

AZOA

FOCAL POINT

THE NEWSLETTER OF THE ARIZONA OPTOMETRIC ASSOCIATION

SPRING CONGRESS AWAITS YOU IN TUCSON, AZ!

14 HOURS OF COPE CE TO BE DELIVERED

This year's Spring Congress is being held May 17-19 at the truly spectacular setting of the Hilton Tucson El Conquistador Golf & Tennis Resort. Combining breathtaking natural landscapes, year-round sunshine, a myriad of attractions and activities with a mix of Spanish, Mexican and Native American influences, Tucson is a truly special destination – and Hilton Tucson El Conquistador Golf & Tennis Resort provides the perfect location to experience the best that Tucson has to offer.

Relax in one of the 428 spacious guest rooms and suite accommodations at their AAA Four Diamond Arizona golf & tennis resort. Play a round (or more) on our 45-holes of championship golf. Enjoy a game of tennis on one of their 31 lighted courts. Relax poolside at their Desert Springs Oasis, featuring sparkling pools and a 143-foot waterslide. Dine on exquisite cuisine at one of the five restaurants - including our newest edition, Epazote Kitchen &

Cocktails. At Hilton Tucson El Conquistador Golf & Tennis Resort, the options are limitless.

The 2013 Spring Congress noted faculty will be presenting 14 hours of COPE-approved CE, and includes:

- Dr. Mile Brujic
- Dr. Robert Dunphy
- Dr. Philip Gross
- Dr. Jay Henry
- Tucson VA Residents: Drs. Jessica Duran, Erin Frillarte, Kari Jones, Stephanie Tsang.

Hotel reservations should be made by 4/19/2013 in order to receive the AZOA negotiated rate. The early registration deadline is 4/26/2013. Please contact the AZOA office with any questions or visit www.azoa.org. ■

REGISTRATION NOW OPEN FOR AZOA'S SPRING CONGRESS!

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PRESIDENT'S MESSAGE: BY DR. CHRIS PAROT



What a fast paced year! Hope everyone is doing well. The deadline for submitting meaningful use attestation ended on February 28, 2013 for the year 2012. This does not mean you are left out for future meaningful use attestation. It only means that the money for

performing meaningful use has been reduced. The need for using PQRS to avoid 2015 penalties from CMS is this year. You will need to show that you either use PQRS, or tried to use PQRS at least once to avoid the 2015 penalty. The continuing education from last fall and this spring congress will help in meeting these requirements. This information is also available on the AOA website as one of your member benefits.

The day at the Capital was well attended by Legislators and staff. Dr. Hanian did a great job organizing this event with the help of her husband Tim. Doctors Shannon Steinhauer, Jon Bundy, Gilbert Wong, Stacey Meier, Chris Parot, Frank Akers, Beth Pyle-Smith, Todd Smith, Lil Vogl, Leslie Falcon and Sara Gaib attended and greeted the legislators and guests. This is an event that more doctors should attend. Whether you like it or not optometry is a legislated profession and your help is needed to make changes and to protect our profession. Our healthcare field is changing fast. Health insurance exchanges are being developed and must be operational in states by Jan 1, 2014. The Harkin Amendment applies to all insurance health plans operating within any of the exchanges. The Harkin Amendment is the Federal nondiscrimination amendment that allows optometrists to be providers in these plans. Please let the AZOA office or Dr. Hanian know if any discrimination is found on enrolling as providers.

The Optometry Board Continuation Bill (SB1433) is going through the legislative process at this time.

On the national scene Utah had kiosk legislation in 2012. So far, no bill has been re-introduced this session in Utah. This technology bill was defeated in Utah last year but might be rising again or in other state. This topic is on the radar in every state.

There are two bills HR 920 and HR 855 that are on the national level, that affect optometrists.

The National Health Service Corps Improvement Act (HR 920) – an AOA-backed bill designed to expand access to eye and vision care by ending the exclusion

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2012 - 2013 Board of Directors

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President

Dr. Frank Akers
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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

www.azoa.org



AZOA Executive Director's Corner:


Spring is a great time year here in Arizona, unless of course you suffer from seasonal allergies like I do. If I had a dollar for every time I've sneezed this past month, I could take the rest of the year off. But enough about me! Spring is actually a very busy time for the AZOA office. After another successful Bronstein Cornea and

Contact lens seminar in January, we immediately start working on the Special Olympics, legislative session at the Capitol, the always popular "corn-dog day", the Tucson Spring Congress, and making plans to attend the AOA annual meeting which is in San Diego this year. We are also monitoring the ever changing landscape of Obamacare and AHCCCS expansion and its potential impact on our Profession.

Let's talk about one of the AOA's best kept secret, the Para-optometric Section. This year in San Diego at Optometry's meeting, there will be a proposed by-laws change to make staff membership into the Para-optometric section automatic and without cost to the sponsoring doctor. If passed this will be a significant value to AOA O.D. membership. This benefit helps removes the staff training burden from the OD member by offering free and economically price training material without membership dues. Optometric practices will now be able to access information and training through the AOA para-optometric website. If you have not seen it, take a few minutes to look through everything they have to offer. There will be extensive outreach and networking opportunities for AOA O.D. employed para's through marketing and promotional collaboration. The Para-optometric section is very active in many states and I think now is the time for Arizona doctors to take advantage of this very useful program. There is huge potential for this in Arizona and my wish is that the para-optometric members will become a big part of our Spring and Fall congress' with educational classes, more attendees, better social events, and attract more frame and lab vendors into our exhibit hall.

See you in Tucson at the Spring Congress. ■



Stacey Meier, OD, AZOA Executive Director





HELPING YOUR PATIENTS MAINTAIN THEIR INDEPENDENCE SINCE 1992

Lynne Noon, OD, FAAO
Diplomate in Low Vision Rehabilitation

Kevin Huff, OD

1830 S. Alma School Road
Suite 131
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623.583.2800

Practice Limited to Low Vision Rehabilitation

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PRESIDENT'S MESSAGE CONTINUED FROM PAGE 2

of ODs from the National Health Service Corps student loan repayment and scholarship programs, key Federal incentives for health care providers to serve in medically underserved communities around the country.

The Optometric Equity in Medicaid Act (HR 855) – an AOA-backed bill to fully recognize ODs as providers of physician services in Medicaid and to eliminate a loophole in Federal law that can be used by state bureaucrats and Medicaid third-party payers to restrict patient access to covered eye health care.

Optometrists were included as physicians with Medicare in 1986. These issues are why you should support Dr. Chad Carlsson on his PAC fund raising.

If you need any information on any of these topics please do not hesitate to ask the AZOA office or board members. I look forward to seeing everyone at the spring congress. ■

Chris Parot, OD, AZOA President

AOA - PAC: BY DR. CHAD CARLSSON

Hello Fellow AzOA Members:

My name is Dr. Chad A. Carlsson who was recently recruited by the AzOA to help with AOA-PAC fundraising in Arizona. I recently gave a power point presentation at the Fall Congress meeting in Sedona on the importance of a strong membership and frankly how “money talks” in Washington, DC and at a State level with local legislators. I can’t stress enough how important it is for raising funds for the PAC to use when needed in Washington to fight back against Certain Bills that would damage our scope of practice as optometrists besides the ones that help advance our scope of practice! When I attended the Washington DC AOA-PAC Legislative Conference I could feel the energy and enthusiasm from like minded OD’s that just wanted to be treated fairly within the health care arena. We represent you in Washington as one voice made up of thousands of OD’s, but we also need your help with talking to your local congressman about the importance of optometry to our communities besides fund raising to overall make our voices STRONGER!

When I started my path towards this profession, I had no idea the challenges I would face with State Laws and “Third-Party” insurances because I was an OD and not an MD. Well let me say, I’m more determined than ever to defend this great profession of ours and our contributions to society as Licensed OD’s. It truly is a shame that with all the time, energy, and most of all MONEY spent to go to optometry school for education and training; why we aren’t more respected amongst state legislators and the infamous “lobbyist groups” here in the United States.

This is one of my many goals that I’ve set for myself as AOA-PAC Chairman for the AzOA; to help get more OD’s involved with their profession. Only through a grass roots effort and charitable funding to OPACA and AOA-PAC can we together help push through congress “Bills” not only in our state but nationwide too to help “level the playing field” for optometry and allow us to practice our profession in the full scope we were taught and trained. By accomplishing these goals, we can then be treated fairly and equally amongst other health

professionals and various health insurance plans for vision and medical exams. In other words, it’s time to stop sitting around hoping for a change and to actually “get up” and “fight back” for what we are and stand for as a profession!

So please join the fight by talking to your local legislators about Bills introduced by our profession that favors optometry versus voicing a strong against opinion when Bills are introduced that would hurt our profession. At the very least, your monetary contributions to OPACA and the AOA-PAC help provide the monies needed for a “stronger voice” to get things done in Congress on a State and Federal level. What a force we could be if more OD’s got involved on both levels and what we could accomplish legislatively; talk about a galvanized profession! ■

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



VOSH, International
David R. Stacy, OD, Director, TTP
(Technology Transfer Program)
2974 N Alma School Road #3
Chandler, AZ 85224

VOSH, International is an NGO which supports missions around the world with a vision of establishing or supporting sustainable clinics in areas of need.

TTP solicits donated equipment and distributes it to VOSH chapters and Student VOSH chapters worldwide. We consider requests from sustainable clinics serving the poor and clinics associated with emerging Optometry Schools and many other NGOs including ophthalmology, and other medical fields. The equipment is donated by individual doctors, medical clinics, schools, manufacturers and ophthalmic instrument distributors

Therefore, please consider donating ophthalmic instruments. We will provide you with a letter to document your charitable contribution for tax purposes.

Please visit our web site vosh.org and contact us regarding your donation and to find out more about our organization. Click on "donate" under "Equipment" in the grey shaded area on the far left for details.

Desirable items in developing countries:

Trial lens kits
Battery powered hand instruments
Optical tools for frame adjusting and repair
Hand stones for edging lenses
Uncut single vision and bifocal lenses
Manual lensometers
Phoropters
Lens clocks
Color vision and stereo tests
Keratometers
Biomicroscopes

This list is not complete but represents the basic needs of developing programs. We consider accepting large equipment such as exam chairs, stands, operating microscopes on a case by case basis depending upon our resources to ship them.

We have warehouses in Ocala, FL and Chandler, AZ. Please contact me. My email is stacy@vosh.org. The mobile number is: 480-251-1762 or write to the address above.

Sincerely,

VOSH International,
David R. Stacy, OD, Director TTP

LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

The State Board of Optometry is undergoing a process called Sunset. All Boards in AZ, must be reestablished by the legislature every 10 years. The State board last went through this process in 2003. This is an opportunity for the Board to make statute changes. The State board determined changes they felt would make them more effective and more efficient. There are several administrative changes. The only requested change that has drawn opposition at the legislature has to do with the composition of the board. The Board is currently comprised of 5 OD's, 1 layperson and 1 MD/DO. The Association, our lobbyists and legislative committee, have been working with the State Board to affect a change to 5 OD's and 2 laypersons. At the time of this writing, SB 1433, the State Board Continuation bill, has successfully passed through the Senate Health committee and Senate floor vote and House Health Committee. In each instance, an Ophthalmology backed amendment to keep the MD/DO position the Board, has been defeated. We are awaiting a House floor vote and expect and floor amendment from Ophthalmology. Our success has been due in large part to the huge response from our AZOA members. Your phone calls and emails do make a difference and influence the passage of the bill. THANK YOU to all of you for your repeated efforts this session. We are better organized and get a bigger response than the Ophthalmologists and that is significant when it comes to floor votes. Watch your inbox for Legislation Update e-blasts with up to the minute reports. I hope to report success in these efforts to you at Spring Congress in Tucson.

Annette Hanian, OD, AZOA Legislation Chair

4th Annual Optometry Day at the Capitol

The AZOA Board supported a little idea a few years ago that has become a signature event for Optometry. March 20th was our 4th Annual Optometry Day at the Capitol. The AZOA sponsors an informal luncheon of foot-long corndogs and fresh squeezed lemonade for the Legislators and staff at the Capitol. It is an opportunity for ODs to meet with the Legislators in person and for the AZOA to get exposure as a player in the legislative arena. This year, VSP, provided one of their vision vans to the event for tours and we collected eyeglasses for Eyes of Hope.

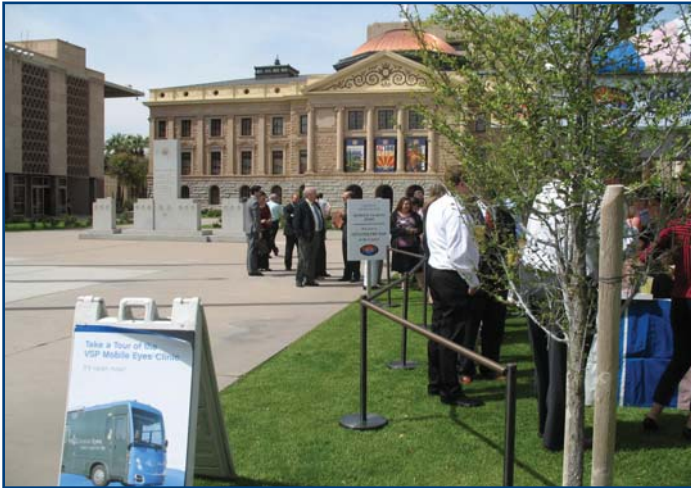
Annette Hanian, OD, AZOA Legislation Chair

Event Day Photos:



PHOTOS CONTINUED NEXT PAGE

EVENT DAY PHOTOS CONTINUED



SAVE THE DATE:

AZOA's 2013 Fall Congress
November 15 - 17, Sedona, AZ
Hilton Sedona Resort & Spa

OD WANTED

■ OD/Full Time Needed - Our practice is in need of an optometrist on a full time basis. We offer competitive compensation and benefits. Our practice has locations in Phoenix and Mesa. The available location is in north central Phoenix. 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 is required. If you are interested, please fax resume to 602-265-5171 or email bsmith@primeyecare.com. You can also call Krissy at 602-717-9133 or Dr. Smith at 602-321-9112

■ 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. Email cv/resume to riverviewvision@yahoo.com or call Rhett Burgener, O.D. - 928-230-2288

■ Optometrist Wanted in Tucson

Lucrative practice opportunity available in growing Tucson office. Work in a professional retail environment with great support staff--flexible hours, work either FT or PT. For more information please contact Jennifer at jhaines@usvision.com

■ 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. Please visit our website at www.affinityeyecaregroup.com

■ Advanced Vision Care in Tucson, AZ: Looking for associate doctor starting May 1st, initially working 2-3 days per week, eventually full time with potentially partnership/ownership in the next few years. This is a private practice in a 5,000 sq. ft. state of the art facility using the latest technology: OCT, TRS, Optomap, VF, Topography, QuantifEye, EHR and an in house finishing lab. There are 11 full time equivalent employees, some here 15+ years. We have the most comprehensive training process for staff and extensive use of scribes. Email CV to Michael Sellers, OD at office@advancedvisioncare.net or call Work (520) 744-1711 Cell (520) 405-7719

■ 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 or 954 205 6517

■ Fill-ins/Part-time OD needed immediately for practice in upscale area of Glendale. Flexible days/hours and excellent pay. Email proeyeglasse@yahoo.com. Contact Cusack 602-225-3430, 602-843-8385.

■ 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

■ Optometrist wanted: PT / FT / Managing Doctor: Two Mesa Lenscrafters locations and Arrowhead Mall (Glendale), Salary with bonus, full benefits package. Full trained technicians, paperless electronic records, full scope care; OCT, fundus camera, topography, VF, Pach, large contact lens inventory. Send resume to: admin@pearsonyecare.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.

■ Eastside Tucson: Seeking associate OD for 3-4 days/week. Likely to turn into 5 days/week within 1 year if works out. Modern, private practice is equipped with OCT, Optomap, VF, Marco TRS refractors, and Examwriter records. Position is available starting May 2013. We are looking for a personable optometrist who is comfortable with medical optometry including treatment of glaucoma. Also we fit contacts from basics to specialty lenses. Contact Curtis Dechant, OD at 520-663-5393 or by email at dechant@familyvisionsource.net

■ Part-Time Optometrist Needed-Metro Area/West Phoenix

We are currently looking for an Optometrist to work primarily Fridays

CLASSIFIEDS

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.

■ Optometrist needed for maternity leave coverage from 2/27/13 to 6/29/13. Private practice. The main office in Sun City West has a high degree of ocular pathology and a large base of glaucoma patients. The branch office in North Phoenix is a family practice with a significant contact lens practice. Hours: Wed 8-5pm in SCW and Sat. 9-3pm in NPHx. We can provide some Sat. relief coverage as frequently as once a month.

An additional day is available if desired. Contact Donald Siegel, O.D. 623-544-3877 npeyecare@gmail.com

■ Tucson: NEW OFFICES opening 2013. Terrific Full Time and Part-time positions - relocation support provided. Salaried starting at \$120,000. 5 days within the same office - no need to travel to different locations. Closed Sundays! All administrative tasks are handled by our staff: no headaches with billing/coding, credentialing, staff hiring/training, follow-up with insurances, etc. Comprehensive equipment in each office to take care of your patient's primary care needs. Full technician staff to support the OD in preliminary testing and contact lens fittings, ordering, etc.

Benefits package includes: Medical/Dental, 401k with matching, paid vacation/holidays, etc. Monthly OD bonus incentive. Yearly annual salary increases. Drs. employed by the DREX of Arizona, P.C. - offices inside America's Best Contacts & Eyeglasses. I'd appreciate the opportunity to speak to you about these great offices: Dr. Jennifer Lo: (206) 617-7467 or JRL0217@yahoo.com.

■ Busy Cornea Specialist / General Ophthalmologist seeking a medical trained optometrist for Sun City / Peoria practice. Monday - Friday. No weekends

or evenings. An ideal candidate likes working with specialty contact lenses, spectacles, medical optometry and post op patients. A great personality, sharp clinical skills, and excellent communication skills is a must. Please fax resume to Dr. Kootman at 623-561-2446.

■ OPTOMETRIST NEEDED - AZ Licensed Optometrist for company established in 1980 to cover 2 Valley locations 15 minutes apart in Phoenix.

Hours are flexible, but need 6 hours of chair time per day. No insurance work. Potential to make a minimum of \$125K a year.

Please call 602-371-1985 or fax resume to 602-678-1980 or email smrc24@aol.com for more information

■ PART-TIME OPTOMETRIST WANTED in Gilbert, AZ: Carlsson Family Eye Center is seeking a part-time O.D. in Gilbert, AZ. We have experienced tremendous growth and are ready to add a part-time OD to Dr. Carlsson's busy schedule. We are looking for a residency trained Pediatric/Binocular Vision Disorder OD to fill in on Friday's and one other day of the week. Eventually a full-time associate position will develop and an opportunity for partnership as Dr. Carlsson is looking to expand eventually to another location. Our practice is a "family-focused" primary care practice with an emphasis in pediatrics and we offer vision therapy to all. Other skills such as specialty contact lens fittings and/or Ocular disease residency experience is also a candidate for this position. This private practice is recognized as a modern facility with the latest equipment and technology along with a family-friendly staff. We have a Retinal Camera, 301 Octopus VF, topography, VisiOffice, etc. Our exam rooms are equipped with Reichart Advantage Chair and Stands and we use OfficeMate and ExamWriter electronic records. We also have a full-service Optical of over 800 frames ranging from all ages (especially the kiddos). Applicant must be comfortable in diagnosing and managing all medical conditions of the eye including glaucoma, dry eye, macular degeneration and ocular

infections besides excellent skills in diagnosing and managing strabismus, amblyopia, and various binocular vision disorders. If you would like to learn more about this opportunity, please contact Chad A. Carlsson, OD, FAAO at DrC@CarlssonEye.com and submit a Cover Letter and Resume with all inquiries. All inquiries will be kept confidential.

■ OD needed immediately in Phoenix area. PT/Fill-in 1-2 days per week. Established location in nice area. Well trained staff in friendly environment. Payscale is negotiable with daily bonuses available. Busy location so great earning potential! Flexible days and independent contractor status! Please email inquiries to eeccvision@gmail.com

WalMart Opportunities: Sierra Vista, Prescott & Phoenix. National Vision has great professional opportunities available in Optometry in our Walmart Vision Centers! We offer generous, guaranteed base salaries, plus full benefits that include: .Medical and Dental Insurance .Retirement Plan with Matching .Paid Vacation Time .PTO (Paid Time Off) .Paid Holidays .Flexible Spending Programs .Direct Deposit .Continuing Education Hours Provided .Bonus Incentive .Life and Disability Insurance. National Vision is committed to providing the highest quality in patient care. We are looking for candidates that are dependable, caring doctors, with an excellent chair side manner to ensure the utmost in patient care. Our offices have fully trained staff, including technicians, to assist you in delivering quality eye care. Our technicians gather the patient's health and ocular history, along with pretesting, including autorefraction and K's, tonometry, visual fields, acuities, stereopsis, color vision, and binocularity. Thus our office design and staff training enable the doctor to just focus on the exam as we expect to book as many as 4 patients per hour. The doctor hours are 9:30 to 6:30. Saturdays are required. The days off for the doctor are typically Sunday and Wednesday. Each day there is an hour lunch. Drs. employed by the DREX of Arizona, P.C. Please contact Britt Clark: 678-595-4712 or britt.clark@nationalvision.com

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AOSA names Foster as new executive director

(reprinted from AOA News-April 2013)



The American Optometric Student Association (AOSA) has named Robert Foster as executive director. Foster brings to the AOSA more than two decades of experience serving optometry and a background in not-for-profit management and consulting. Most recently, Foster served the AOA as associate director of publishing/social media.

The AOSA represents more than 6,000 students attending the 23 schools and colleges of optometry throughout the United States, Canada, and Puerto Rico.

"I could not be more excited for the future of the AOSA and profession at large," said AOSA President James Deom. "Bob comes to the AOSA family with an already deep passion for the profession of optometry and a keen interest in helping students realize their full potential through involvement in organized optometry. I do believe that Bob will help take the AOSA into the future by helping increase students' awareness of the importance of getting actively involved early and staying involved upon graduation."

The AOA will work closely with the AOSA to support its members as well as help them prepare for entering the profession.

Foster's involvement with optometry began in 1992, when he started at the AOA as editor of AOA News, following two years at St. Louis-based public relations firm Fleishman-Hillard and six years at McDonnell Aircraft Company. ■

Optometry's efforts pay off as HHS makes healthy vision for America's children national priority

(reprinted from AOA News-April 2013)

Historic regulatory policy win realized after AOA's decades-long advocacy push

The U.S. Department of Health & Human Services (HHS) decision to require the AOA-backed pediatric vision care essential health benefit to be an annual comprehensive eye exam with follow-up care and materials for millions of children across the country marks a high point in the AOA's more than decadelong advocacy effort to make healthy vision for children a top national priority.

The HHS' decision in February will help millions of this nation's children access the necessary eye and vision care

that will contribute to their healthy development and help them find success in school and later in life.

The following is an overview of the final rules published by the HHS and the expected impact on optometry:

- Millions of children will gain health insurance coverage through age 18 that includes direct access to their local optometrist for comprehensive eye exams and treatment, including medical eye care.
- Pediatric eye health care is confirmed as an essential health benefit (EHB) and must be offered by all new small group and individual health plans as a distinct benefit from well-child care.
- Pediatric eye health care is defined as an annual comprehensive eye exam and treatment, including medical eye care.
- All new small group and individual health plans – both inside and outside of state exchanges – are required to provide fully integrated coverage for pediatric eye health care and must recognize optometrists as providers of medical eye care.
- While adult eye care is not currently an essential benefit, health plans are free to add the benefit if they choose or if required by a state insurance marketplace (or exchange).

Throughout the multiyear legislative and regulatory battle over health care reform, the AOA remained focused on protecting and expanding direct access to comprehensive eye exams, follow-up care, and materials.

Beginning in 2009 and 2010, the AOA worked with leaders in Congress to formally recognize the importance of healthy vision in children and secure a key patient access victory through the specific designation of pediatric vision care as an essential health insurance benefit.

After the legislation was signed into law, the AOA urged top administration officials, through White House meetings, testimony at national listening sessions held around the country and supportive letters from key Capitol Hill leaders, to make direct access to comprehensive eye exams the foundation of the new benefit.

Thanks to the hard work of AOA member volunteers, all optometrists can now begin to prepare for an influx of newly insured families who are now able to directly access their local doctor of optometry for their comprehensive eye and vision care needs starting Jan. 1, 2014.

AOA members can access the full details through a new fact sheet on the pediatric vision care EHB and its expected impact on optometry at https://www.aoa.org/documents/FAQ_on_EHB.pdf. ■

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AzOA honors member achievements (reprinted from AOA News-April 2013)

The Arizona Optometric Association (AzOA) honored Past AOA President Al Levin, O.D., with its Lifetime Achievement Award at the annual Bronstein Cornea and Contact Lens seminar in Scottsdale, Ariz., Jan. 12, 2013.

After retiring from private practice in Pennsylvania, Dr. Levin moved to Arizona and served as the AzOA executive director for 10 years. He was joined for this special event by several out-of-state family members.

A World War II veteran, Dr. Levin graduated from the Pennsylvania College of Optometry in 1951, spent his entire life advocating for the profession, and received OD of the year awards from the AzOA and the Pennsylvania Optometric Association. ■



Shown, from left, Gilbert Wong, O.D., AzOA immediate past president, Larry Levin, son; Al Levin, O.D.; Kannylen Levin, daughter-in-law; Hinda Levin-Kreiger, daughter; and Marc Levin, son.

ODs must list own names as ordering/referring providers on Medicare claims May 1 (reprinted from AOA News-March 2013)

Optometrists must use their own names and National Provider Identifiers (NPIs) on Medicare claims beginning May 1. The U.S. Centers for Medicare & Medicaid Services (CMS) announced it will deny claims for services or supplies that require an ordering/referring provider to be identified, if that provider is not identified, is not in Medicare's enrollment records, or is not of a specialty type that may order/refer the service/item being billed.

Practitioners should put their own names and NPIs on line 17 ("Name of referring provider or other source") of the CMS 1500 form even if they are both ordering and performing the product or service on the claim. ■

CLASSIFIEDS CONTINUED FROM PAGE 9

OD AVAILABLE

■ Updated April 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

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 for more information.

■ Parker Optical established 16 years is for sale. Includes exam lane, paternless edging equipment with stock lenses. All equipment, business furniture, frames and stock. the price is \$10,000.00. contact Dennis at 928-669-6971 for further information

■ Optical business for sale in the most upscale area of Glendale. Established since 3 years and generated hundreds of doctors and opticianry files. Must sell due to sudden health condition. Reasonable offer will be accepted.... For more details call and ask for Joe at 623-792-3578

EQUIPMENT FOR SALE

■ Optronics 6E Edger and 4T Tracer with Speede Blocker for Sale All items in good working condition. Make an offer!

Please call for additional information.
Contact: Lori Rhodes - 623.932.2020

■ EQUIPMENT FOR SALE: one compact wall frames display unit with revolving panels which holds 90 frames, and one light wood colored dispensing table. Both for \$50.00 Call Dr. Bradie Hopper for more information. Ph: 602-628-4419

■ Equipment For Sale: CR4-45 Canon non-mydratic camera with digital camera attachment and motorized wheel chair accessible table and Humphrey Zeiss Corneal Topographer with printer and wheelchair accessible motorized table. Both are available at any reasonable offer. Please call for additional information. Thanks, Ken Factor, O.D. 602-996-2020

To place a classified ad, please email the AZOA at kate@azoa.org

Spring Congress Schedule

Friday, May 17 -

12PM-5PM Registration

1PM-3PM **Meaningful Use Stage 1 and 2:
Your Survival Guide!/Gross &
Henry/36473-GO**

This course will provide a clinical look at Meaningful Use Stage 1 and Stage 2 objectives in detail including requirements, clinical implications, exemptions, compliance and how to navigate the different stages. Meaningful Use has changed the way we practice and how we interact in the health care system of the future. You don't want to be left behind.

3PM-5PM **Incentive Programs Update,
Quality Reporting, and
Information Exchange: Are you
Ready?/ Gross & Henry/36474-GO**

This course will provide details of the Incentive Programs under CMS for EHR adoption, Quality Reporting and E-Prescribing including requirements, incentives, penalties, registration and attestation process. Programs will be covered in detail including clinical requirements, clinical implications, clinical exemptions, security and compliance. In addition, Information exchange by way of secure messaging, Registry, as well as state and national eHealth Exchange will be discussed.

5PM-7PM Exhibit Hall & VSP Cocktail Reception

7PM Dinner on Own for Attendees

7PM Board/AOA Trustee Dinner

Saturday, May 18 -

7AM Registration/Breakfast

8AM-10AM **Case Studies in Glaucoma/
Dunphy/34971-GL**

This course utilizes case presentations to highlight important considerations in diagnosis and management of a variety of glaucomas. New ways to identify important features of the angle, nerve head and retina are presented.

10AM-12PM **Retina Grand Rounds/
Dunphy/34969-PS**

This course reviews clinical diagnosis and management for a wide range of clinical problems involving the macula and peripheral retina. Case examples highlight key management considerations.

12PM-2PM Exhibit Hall/Luncheon

2PM-4PM **Not a Dry Eye in the House/Brujic/
30033-AS**

This course will provide an understanding of the

epidemiology and pathophysiology of dry eye complete with a discussion of diagnosis techniques and treatment options. Contemporary concepts will be emphasized along with case presentations to illustrate the concepts discussed.

4PM-6PM AZOA Business/Membership Meeting

6PM-8PM Dinner/AZOA Awards Presentations
More info coming

8PM New President's Reception-
President's Suite (Everyone welcome)

Sunday, May 19 -

7AM Registration/Breakfast

8AM-10AM **Tales From The Trenches/
Brujic/30034-AS**

This interactive course will take the attendee through challenging cases and reinforce many of the fundamental principles of treating anterior segment disease. It will emphasize many anterior segment diseases along with novel uses for contact lenses in the management of anterior segment anomalies.

10AM-12PM **Tucson VA Residents Present:
Ocular Disease & Low Vision Grand
Rounds/Duran, Frillarte, Jones,
Tsang/Pending COPE Approval**

Four unique cases will be presented by four Residents at the Southern Arizona VA Health Care System in Tucson, AZ:

- *What comes next? Low Vision Rehabilitation for Vision Loss from Purtcher's Retinopathy due to Acute Pancreatitis*

A 33 year-old Hispanic male presents with dramatically reduced vision due to Purtcher's retinopathy secondary to acute pancreatitis demonstrates vastly improved affect and functionality after low vision evaluation and training through the Southwestern Blind Rehabilitation Center.

- *Ocular Manifestations of Desert Rheumatism*

A 65 year old Caucasian female presents with severe panuveitis & occlusive vasculitis is subsequently diagnosed with disseminated Coccidioidomycosis, a dimorphic fungus endemic to regions in Arizona

- *Iris-sutured IOL induced UGH+ complicated by high dose ASA, ugh indeed!*

Patient on high-dose aspirin therapy presents with right eye blurry vision. Exam findings lead to the diagnosis of UGH+ syndrome secondary to iris-sutured IOL. This case highlights an unusual etiology exacerbated by ASA desensitization therapy.

- *Macular Edema after Gilenya (fingolimod)
Treatment of Relapsing Multiple Sclerosis*

A 67 y/o Caucasian male presented four months after initiating Gilenya (fingolimod) treatment for relapsing MS. Dilated fundus exam revealed mild macular edema OD which due to the timing may be related to, or exacerbated by, the use of Gilenya. Gilenya, the first FDA-approved oral agent for the treatment of relapsing MS, has been shown to cause macular edema in recent clinical trials.

2013 SPRING CONGRESS REGISTRATION

Name: _____

**OE Tracker #: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Additional Guests: _____

PACKAGE INFORMATION: Please circle one

Complete Package: (All CE, Meals, Social Events Included)

Optometrist

Student

Daily Rate (Includes all meals offered for the day(s) selected.)

Fri May 17

Sat May 18

Sun May 19

Received Before 4/26		Received After 4/26	
Member	Non-Member	Member	Non-Member
\$425	\$525	\$495	\$595
\$20	\$20	\$20	\$20
\$200	\$250	\$225	\$275
\$250	\$290	\$275	\$290
\$200	\$250	\$225	\$275

Individual Guest/Spouse Meals

- Saturday Continental Breakfast \$35 x _____ = \$ _____
- Saturday Luncheon \$45 x _____ = \$ _____
- Saturday Awards Dinner \$50 x _____ = \$ _____
- Sunday Continental Breakfast \$35 x _____ = \$ _____

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: _____ V-Code: _____ Zip: _____ Amt: _____

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 APRIL 26, 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 5/3/2013. No refunds after that date.

**FAILURE TO PROVIDE YOUR OE TRACKER # ON THIS FORM WILL RESULT IN A DELAY OF REPORTING CE TO ARBO



DO YOU NEED [CONSULTATION SERVICES?]

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We would like to be your consultative service for:

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Binocular vision • Electrodiagnostics

Sports vision training • Advanced contact lenses

To download physician consultation forms, or read about our faculty & specialty services, please visit us online at: www.mwuclinics.com.

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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

www.azoa.org

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



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

ROOM RATE: \$219 SINGLE/DOUBLE FOR RESERVATIONS: 1-877-273-3762