



JAN - JUL 2020

Focal Point

Newsletter of the Arizona Optometric Association

Since our 2020 Spring Congress was cancelled due to COVID-19, the AZOA held its business meeting via Zoom on Saturday, May 9th to cover important topics such as approving the 2020-2021 Slate of AZOA Officers and Directors. The following board slate was approved unanimously for 2020-2021.

Officers

Dr. Justin Jones -*President*
Dr. Bart Pemberton-*President-Elect*
Dr. Armanae Mancha-*Treasurer*
Dr. Danielle Remington - *Secretary*
Dr. Jon Wold-*Immediate Past-President*

Directors

Dr. Jon Beeson
Dr. Chad Carlsson
Dr. Alicia Feis - AZCOPT
Dr. Jamie Kuhn
Dr. Logan Ragan

Although Dr. Jon Wold was not able to pass the gavel to Dr. Justin Jones in Tucson, they did meet up recently to officially transition Dr. Jones to AZOA President....while following CDC guidelines of course!



Gavel passing



Chickenfoot passing

AZOA MEMBER NEWS

Dr. Todd Geiler shown below (right) at his Prescott office with Drs. Stacey Meier and Lilien Vogl, is a long-time AZOA member.



Geiler EyeCare - Your Prescott Optometrist

Dr. Todd Geiler, his father, Dr. Thomas Geiler and his Grandfather, Dr. Lenard Geiler, are Prescott natives and have provided eye care for more than 67 years. A family steeped in Yavapai County with an eye on Prescott's medical history, we remember the good old days but utilized the advancements of current medical technology in their application to your care. This legacy began with a commitment to their patients. Geiler EyeCare is in its third generation providing complete eye care throughout Central Arizona including the City of Prescott and the surrounding Tri-Cities and Quad-Cities.

Geiler EyeCare was recently awarded BEST EYECARE FACILITY for 2017. They provide eye care examinations diagnosing refractive and binocular conditions of the eye such as near sightedness, far sightedness, astigmatism, muscle imbalances and neuro-ophthalmological assessments.



Governor Ducey Nominates Dr. Todd G. Geiler To Arizona Game And Fish Commission

News Release

January 23, 2020



PHOENIX — Today, Governor Doug Ducey announced the nomination of Dr. Todd G. Geiler to the Arizona Game and Fish Commission. Dr. Geiler, whose family has lived in Yavapai County since 1946, maintains a solo optometric practice that his grandfather began in 1946 in Prescott.

A lifelong outdoorsman, Dr. Geiler has volunteered his time to get young people more involved in outdoor activities. He spearheaded a partnership with the City of Prescott and Arizona Game and Fish to provide the youth of greater Prescott, Prescott Valley and Chino Valley with a *Kids Free Fishing Day*, a day that encourages kids to spend time outside fishing and learning about conservation. He also is a member of the Safari Club International, Arizona Cattle Grower's Association, Arizona Mule Deer Foundation, the Prescott Sportsmen's Club, the Kiwanis Club and more.

"Dr. Geiler's extensive outdoor involvement and community leadership will serve the Arizona Game and Fish Commission well," said Governor Ducey. "I am pleased to nominate him and look forward to his contributions on the commission."

Dr. Geiler attended Prescott High School before receiving his associates degree from Glendale Community College. Between 1984 and 1987, he attended Northern Arizona University for pre-doctoral studies with an emphasis on physics and finance. He later earned his bachelor of visual science and doctorate of optometry from Pacific University in Forest Grove, Oregon.

AZOA MEMBER NEWS

AZOA Welcomes NEW MEMBERS!

(as of October 2019)

Jacquelyn Yi, OD
Devin Whipple, OD
Emily Marsh, OD
Kaci Kramer Oldroyd, OD
Kallie Harrier, OD
Katerina Dasen, OD
Kim Patel, OD
Randy Cox, OD
Steven Kopp, OD
Yuan Tran, OD
Marcela Sierra Romero, OD
Kevin Siy, OD
Cameron Loe, OD
Cory Lappin, OD
Kacey Gilford, OD
Carl Ekman, OD
Leah Nolander, OD
Kendra Ivy, OD
Jonathan Kay, OD
Christina Martinez, OD
Lauren West, OD

2020 - 2021 Board of Directors

Officers

Dr. Justin Jones
President

Dr. Bart Pemberton
President-Elect

Dr. Armanae Mancha
Treasurer

Dr. Danielle Remington
Secretary

Dr. Jon Wold
Immediate Past-President

Directors

Dr. Jon Beeson
Dr. Chad Carlsson
Dr. Alicia Feis - AZCOPT
Dr. Jamie Kuhn
Dr. Logan Ragan

Staff

Dr. Stacey Meier
Executive Director

Kate Diedrickson
Events Manager

Rana Lindstrom
Accounting Manager

AZOA MEMBER NEWS

Reprinted from the GP Lens Institute
Spotlighting

GPLI ADVISORY BOARD MEMBER



Robert J. Maynard, OD

When I moved to St. Louis in 1982 to accept a faculty position at UMSL I was excited in part due to the reputation St. Louis had as one of the contact lens capitals in the country. With such pioneers as Drs. Bob Koetting, Rex Ghormley, Frank Fontana, Jim Gordon and Jack Hartstein (one of the few - if any - ophthalmologists to author multiple books on contact lenses), the MD-OD Contact Lens Foundation of St. Louis was established to have regular meetings and share information. Although the founding legends have either passed away or moved, they have been replaced by the likes of Drs. Doug Becherer, Carmen Castellano, David Seibel, Sean Mulqueeny, Debby Kerber and some outstanding cornea specialists.

However, St. Louis had competition in those early days of contact lenses from two other cities: Chicago and Phoenix. The individual leading the contact lens cause in Phoenix was pioneer and icon, Dr. Leonard Bronstein. His influence and mentorship of future outstanding contact lens specialists - notably Drs. John Rinehart and Bob Maynard - established Phoenix as a mecca for specialty contact lens practice. If you have not heard of Dr. Maynard, it is only

because of his modest and "behind the scenes" demeanor. That said, it is very important for you to recognize that few individuals in the United States have had more impact on specialty contact lens practice and the goal today is to give a very deserving pioneer his long overdue tribute.

Dr. Maynard has a long and storied history in contact lenses and the individuals who influenced him would most certainly be members of the "Contact Lens Specialists Hall of Fame" if such organization existed as he relates: "It started with my stepfather and his fitting contact lenses in Eastern KY, now a place that is home to Pikeville College of Optometry. He got his "learning" from Len Bronstein and Gene Reynolds when they were working with Drs. Newton Wesley and George Jessen. Gene and Len were going around the country in seminars teaching doctors how to fit contact lenses. When he moved to Arizona he continued with contact lenses, and Len Bronstein came here also. Contact lenses really began to take off big time around the late 50's and then certainly into the 60's. I graduated from optometry school in 1967 and while I did not get much training there, I was fortunate enough to have as a teacher Solon Braff. He was extremely helpful in the fitting of sclerals. New practitioners have no idea what we had to go through to get those lenses to work successfully. We of course used anesthesia under the table. The method was not terribly different than that of Chris Sindt and her molding of the eye."

With mentors such as Drs. Gene Reynolds and Leonard Bronstein, early pioneers in not only contact lenses but also corneal topography, Dr. Maynard was one of the first individuals to have access to the precursor to the modern topographer, the Reynolds Corneascoper, as he relates: "My dad and I along with a small group of ODs that Len Bronstein

was mentoring immediately recognized the importance of that breakthrough. It was an immense help in seeing what the cornea actually looked like over a wide area and actually measuring the curve all over the cornea. That gave several of us in Arizona a leg up. We were early adopters and then they went all over the country.

Dr. Maynard also had a front row seat for the development and use of the first gas permeable lenses with the knowledge that the Polycon lens was developed in Arizona. Through the influence of such individuals as Dr. Bronstein and his laboratory, Ed Gary, and the Seidners, he was able to be one of the early investigators of this breakthrough material and a huge advocate of GP lenses. It is also important to note that he was a pioneer in several other areas including, along with friend and colleague Dr. David Atwood, being charter members of an international orthokeratology organization along with Drs. Charles May and Stuart Grant. He was also one of the pioneers in the contact lens management of the post-refractive surgery patient as Arizona was a huge hub for radial keratotomy (RK). Of course, there were a large number of undesirable outcomes from RK and Dr. Maynard became one of the leading "problem-solvers" in this area. He also recognized the benefits of CLMA member laboratories as he relates: "All this time we had great labs. Carl Moore, took the place of Len Bronstein for me. His consultants were very helpful and, more recently, Ann Shackelford deserves special mention for her work with ABB Optical Group."

During this time, he became a leader in his state association and the American Optometric Association (AOA) as he relates: "I took the AOA route and Dr. Bronstein at the early time, 50's and 60's into the 70's was the legislative person

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GETTING TO KNOW OUR NEW AZOA BOARD MEMBER

Jon Beeson is an Arizona native living and practicing in Payson, AZ. Doctor Beeson received his Bachelor's degree in Biology from Arizona State University. After acquiring his Bachelor's degree Dr. Beeson proceeded to work full time as an Ophthalmic Technician for Barnett Dulaney

Jon Beeson, OD

Perkins Eye Center before attending Optometry School at the Inter American University of Puerto Rico School of Optometry. Dr. Beeson is a strong advocate for the profession of Optometry as well as the care of his patients, and is active in the Arizona Optometric Association as well as the American Optometric Association.

Doctor Beeson completed advanced training during his internship in Ocular Disease and Primary Care at the Nationwide Vision Medical Center and has extensive ocular medical training with a special emphasis on dry eye resolution and treatment as well as all ocular diseases. Dr. Beeson is passionate about ocular health and building meaningful relationships with his patients.



Although our 2020 Spring Congress was cancelled due to COVID, the AZOA is still pleased to present our:

2020 Spring Congress Award Winners

O.D. of the Year:

John Chrisagis, O.D.

Young O.D. of the Year:

Christina Esposito, O.D.

Key Person of the Year:

Jack Hostetler, O.D.

Legislator of the Year:

Rep. Jeff Weninger

President's:

Kate Diedrickson





Reprinted from June 25 issue of Vision Monday Magazine

FTC Announces Final Amendments to Controversial Contact Lens Rule

SILVER SPRING, Md.—The Federal Trade Commission voted 5-0 yesterday to approve a Final Rule amending the agency’s Contact Lens Rule, which facilitates shopping for contact lenses by requiring prescribers to automatically provide a copy of a patient’s prescription to the patient and to verify or provide prescriptions to third-party sellers. The Final Rule, known as 16 CFR Part 315, requires prescribers to request that their patients confirm that they have received their prescription, and allows flexibility in the way the prescription and confirmation are provided, the FTC said in a statement.

The changes to the Contact Lens Rule, which have been debated for several years, has broad implications for consumers, contact lens makers, retailers and eyecare professionals.

“Eye doctors are required by law to provide every patient with a copy of his or her contact lens prescription, allowing patients to comparison shop for lenses,” said Bureau of Consumer Protection director Andrew Smith. “This Rule change will help to ensure that eye doctors fulfill their obligations, and will facilitate FTC enforcement of these important requirements.”

In place since August 2004, the Contact Lens Rule imposes obligations on both eyecare prescribers and contact lens sellers. The prescriber must automatically provide the patient with a complete copy of the contact lens prescription after completion of a contact lens fitting, and also must verify or provide the prescription to authorized third parties. The Rule also requires that contact lens vendors sell contact lenses only in accordance with a valid prescription the seller has received from either the patient or prescriber, or has verified via direct communication with the prescriber.

The FTC said it is issuing the Final Rule following an extensive review and consideration of thousands of public comments and materials received by the Commission between 2015 and 2019, including surveys, studies, analyses, and information generated at an FTC workshop devoted to the Rule and

the evolving contact lens marketplace. The Final Rule also incorporates changes made in response to public comments received following a supplemental notice of proposed Rulemaking published in May 2019, FTC noted.

As detailed in a final notice of Rulemaking to be published shortly, after a contact lens fitting, prescribers will be required to do one of the following to confirm that a patient received their prescription:

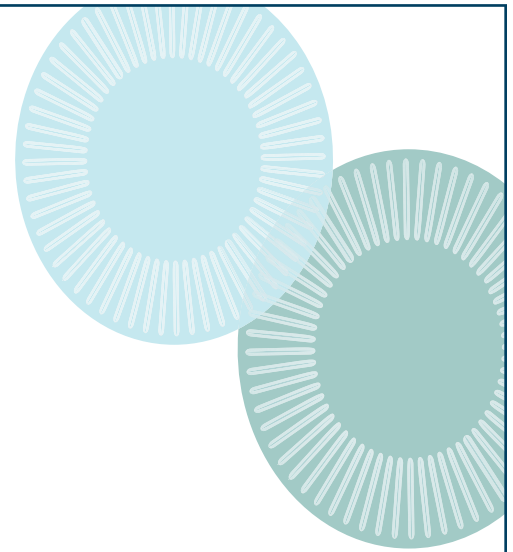
- Request that the patient acknowledge receipt of the contact lens prescription by signing a separate confirmation statement.
- Request that the patient sign a prescriber-retained copy of the prescription that contains a statement confirming the patient has received it.
- Request that the patient sign a prescriber-retained copy of the sales receipt for the examination that contains a statement confirming the patient received the prescription; or provide the patient with a digital copy of the prescription, and retain evidence that it was sent, received, or made accessible, downloadable, and printable.

Under the new Rule, prescribers must maintain proof that they satisfied the confirmation of prescription release requirement for at least three years. If a patient refuses to sign a confirmation, prescribers must note this and save it to record their compliance.

The Final Rule also will affect prescribers in several other ways. First, it adds a new definition of the term “provide to the patient a copy,” which will allow the prescriber—with the patient’s verifiable consent—to provide the patient with a digital copy of her prescription instead of a paper copy. When seeking a patient’s consent, prescribers must tell the patient the specific method of electronic delivery they will use, and must keep a record of the patient’s consent to that method for three years. The Final Rule will also require prescribers to provide patients or their designated agents with an additional copy of their prescriptions on request within 40 business hours.

The American Optometric Association was quick to condemn the FTC’s decision. In a statement released yesterday, the AOA called the FTC’s decision a “discredited plan to impose a new paperwork and record-keeping... in spite of opposition from the AOA and other medical groups and bipartisan patient health and safety leaders in Congress.” The AOA also criticized the agency for making its decision “without regard to the current national public health crisis.”

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ONE VISION ONE FOCUS ONE FUTURE

WHERE THE OPTICAL INDUSTRY WILL
REUNITE & GET BACK TO BUSINESS

 **VISION
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EXHIBIT HALL: SEPT 24-26
SANDS EXPO | LAS VEGAS

How to Choose the Right Malpractice Coverage



Malpractice insurance, or professional liability insurance, is an essential component in every Doctor of Optometry's business portfolio. The right coverage will provide protection for the full range of treatments you offer, so you can focus on delivering excellent patient care without worry. AOAExcel's insurance program administrator, Lockton Affinity, recommends you look for these three

features when evaluating a malpractice policy:

- **Comprehensive protection:** A comprehensive policy will cover you for the full range of services permitted in Arizona's scope of practice, without common procedural exclusions that may be considered "surgical." Not sure if your current policy offers comprehensive coverage? [Click here to request a complimentary policy review.](#)
- **Lasting coverage:** There are two types of professional liability coverage available: claims-made and occurrence. Claims-made policies only provide coverage if the policy is in effect both when an incident took place and when a claim is filed, while occurrence policies provide coverage for any event that took place while the policy was in effect.
- **Savings:** Premiums can vary significantly among providers, so it pays to shop around and compare rates. AZOA members can receive a quote in seconds with no contact information required.

The malpractice insurance administered by Lockton Affinity provides guaranteed full scope of practice occurrence coverage with automatic updates, and no surgical exclusions. For more information on AOAExcel's program with Lockton Affinity visit ExcelOD.com/business-liability.

The AOA Insurance Alliance program is administered by Lockton Affinity, LLC d/b/a Lockton Affinity Insurance Brokers, LLC in California. Policy benefits are the sole obligation of the issuing insurance company. The American Optometric Association may receive a royalty fee for the licensing of its name and trademarks as part of the insurance program offered to American Optometric Association members.

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GOOD AND WELFARE

Jordan Dirk Rothlisberger, 34, returned to his heavenly home on May 19, leaving a legacy of love that impacted everyone who knew him. Born in Mesa, to Teri and John Rothlisberger, Jordan spent his childhood in St Johns, where he was active in Academic Decathlon and played on the high school baseball team before graduating as Valedictorian. He then began his education at Brigham Young University before serving a mission for The Church of Jesus Christ of Latter-day Saints in Melbourne, Australia, teaching the gospel he loved so much in Mandarin Chinese.

Upon returning to BYU, he met and married his queen, Jen, in the Manti, Utah temple and they began their family while he pursued his undergraduate degree in business management. He graduated Cum Laude in 2011 and then attended Southern College of Optometry in Memphis, Tennessee. While there, he was selected as a Student Ambassador and was honored with the Outstanding Clinician Award and the Drs. Fred & Charlene Burnett Student Research Award. After graduating in 2015, the now Dr. Rothlisberger returned to his native Arizona to realize his dream of helping others through better vision, eventually purchasing Clasik Vision Care in San Tan Valley as well as working at Premier Eyecare in Gilbert.



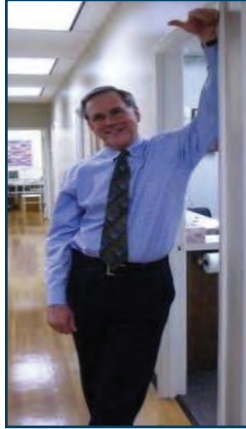
Jordan was an instant friend to everyone he met and brought light and laughter to all who knew him. He leaves behind his loving wife and four children as well as his parents and three siblings in addition to hundreds of those whom he loved, taught and shined as an example too. His testimony of the gospel of Jesus Christ impacted many here on Earth and is still impacting those he is now teaching on the other side.



Drs. Justin Jones, Jon Wold and Stacey Meier represented the AZOA at Presidents' Council back in January. The Presidents' Council not only serves as a forum between the AOA and affiliates on priority issues affecting the profession or association but also an opportunity to provide leadership development and volunteer orientation. This year's Presidents' Council was held January 15-18 in Houston, TX.

DR. BOB MAYNARD CONT'D FROM PAGE 4

in the state of Arizona. He of course did an outstanding job and then he MADE me take it over. That was the beginning of me NOT writing papers, nor giving talks. Len said that I didn't need to do that; we had work to help move the profession ahead and the best way was through legislation. With a lot of other people I then proceeded to do exactly that." What he did was significant.



He served as President of the Arizona Optometric Association and was honored as the Arizona Optometric Association OD of the Year. He served on the Arizona State Board of Optometry for eight years. He also served on the American Optometric Association Board of Directors as Communications Chair for two years as well as serving on the Federal Relations Committee. It is also very notable to mention that he worked for twelve years serving the Indian Health Service.

Dr. Maynard, although recently retired after over 50 years in private practice, has always had - and continues to possess - a passion for specialty contact lenses. He has practiced progressively and is always sending

videos or photos of irregular cornea patients he has managed successfully, some of who are included in the GPLI "Grand Rounds Troubleshooting Guide". He has been a true contact lens leader who possesses a youthful and energetic approach to life - working as an active supporter of many charitable organizations and events - and possessing a purely altruistic approach to patient care as he describes: "I am very proud to have been involved and participated in the biggest boom of practicing and helping my patients. The benefits that are amassed - not money - are amazing."

The GP Lens Institute would like to thank Dr. Bob Maynard for exemplifying the true embodiment of what can be defined simply as someone worthy of being inducted into no less than the Contact Lens Specialists Hall of Fame.

GP Lens Institute™
The Educational Resource For Custom Manufactured Contact Lenses

2020 FALL CONGRESS - WE ARE MONITORING THE COVID SITUATION AS IT RELATES TO THIS MEETING

NOVEMBER 13-15, 2020 - WE ARE MONITORING THE COVID SITUATION AS IT RELATES TO THIS MEETING



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FTC ANNOUNCES FINAL AMENDMENTS CONT'D

"The FTC was wrong four years ago when they first proposed this destructive plan and they're wrong today in seeking to implement it," said AOA incoming president, William T. Reynolds, OD. "More than 100 U.S. Senators and House members—Republicans and Democrats—have joined with the AOA since 2016 to fight back and we will do what it takes to increase this support going forward. This is a completely misguided attack on law-abiding frontline optometry practices that is made even more outrageous and unacceptable coming at a time when we've been providing essential, primary care to our patients through every stage of the COVID-19 public health emergency."

The AOA said it is organizing opposition to the FTC's "misguided action."

The Final Rule includes several new requirements for sellers as well. To address concerns about sellers verifying prescriptions by leaving incomplete or incomprehensible automated telephone messages with prescribers, sellers who use automated telephone messages for verification must:

- Record the entire call and preserve the complete recording.
- Start the call by identifying it as a prescription verification request made in accordance with the Contact Lens Rule.
- Deliver the verification message in a slow and deliberate manner and at a volume that the prescriber can understand; and
- Make the message repeatable at the prescriber's option.

The Final Rule also includes modifications designed to reduce illegal prescription alterations by sellers. Under the Final Rule, sellers must make prominently available a way for consumers to present their prescriptions, and must clearly disclose that method. The method of presentation and related disclosure must be provided before requesting the prescriber's contact information to verify the prescription.

The Contact Lens Rule already prohibits prescription alteration, but the Final Rule defines "alteration" to include sellers providing, as part of a verification request, a brand or manufacturer other than that prescribed to the consumer. There are exceptions, however, for when the seller provides, as part of the verification request, the manufacturer or brand named by the consumer in response to the seller's request for the manufacturer or brand listed on the prescription.

These changes should reduce the incidence of sellers selling consumers lenses other than those that were prescribed. The Final Rule also clarifies that the only permissible substitution involves private label lenses; private label and brand name lenses can be substituted for each other when they are identical lenses made by the same manufacturer.

In a separate, accompanying statement issued yesterday, FTC Commissioner Rebecca Kelly Slaughter suggested that Congress eliminate the word "manufacturer" from the sections of the Rule that describe the essential elements of a prescription.

"That way, most consumers could then choose the right contact lens brand or manufacturer for themselves based on price, comfort, ease of delivery, and other criteria over which sellers would compete. The majority of contact-lens consumers, who would benefit from choosing among multiple manufacturers or sellers, would then be empowered to comparison-shop without being locked into a single manufacturer by their prescriptions," wrote Kelly.

However, she said that exceptions should be made for consumers for whom the selection of a particular brand or manufacturer on the prescription represents the prescriber's medical judgment about the ocular health of the patient.

The Rule changes will be published in the Federal Register notice shortly and will go into effect 60 days after publication.

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GOOD AND WELFARE CONT'D

Martin Laderman 1931 - 2020

Phoenix - Martin Laderman, O.D. was born On October 22, 1931 in The Bronx, New York City and passed away in Phoenix on May 5, 2020.

He went to college at Pacific University, and graduated with the degree Doctor of Optometry. After graduation he returned to New York where

he met this wife, Willa, and they were married in 1957.

They immediately moved to Phoenix, where he practiced optometry until retiring in 2002. Martin was devoted to the profession. He served as president of the Central Arizona Optometric Association, president of the Arizona Optometric Association, and was appointed to the Arizona Board of Optometry. He was also on the board of the Vision Service Plan in Arizona.

Martin and his family were early members of Temple Solel and later joined Temple Chai. He was known for his skill and enthusiasm in blowing the shofar on Yom Kippur as well as teaching others to do so.

He was a devoted husband and father. He loved his grandchildren and was delighted to see them when possible, since most of them do not live in Arizona. Martin had many friends and was especially close to his tennis group.

He is survived by his wife Willa, brother Stanley Laderman, daughters Sandra Siegel, Ellen Laderman, Anne Laderman, sons-in-law, grand children, and one great grand child.

Funeral services were held at Beth Israel Cemetery on May 7. Donations may be made to the Pacific University Laderman Endowed Fund for Optometry, c/o Jan Stricklin 2043 College Way, Forest Grove, Oregon, or Hospice of the Valley, or Mazon The Jewish Response to Hunger.

New Board Member: Arizona Director

Meet the new Arizona Director, [Dr. Frank Akers II, OD](#).

Dr. Akers II has been an optometrist for almost 20 years and serving his patients in the East Valley since 2001. He purchased his own practice in 2001, the Atwood Eyecare Center. The name became Akers Eyecare Center following Dr. Atwood's retirement that same year.



The Great Western Council of Optometry (GWCO) welcomes AZOA's Dr. Frank Akers II as one of its newest board members! GWCO is a non-profit association formed in 1991 to provide a common voice for members within organized optometry, facilitate communication, enhance professional development, and provide financial support to affiliated state optometric associations.

Today, GWCO is comprised of thirteen member state optometry associations including; Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. A representative from each state makes up the GWCO Board of Directors. The board members volunteer countless hours throughout the year planning the annual GWCO Congress.

Dr. Akers served on the Board of the Arizona Optometric Association which included the the role of AZOA President. He also Co-Chairs the AZOA Bronstein Contact Lens & Cornea Seminar which is an annual meeting designed to educate eye care professionals in contact lenses and the health of the eye. When not serving his patients, you can usually find Dr. Akers with his family up North enjoying the cooler weather and the higher elevation.

AZOA Members: Save up to 50% while reaching candidates nationwide



Part of the reopening process for many practices includes filling new or existing open positions. If you've been considering hiring a new doctor of optometry in your practice, it's important to ensure that you're using the most effective tools to maximize outreach to potential candidates, including recent graduates from the Class of 2020.

The AOAExcel Career Center is the official career center of the American Optometric Association and provides opportunities to reach candidates on a national scale. This nationwide approach expands your candidate pool, attracting those who may not live in Arizona but are willing to move to your community for the right opportunity.

The AOAExcel Career Center offers AZOA member discount pricing on all postings and posting enhancements, including the "Featured Job" promotion and the AOAExcel Career Spotlight e-newsletter, designed to maximize your opportunity in Arizona in front of more passive seekers. When you post your position you'll also gain access to the free resume database allowing you to contact potential candidates directly.

To start your candidate search today, visit the AOAExcel Career Center.

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Four Ways to Write a Better Career Center Post

If you're looking to hire an associate optometrist, or even a partner in your practice, you've likely considered posting an ad through an industry resource like the AOA's Optometry's



Career Center. But, how can you be sure that your posting stands out from the rest and attracts the caliber of talent that you seek? These four tips will ensure that your opportunity is a top choice for the most qualified candidates:

1. **Be specific in your headline** – Instead of a generic headline like, “Seeking Associate Optometrist,” write something specific like, “Seeking Associate Optometrist with Focus on Pediatrics, Full Benefits.”
2. **Describe the role in detail within the post** – Be sure to explain the culture of your practice, what your patient base is like, and the equipment utilized in your practice. It's important that an applicant has a clear view of what life will be like working for and with you.
3. **Clearly list all benefits, both expected and unexpected** – All applicants will want to know what is offered in the way of retirement plans, health insurance, and paid time off. But, don't forget to include any unique benefits that you may offer. For example, does your practice pay for staff AZOA and AOA membership dues, or attendance to any CE events or conferences throughout the year?
4. **Sell the greater community as well as your practice** –What makes your community a great place to live? If an applicant is considering relocating to take your position, what sort of local amenities can they enjoy in their free time?

Writing a winning career post is an important step to finding your dream hire, but equally important is deciding where to post it. Optometry's Career Center is the official career center of the AOA and uniquely caters to the optometric industry. AZOA members can save up to 50% on their postings, which comes with free access to a resume database. Opportunities begin here – maximize your search nationwide and get started today.

The banner features the AOAexcel logo on the left, a yellow button with the text 'CAREER CENTER' in the center, and an illustration of hands pointing at a tablet displaying a resume on the right. Below the logo, the text reads 'Seeking or Hiring? Look Here First. Maximize your search with a nationwide approach.' At the bottom right, there is a dark blue button with the text 'Get Started'.

AOAexcel
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Maximize your search with a nationwide approach.

Get Started