

# AZOA

# FOCAL POINT

THE NEWSLETTER OF THE ARIZONA OPTOMETRIC ASSOCIATION

## EARN CE AMONGST SEDONA'S RED ROCKS!

### 16 HOURS OF COPE CE TO BE OFFERED

This year Fall Congress again travels to Sedona, AZ and the breathtaking Hilton Sedona Resort & Spa. The well-organized program will include high caliber CE, various networking and social events and the always popular vendor hospitality suites.

Our noted faculty will be presenting 16 hours of COPE-approved CE, and includes:

- Dr. Kristin Anderson
- Dr. Randall Fuerst
- Dr. Jay Henry
- Dr. Christopher Lievens

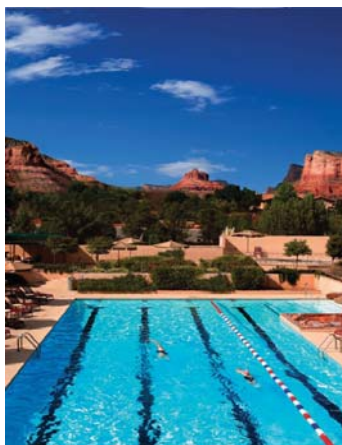
Friday includes conference registration opening at 1pm and 4 hours of cutting edge education on visual field interpretation and glaucoma research. Following the CE, attendees are free to enjoy dinner on their own at the Sedona Hilton's sensational Southwestern Grille at ShadowRock or one of the many spectacular restaurants in Sedona. Closing out Friday, is the special holiday cocktail reception. Please join us in the cool of the Sedona evening for this free AZOA event in which attendees

and their colleagues are surrounded by great ambiance and terrific jazz entertainment.

Saturday, which kicks off with a continental breakfast, is also full of informative CE on topics such as refractive issues, vision rehabilitation, advances in digital imaging, optometry legal cases and tear proteomics. Please be sure to join us from 12-2pm for the AZOA Membership Meeting/Lunch. Saturday concludes with the AZOA signature hospitality suites where attendees can experience the latest innovations from their favorite vendors in a fun and relaxed atmosphere.

Sunday's 4 hours of CE will deliver an indepth look at the AOA's EHR program.

Look for your registration materials arriving in the mail or find them online at [www.azoa.org](http://www.azoa.org). Early registration deadline is 11/16/2012. Hotel reservations should be made by 11/8/2012 in order to receive the AZOA negotiated rate. Please contact the AZOA office with any questions. ■



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# PRESIDENT'S MESSAGE: BY DR. CHRIS PAROT



The Spring Congress meeting in Tucson was a success with doctor and vendor attendance. The weekend was filled with continuing education and evening events. The AZOA Staff of Kate and Dr. Meier did a great job in putting the meeting

together and Dr. Shannon Steinhauser did a great job with the organization of the continuing education. Dr. Samuel Pierce was our distinguished guest from the AOA board of directors.

This year has started in a busy way. Assuming a leadership role has many responsibilities to an organization and a profession.

One of the responsibilities is to help solidify optometry in Arizona. This is done by asking all optometrists in the state of Arizona to become members of the AZOA. This can be accomplished by asking one of your colleagues to join an organization that represents optometry. This is the AZOA. Your voice and ideas can be heard.

While I was at the Tucson meeting I had the pleasure of speaking with a friend and fellow classmate of mine. He stated he was ready to rejoin the AZOA after leaving a few years ago. He stated he understands the need to support optometry. I welcome you back Jeff Martin OD.

If you are reading this and not a member, there must be a reason you feel the need to connect to your state organization. The AZOA board of directors would like to represent you. Please take a moment and look over the benefits of membership.

Optometry is only as strong as its members. The larger the AZOA becomes the greater the voice we have at the state and national levels.

In closing I would like to ask for any ideas or solutions in making the AZOA a better optometric association. I can be reached through the AZOA office or at my Peoria office. I can answer any questions regarding the AOA or the AZOA. I look forward to representing you this year. ■

**Chris Parot, OD, AZOA President**

## 2012 - 2013 Board of Directors

### Officers

Dr. Chris Parot  
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*President-Elect*

Dr. Cheryl Schmitt  
*Vice President*

Dr. Lilien Vogl  
*Secretary/Treasurer*

Dr. Gilbert Wong  
*Immediate Past-President*

### Directors

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

### Staff

Dr. Stacey Meier  
*Executive Director*

Kate Diedrickson  
*Communications Manager*

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

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

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



## AZOA Executive Director's Corner:

Congratulations to our new AzOA President, Dr. Chris Parot. We wish him all the best and I am looking forward to working with him and the AzOA Board of directors this year. Also, welcome to our newly elected Director, Dr. Beth Pyle-Smith and thank you for stepping up

to help our Association.

Your AzOA staff and volunteer doctors continue to work hard, advocating for all Arizona Optometrists, whether they are members or not. We were well represented in the House of Delegates at the annual AOA meeting in Chicago, and I would like to especially thank doctors; Chris Parot, Gilbert Wong, Shannon Steinhauser, Lil Vogel, Frank Akers and Dave Coulson for attending. Some of the important issues discussed were: membership category changes, the AOS law suit, Health Insurance Exchanges and the recent Supreme Court ruling, C.E. credentialing, and dues payment schedules. Dr. Ron Hopping from Houston, Texas was sworn in as AOA President, and Jim Reynolds, O.D. from Kentucky was elected new AOA Trustee and will serve as the Arizona liaison.

The implementation of the ACA (Obamacare) state run Health Insurance Exchanges is a critical issue here in Arizona. The AzOA Board of Directors and our membership have voted to support the inclusion of stand-alone vision plans and we are doing whatever we can to have input during the development stages.

On July 21st, an expanded legislative committee and key optometrists met for an afternoon education and brainstorming meeting. Much thanks to our special guests, State Representatives Debbie Lesko and Kimberly Yee, AOA Advocacy Group Executive Committee Chair, Jerald Combs, O.D. and Brian Reuwer, AOA Associate Director of Advocacy and

Affiliate Outreach. The main topic was the Az. State Board of Optometry's Sunset review, which is up for renewal next year, and what, if any changes should be included. Other important topics were third party insurance access and scope expansion. The consensus was that we will need much more involvement from our member doctors if we expect to pass any major legislation over the next few years. Please contact Annette Hanian, AzOA Legislation committee chair or myself, if you are interested and want to help.

Hope you all had a nice, relaxing summer and make plans now to attend our 2012 Fall Congress this year in Sedona. ■

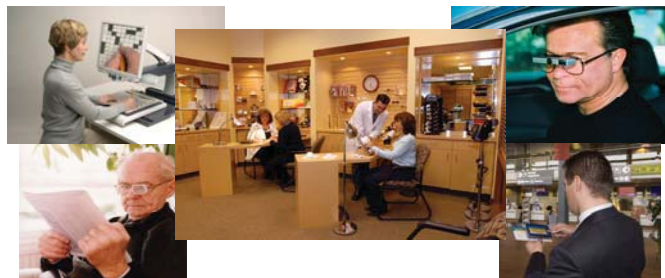
**Stacey Meier, OD, AZOA Executive Director**

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**Kevin Huff, OD**



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# MEMBERSHIP: BY DR. RICHARD KALINA



Now more than ever, optometry needs the support of all of its doctors in the state of Arizona. We are all one family and must stand together as one voice at this crossroad moment in our professional history. Arizona optometry needs a strong voice now more than ever, and

the only way to achieve this is by having all of the state's optometrists to be members of the AZOA. We must all work together if we are to have a better optometric Arizona.

The Arizona Optometric Association is focused on improving eye healthcare to all of those in the state of Arizona. Being a member of the AZOA is the best way to help Attain your goals, Have a voice, Create change, and Protect our futures, as optometrists. Please stand with Arizona optometrists to protect Arizona optometry. We need each other now more than ever!

There are three things that we can all do right now to improve Arizona optometry. First, we can become and remain members of the AZOA. Second, if we are members, we can encourage other optometrists to join the AZOA. We are stronger in so many ways with a larger membership force. Third, if you work for an employer that pays part of your AZOA dues, it is essential that you join AZOA and encourage as many of your colleagues to join as well. Being a member of the AZOA is the right thing to do. We all benefit when we work together as a collective group.

I encourage you to contact me if you know any non-members that would be interested in joining the AZOA. I would be glad to call or visit with them in order to speak with them about the importance of organized optometry. If you know any recent optometry school graduates, please contact me, as they can join the AZOA at a discounted rate after graduation. If you are a non-member reading the Focal Point and are interested in joining the AZOA, please contact me as well. If you are an AZOA member and have any membership ideas, I would be more than glad to hear from you. I look forward to serving you as your AZOA membership chairman and hope to serve you well in my role. I can only do it with your help. ■

Sincerely,  
Richard Kalina, OD, MPH  
AZOA Membership Committee Chair  
rjkalina@gmail.com

## Congratulations to the AZOA 2012 Award Winners!

|                        |                         |
|------------------------|-------------------------|
| O.D. of the Year       | Michael Lamb, O.D.      |
| Young O.D. of the Year | Leslie Falcon, O.D.     |
| Key Person of the Year | Jan McVey, O.D.         |
| Legislator of the Year | Senator Linda Gray      |
| President's            | Stacey Meier, O.D.      |
| Sight Conservation     | Mr. Dennis Davison, VSP |

## Optometric Charitable Foundation News

The AzOCF Board is very pleased to report that our Foundation was approved as a Qualifying Charitable Organization by the State of Arizona. As such, taxpayers filing as "single and head of household" status may claim a maximum tax credit of \$200. Taxpayers that file as "married filing joint" may claim a maximum credit of \$400, and taxpayers filing as "married filing separate" may claim a maximum credit of \$200. Please consider supporting our Foundation with your tax credit donation.

Our Board of Directors is now accepting applications for grants. If you would like us to consider a worthy program or special eye care need, please contact the AzOA office.



*Arizona Optometric Association Members:  
Get your income protection edge*

Several insurance companies can help you protect what's most important-- your ability to work and earn an income with an **Individual Disability Income insurance** policy.

You're eligible to:

- **Purchase up to \$20,000/month<sup>1</sup>** in individual disability income benefits\*
- **Receive 20% in premium discounts<sup>2</sup>** on coverage for being a Arizona Optometric Association Member

Plus, Premier Southwest Planning Group, LLC, understands the many needs of optometrists. That's why we also offer coverage to help you continue saving for retirement if you have a qualifying disability. If you own your own practice, we can help protect that too.

**To learn more, contact:**

**Bruce Weinstein**

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(480) 621-3646

14500 N. Northsight Blvd., Suite #101, Scottsdale, AZ 85260



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1 – Premier Southwest Planning Group, LLC, offers participation limits up to \$30,000/month with other disability coverage in force.

2 – Includes 10% Association and 10% Select Occupation Discount for being an optometrist.

\* Subject to full underwriting.

# LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

**SB 1036 Passed AZ House of Representatives 56 yes- 0 no- 4 absent**

**SB 1036 Passed AZ State Senate**

**23 Yes-0 No-7 Absent**

**Signed by the Governor into law on 5-14-12 and goes into effect on August 2, 2012**

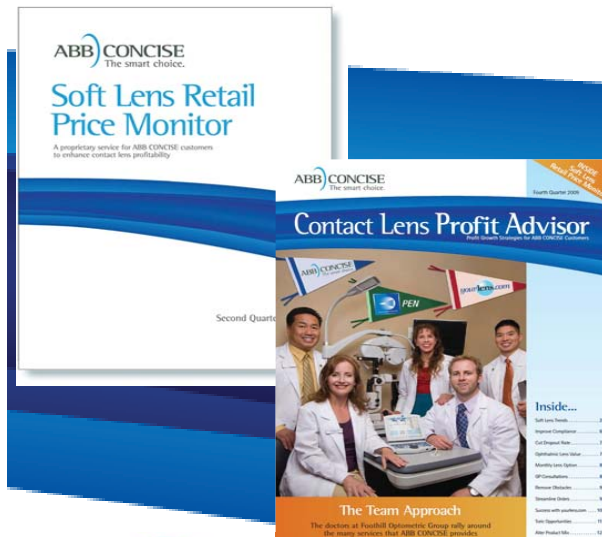
SB 1036 clarifies that an insurance subscriber has the freedom to choose either an optometrist or a physician and surgeon skilled in diseases of the eye to provide the examination, care or treatment for which the subscriber is eligible, if any group disability or blanket disability contract provides eye medical care services, whether by a network of health care providers or by the selection of a health care provider. We are still working with United Health Care on the Vision Plan issue outside of the legislature to resolve our doctors issues.

Thank you to all of you who helped in our legislative efforts of 2011-2012 session. It takes a lot of phone calls, emails, contributions and meetings to pass a bill. Our Executive Director, Stacey Meier, and our TPC Chair, Caroline Griego, attended countless last minute meetings with me & our lobbyists from June 2011 through the end of session. Also, I appreciate the efforts of Ken Johnson OD who assisted us within the Governor's office.

Special thanks to the sponsor of SB 1036, Senator Linda Gray. She fought for us until the very last hours of session. She was honored as our Legislator of the Year 2012 because of her efforts on our behalf and her career long support of Optometry.

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## OD WANTED

■ IMMEDIATE POSITIONS AVAILABLE FOR A FULL-TIME WEST PHOENIX AND MARICOPA OPTOMETRIST: 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.

■ Optometrist wanted, part time. Possible associate/partnership for the right OD. One year new practice on the Mesa/Gilbert border. Please contact Jim Licata at 480 632 5075.

■ FULL-TIME OD'S NEEDED FOR PHOENIX, OUTSKIRT AREAS AND TUCSON: 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.

■ \*\*\*\*\*FT/PT Position available immediately\*\*\*\*\*  
Established location looking for a motivated, ambitious Optometrist 2-5 days/wk who is looking to be their own boss. Work with very friendly staff in a

great environment. Office is located in an upscale area in Glendale near Park West Shopping and Westgate. Desired flexibility in your work hours/days. Very good compensation w/bonus structure available. Email CV to eecvision@gmail.com if interested.

■ OPTOMETRIST WANTED FOR BUSY MULTI DR. PRIVATE PRACTICE IN N.E. PHOENIX. PART TIME POTENTIALLY LEADING TO FULL TIME AND OWNERSHIP OPTIONS. CANDIDATE MUST BE DEDICATED TO QUALITY FULL SCOPE PATIENT CARE. ALSO OPTION FOR PEDIATRIC OPTOMETRIST TO DEVELOP A SPECIALTY PRACTICE WITHIN OUR OFFICE. PLEASE REPLY TO PVECAZ@YAHOO.COM

■ Southwestern Eye Center, an established multi-subspecialty Ophthalmology practice, is hiring TWO full time (M-F, 8-5) Optometrists in the West Phoenix area and in the Verde Valley, AZ.

Candidates must be medically oriented and Arizona licensed; residency training and Spanish a plus.

Competitive, guaranteed base salary plus production incentive and benefits such as 401(k), healthcare (medical, dental), life and disability insurance, paid time off, paid holiday, continuing education; no financial risk or investment, no practice management or administrative duties required.

Please submit CV to priscilab@sweye.com. No phone calls please. Only qualified candidates will be contacted. Southwestern Eye Center is an Equal Opportunity Employer.

■ 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.

■ Looking for OD to fill-in Saturdays. Good compensation and bonus. Please e-mail friendlyod@gmail.com for more information

■ MEDICAL OPTOMETRIST: Eye Institute of Southern Arizona,

ophthalmology practice, including a licensed Ambulatory Surgical Center, is seeking a dynamic optometrist to join our team! Very established practice, continuously growing and offers exceptional patient care and an outstanding working environment. This high volume practice has a dedicated patient base and an excellent support staff. Excellent work ethic, communication skills and marketing orientation required. Bilingual is a plus. Full-time, competitive salary and benefits offered.

Please email CV/resume to mllara@eisaz.com or call Mary Lou Lara at 520-745-5227.

■ FT Optometrist-Mesa, AZ

Progressive, established optometric practice located in a multi-disciplinary Wellness center. Potential OD will provide comprehensive eye health & vision examinations, Contact lens evaluations, diagnosis and treatment of eye disease and vision disorders. Looking for a highly motivated Doctor with the ambition of providing state of the art patient care.

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

Forward resume to [t.rios@vervewellnesscenter.com](mailto:t.rios@vervewellnesscenter.com)

Or contact Sherry 480-615-3441

■ Immediate full and part time positions available for Optometrists. The offices are located in the Tucson area. We offer high guaranteed salaries, co-management fees and a very attractive benefits package. Please feel free to call me to schedule an interview. Our practice excels in routine Optometric care and diseases of 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 interested candidates will be considered. All interviews are completely confidential. Please call Dr. Mark Peller at 602-524-4397 or email CV to dr.mark.peller@nationwidevision.com



# CLASSIFIEDS

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■ FT Optometrist/Geriatrics position with Cigna in Sun City, AZ

Will provide services to include comprehensive eye health and vision examinations, diagnosis and treatment of eye disease and vision disorders, detection of general health problems, and counseling for patients regarding their alternatives and vision needs as related to their occupations, avocations, and lifestyle.

Seeking candidates with strong emphasis on Geriatric/Medical Optometry. Residency training is desired.

To apply: email resume or CV to: janna.trevino@cigna.com

■ Job Type: Full-Time or Part Time  
Area or Town: Prescott, AZ  
Pay scale: Negotiable  
Details: Associate Optometrist Wanted.

Busy combined optometric and ophthalmology practice seeking an optometrist for both of our Prescott area locations. We are seeking an ambitious, fun loving optometrist with a good sense of humor. Our office boasts all the latest technologies including fully integrated EMR. Position involves co-management of surgical patients, disease management and general optometry in addition to teaching as we have visiting medical and optometric students throughout the year. Send resume to Prescottvision@cablone.net

■ Job Type : Full-Time

Area or Town: Ahwatukee  
Location : Phoenix area, Arizona  
Payscale : Negotiable  
Details : Associate Optometrist Wanted: Do you want to enjoy the benefits of private practice without having the liability of owning a practice?

Progressive full-scope established practice providing medical optometry, laser vision correction, Optomap, HRT, automated Phoroptors, and Corneal refractive therapy, 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 in an innovative, highly respected organization and looking for a position that offers a competitive salary and great benefits, then look no further. Contact: sandy@arizonasvision.com

■ Looking for friendly part time optometrist for state-of-the-art private practice in East Tucson. May lead to full time opportunity. Potential O.D. must be comfortable with medical optometry and contact lenses. Nice office with great staff. Visit [www.visionsource-tucson.com](http://www.visionsource-tucson.com). Call Curtis Dechant, OD (520)663-5393 or Email [dechant@familyvisionsource.net](mailto:dechant@familyvisionsource.net).

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

■ Part-time optometrist needed! Please contact Dr. Barry Blonder at 520-907-0049.

## OD AVAILABLE

■ Updated August 2012: Professional Locum Tenens Coverage for your professional practice. Vacation, illness, "mental-health days", etc. Even last-minute! Regular PT also considered. 30+ yrs experience including 16 yrs with a large hospital/medical center.

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

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

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■ NORTH SCOTTSDALE PRIVATE PRACTICE FOR SALE. OPTION TO PURCHASE COMPLETE OR GRADUALLY

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■ Optometry Practice for Sale: Phoenix Metro - Collecting \$1,800,000 annually with strong net income. Modern office with the latest technology and diagnostic equipment. Spacious optical dispensary. Trained, professional staff in place offering top quality care. Seller will assist with smooth transition to new buyer. Optometry practice financing available. For details call 800-416-2055 x225 or visit <http://TransitionConsultants.com>

■ Chandler, AZ Optical for sale. Located in strip mall with good anchors. Established fifteen years, full service. Turn key, first 60k takes everything. Lease in place. Need to sell due to health. Call Neil for details 480- 266-4723

## EQUIPMENT FOR SALE

■ Zeiss Stratus OCT with Version 6 software. Unit just serviced via the Zeiss Rep and is good to go. Unit has all accessories and printer. \$15,500. Please call 623-933-2013. Ask for Dr. Dave Toland.

■ For sale: Topcon CT 60 \$2500, Marco ARK 700A \$3500, two instrument motorized table \$350. All items are used but in great condition. Contact Jennifer Bodley at 520-579-0551 or [eyejen@earthlink.net](mailto:eyejen@earthlink.net)

*To place a classified ad, please email the AZOA at [kate@azoa.org](mailto:kate@azoa.org)*



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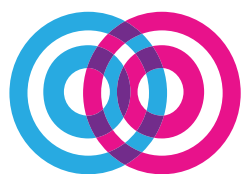
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# Spring Congress 2012 - May 18-20

## Hilton Tucson El Conquistador



Above: President's Award winner Dr. Meier

Below: Attendees enjoying the New President's reception in Dr. Parot's suite



Above: Winners Dr. Lamb, Dr. McVey & Dr. Falcon at the AZOA Award's Dinner at 2012 Spring Congress



Above: Dr. Smith & Dr. Parot at the New President's reception in Dr. Parot's suite



Above: Outgoing President, Dr. Wong



Above: New President's reception in Dr. Parot's suite



Above: Dr. Coulson, Kate Diedrickson and Award's dinner comedian, Robert Mac



Right: Senator Linda Gray receiving the Legislator of the Year award



Above: Dennis Davison (VSP) receiving the Sight Conservation award





## 2012 Special Olympics Summer Games - Opening Eyes Program

On April 28, 2012, volunteers, ODs, AZCOPT students, Lions Club members and many others all worked together to conduct eye screenings for the Healthy Athletes during the Arizona Special Olympics Summer Games at Mesa Community College. We saw approx. 193 athletes, prescribed 87 pairs of glasses, and gave away 100+ pairs of sunglasses. Essilor Laboratories again edged all 87 pairs of glasses for us!

*The AZOA would like to thank the following for donating their time, equipment and materials. Without your participation, we certainly could not pull it off:*

|                 |               |                 |
|-----------------|---------------|-----------------|
| Neha            | Amin          | OD              |
| Karen           | Barabatis     | Volunteer       |
| Paul            | Berman        | OD              |
| Traci           | Bland         | Volunteer       |
| Brittany        | Bland         | Volunteer       |
| Tanner          | Bland         | Volunteer       |
| Elizabeth Jean  | Cockerill     | OD              |
| Dave            | Coulson       | OD              |
| Kate            | Diedrickson   | Volunteer       |
| Alicia Erin     | Feis          | OD              |
| Aleta           | Gong          | OD              |
| Annette         | Hanian        | OD              |
| Nicole          | Henriksen     | OD              |
| Toni            | Hernandez     | Optician        |
| Cameron         | Hernandez     | Volunteer       |
| Amanda          | Hickman       | OD              |
| Alli            | Hoppert       | OD              |
| Kristine        | Huang         | OD              |
| Donald          | Jarnagin      | OD              |
| Dr.             | Kozlowski     | OD              |
| Stacey          | Meier         | OD              |
| Sandi           | Meier         | Volunteer       |
| Taylor          | Meier         | Volunteer       |
| Claudia         | Morgan        | OD              |
| Jessica         | Neuville      | OD              |
| Chris           | Parot         | OD              |
| Michael         | Robert Pate   | OD              |
| Larousna        | Pierre        | OD              |
| Fojan           | Rasulzad      | Pre Opt Student |
| Joseph          | Rouw          | OD              |
| Airiell         | Maylyn Schwab | OD              |
| Amber           | Tipton        | Optician        |
| Marium          | Warsi         | Pre Opt Student |
| Katherine K. N. | Weise         | OD              |
| Rob             | Wilkinson     | Volunteer       |
| Melissa         | Wilson        | Volunteer       |
| Gilbert         | Wong          | OD              |

**The AZOA also thanks Veatch Ophthalmic Instruments, Universal Ophthalmic Instruments, Midwestern AZCOPT and GES for all generously donating equipment and materials as well as the 50+ AZCOPT students and Lions Club members who volunteered!**



## SAVE THE DATE:

**AZOA's 2013 Bronstein Contact Lens & Cornea Seminar  
Jan 11-13, Scottsdale, AZ  
DoubleTree Paradise Valley Resort**

# SCHEDULE OF EVENTS

## FRIDAY, DECEMBER 7

**1PM - 5PM Registration**

**2PM - 4PM Visual Field Interpretation/  
Anderson/32369-NO**

*This interactive course will provide attendees the opportunity to review key aspects of visual field interpretation. A review of perimetric principles, disease-specific test strategies, and patient selection will begin the session. Patient cases will highlight the course and allow attendees the opportunity to evaluate visual field data through guided discussion with the instructor.*

**4PM - 6PM The Criticality of IOP in Glaucoma/  
Lievens/32044-GL**

*A review of key glaucoma research with regards to intraocular pressure will be covered. Coding and billing concerns and medicolegal issues will be discussed as well. The presentation will include descriptions of the various techniques for measuring intraocular pressure. Interesting patient care cases will highlight the topics covered.*

**6:00PM Dinner On Own**

**7:00PM Holiday Cocktail Reception**

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

## SATURDAY, DECEMBER 8

**7:00AM Registration/Breakfast**

**8AM - 9AM Complicated Refractive Cases and Their  
Management/Anderson/32368-GO**

*This course highlights common refractive issues that still challenge primary care optometrists today. Detailed patient cases with specific areas of need will offer a canvas for the subsequent management. Cases will involve high refractive error/astigmatism, binocular dysfunction, vergence issues and accommodative disorders.*

**9AM - 10AM Vision Rehabilitation/Anderson/  
32371-LV**

*This lecture will discuss the considerations of patients who have lost vision due to ocular disease and/or TBI. In-office examination and management strategies that address patient's vision goals can be incorporated into a busy office schedule and are emphasized during this lecture. Cases highlighting the various aspects of treatment will be presented.*

**10AM - 12PM Effective Imaging Incorporation into the  
Optometric Practice/Fuerst/\*Pending**

*As health care moves to electronic medical records, digital imaging advances are changing how we as optometrists provide care, as well as enhancing the level of care we provide. This course details new advances in technology as well as describing how to integrate into a busy optometric practice.*

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

**2PM - 4PM Eyes Wide Open/Lievens/32346-EJ**

*Landmark optometry and ophthalmology legal cases will be discussed as they relate to current practice challenges. Ethical dilemmas with regard to third party reimbursement will be described to the group. The legal obligations and responsibilities of the optometrist as a health care practitioner are the backbone of this lecture specifically relating to: record keeping, informed consent, malpractice, and other clinic-legal aspects of practice.*

**4PM - 6PM Tear Proteomics: A New Frontier for  
Optometry/Fuerst/\*Pending**

*Our tears are a purified form of blood serum. There have been more than 700 protein chains discovered in advanced analyses utilizing Mass Spectroscopy. We know of the major components, but there is much study currently underway to discern tear biomarkers for disease, up regulation and down regulation of proteins in wound healing processes, infection, inflammation, allergy and dry eye. This course brings a background and update of the speakers' research in corneal wound repair.*

**6PM - 10PM Hospitality Suites**

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

## SUNDAY, DECEMBER 9

**7:30AM Registration/Breakfast**

**8AM - 10AM EHR Incentive Programs and Meaningful  
Use Update/Henry/  
33283-GO - AOA Program**

*This program will provide details of the CMS EHR Incentive Programs including requirements, incentives, penalties, and registration and attestation process. Also, Meaningful Use objectives will be covered in details including requirements, clinical implications, exemptions, and compliance. In addition, practical guides will be given on how core and menu objectives can be achieved.*

**10AM - 12PM Physician Quality Reporting System  
(PQRS) and e-Prescribing Made Easy/  
Henry/33285-GO - AOA Program**

*This course will cover how to successfully implement PQRS in your office and its importance in clinical care. It will give detailed examples as well as define a process that can be utilized to become successful at PQRS reporting. You will be provided detailed information on Electronic prescribing (eRx) of medications in clinical practice, benefits, including the CMS eRx incentive program, free and integrated eRx solutions, with practical applications. You'll also be exposed to how eRx leads to higher quality patient care and improves the efficiency of your practice while allowing you to become a more truly paperless environment.*

**\*Courses are in the process of being COPE-approved by ARBO. COPE numbers were not available prior to brochure publication.**



# 2012 AZOA FALL CONGRESS REGISTRATION

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

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

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

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

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

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

## PACKAGE INFORMATION:

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

Optometrist

Student

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

**Fri** Dec 7 (Includes 4 hours CE )

**Sat** Dec 8 (Includes 8 hours CE )

**Sun** Dec 9 (Includes 4 hours CE)

| <u>Received Before Nov. 16</u> |                   | <u>Received After Nov. 16</u> |                   |
|--------------------------------|-------------------|-------------------------------|-------------------|
| <u>Member</u>                  | <u>Non-Member</u> | <u>Member</u>                 | <u>Non-Member</u> |
| \$375                          | \$525             | \$475                         | \$600             |
| \$20                           | \$20              | \$20                          | \$20              |
|                                |                   |                               |                   |
| \$100                          | \$125             | \$125                         | \$150             |
| \$300                          | \$375             | \$325                         | \$400             |
| \$150                          | \$200             | \$175                         | \$225             |

**RSVP** Free Holiday Cocktail Reception – Friday, Dec 7 ☐ I will attend ☐ I will not attend

### Individual Guest Meals

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

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

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

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

### Payment Information

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

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

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

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

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

**NOTE - TO RECEIVE EARLY REGISTRATION RATE:** Registrations must be received on or before November 16, 2012.

**CANCELLATION POLICY:** All cancellations must be in writing. In order to receive a refund of 100% of the registration fee (less a \$25 cancellation fee), cancellations must be received prior to 11/30/12. No refunds after that date.

March 9, 2011

RE: Recommendation of **Susan Bobo** and **Total Merchant Services**

Dear Colleague:

I have been in business more years than I care to admit and during that time I have tried many different credit card processing companies. All those companies promise lower rates and better service. However, after signing on with those companies there almost always was a fee structure that wasn't discussed or was possibly buried in the fine print. Then I realized very quickly why they required a long term contract and a costly penalty to stop using their service.

Because credit card processing is such a large expense I have focused on lowering the fees and improving the service. I was introduced to Ms. Susan Bobo, a former sales rep for Vistakon that now works in the credit card processing business. Susan is honest and does what she says she will do. She is a pleasure to work with and provides great service and a great product at a terrific cost savings. Total Merchant Services requires no long term contract because they intend to always continue to earn the business.

**I highly recommend Susan Bobo and believe she can provide a better product, better service and a better price for your credit card processing.**

Sincerely yours,



Dr. J. R. Lacey

Therapeutic Optometrist

Optometric Glaucoma Specialist

## Partner with Total Merchant Services to process your credit card payments and we'll give you a \$300 credit voucher to be used towards your AZOA dues each year as a part of our special Optometric Payments Processing Program

In recent years, Total Merchant Services has received the official endorsement from several professional societies nationwide. The company is endorsed in its home state of NC by the NC Veterinary Medical Association as well as the entire NC Medical Society. LensCrafters (ALLDOCs), the Arkansas Optometric Society, and the SC Optometric Society have also selected TMS as its preferred processor, saving its members money on credit card processing fees as well as the following added advantages:

- A generous credit toward your AZOA dues each year going forward. Just fax or email TMS the receipt showing your paid membership fee in full and we'll send you a reimbursement check for \$300.00. Again, this is a year over year benefit!
- Unlimited quantity, upgraded high-speed compatible credit card equipment (if applicable) at NO CHARGE to your practice. Standard phone line connections to your credit card terminal are now optional.
- No annual fees, no quarterly PCI compliance fees, and no IRS reporting fees that other processors are now charging.
- No obligation and no long term contract that other processors require. With TMS your agreement is simply month to month as you go. No fee to cancel if you find a better offering.
- Support for your state's optometric association. Quarterly, TMS will donate a portion of its profits to the optometric society in your state based on your volume of processed credit card payments.



**Susan A. Bobo**

National Account Executive  
PH 800.823.2712 ext. 120  
sbobo@tmsnc.com

Give us a call and allow us to review one of your current merchant statements so that we can show you how many extra dollars your current provider is charging you unnecessarily. Due to our no obligation offering, you really have nothing to lose and much is to be gained.

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# Arizona Optometric Association

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

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

## **SAVE THE DATE FOR 2012 FALL CONGRESS!**

### **DECEMBER 7-9, 2012**



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

ROOM RATE: \$199 SINGLE/DOUBLE FOR RESERVATIONS: 1-877-273-3762