacking, hybrid contact lenses, orthokeratology and corneal reshaping, presbyopic lens options, and silicone hydrogels place in the contact lens world.

10:10AM - 11:50AM

Practical Approaches for Advanced Anterior Segment Disease/Kading & Brujic/48301-AS (2 hours)

Anterior segment diseases spread far and wide. They range from inflammatory to viral to bacterial as well as being of unknown etiology. This course reviews several of the common conditions that we experience in eye care and discusses the causes of the conditions, how we can best diagnose them and the areas of treatment that can be considered.

12PM - 1:00PM

Lunch with Exhibitors

1:00PM - 3:40PM

Fitting GP Scleral Lenses Beyond the Limbus/Byrnes/45601-CL (3 hours)

This workshop is for optometrists desiring to add scleral GP contact lens fitting to their practice. Participants fit each other with 14mm to 18 mm scleral lenses, experiencing the fitting process from both the practitioner and the patient perspective. Lens fits are documented to include lens-cornea and lens-limbus clearance values, fitting zone alignment or bearing, and tear flow. A selection of fits are video-recorded and discusses in grand rounds style.

3:50PM - 5:10PM

Utilizing Biological Contact Lenses to Their Maximum Potential/Woo/47412-AS (1 hour) - A hands on wetlab (sponsored by Katena) will follow this course.

This course reviews the history of amniotic membrane use in medicine. Amniotic membrane properties are reviewed. Ocular use of amniotic membranes is discussed. Biological contact lenses created with amniotic tissue are described. Risks and benefits of biological contact lenses are discussed. This course details the applications of biological contact lenses and their use in optometry. The differences between wet and dry amniotic membranes are discussed.

5:15PM - 6:15PM

AZOA Cocktail Reception in Lobby Bar

Come have a cocktail on the AZOA and mingle with your colleagues! Drink tickets will be provided.

Sunday, January 15

7AM

Registration & Breakfast

8AM - 9:40AM

Hybrid Contact Lenses Solving the Hard Soft Paradox/Edmonds/50367-CL (2 hours)

Lecture reviews the development of Hybrid CLs from past to present, describes handling, care and fitting of currently available Hybrid CLs and Discusses case reports of various corneas fit with Hybrid CLs and strategies for post fit complications and problems.

9:50AM - 11:30AM

The Future of Dry Eye/Kading/44997-AS (2 hours)

Dry eye has become a dry topic. With so many treatment options and so many diagnostic tests, it can become complicated to know when and how we should use what type of treatment. The Future of Dry Eye course looks at the current systems and the way that they miss the mark.

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**

**RESERVATIONS:
480-948-7750**

2017 SPRING CONGRESS IS FAST APPROACHING!

APRIL 21-23, 2017

**LOEWS VENTANA CANYON
7000 N RESORT DRIVE
TUCSON, AZ 85750**

ROOM RATE: \$159

RESERVATIONS: 800-234-5117



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