

AZOA

FOCAL POINT

THE NEWSLETTER OF THE ARIZONA OPTOMETRIC ASSOCIATION

THE HIPAA COMPLIANCE DEADLINE COUNTDOWN IS ON: ODs HAVE UNTIL SEPTEMBER 23

ARTICLE BELOW REPRINTED FROM JUNE 8, 2013 AOA NEWS

Optometrists and other health care entities have until Sept. 23 to comply with newly revised Health Insurance Portability and Accountability Act (HIPAA) Privacy and Security Rules. The updated HIPAA rules formally took effect March 26, 2013, but in most cases practitioners have 180 days to bring practices into compliance.

The new HIPAA privacy and security regulations will effectively require most optometric practices to review their privacy and security policies, update the Notices of Privacy Practices (NPPs) they provide to patients, and take a few additional measures to ensure the privacy, security, and accessibility of patient information in their practices, according to Ian Lane, O.D., chief medical information officer for AOAExcel™.

Authorized under the federal Health Information Technology for Economic and Clinical Health (HITECH Act) of 2009, the new revisions are intended to update the original HIPAA law, enacted in 1996, to reflect changes in communications technology and the health care system.

The most notable changes include:

- Patients will now be allowed to request an electronic copy of their electronic health record.
- Patients will have the right to instruct their doctors to not share information about treatment with the patient's insurance company when the patient pays cash for the services rendered.
- Additional information will be required on NPPs, including information regarding patients' rights following breaches of protected health information and information regarding patients' rights when paying for services out of pocket.

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REGISTRATION NOW OPEN FOR AZOA'S FALL CONGRESS!

NOVEMBER 15-17, 2013

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PRESIDENT'S MESSAGE: BY DR. FRANK M. AKERS, II



Greetings! I hope everyone had an awesome summer and has survived the back to school rush. In this column, I wanted to briefly touch on Accountability Care Organizations (ACOs). With 2014 around the corner, many policy makers feel that ACOs are the most promising provision of the entire Affordable Care Act. If optometrists can participate in ACOs then this could potentially allow for expanded access to patients. Presently there are about 7 ACOs organized in AZ.

There is no law preventing ODs from participating; however, as most ACOs are primary care driven, many ODs and OMDs feel like we are on the outside looking in.

What is an ACO? The National Committee for Quality Assurance included the following definition in its draft ACO criteria:

"ACOs are provider-based organizations that take responsibility for meeting the healthcare needs of a defined population with the goal of simultaneously improving health, improving patient experiences, and reducing per capita costs...There is emerging consensus that ACOs must include a group of physicians with a strong primary care base and sufficient other specialties that support the care needs of a defined population of patients. A well run ACO should align the clinical and the financial incentives of its providers...ACOs will need the administrative infrastructure to manage budgets, collect data, report performance, make payments related to performance, and organize providers around shared goal."

So what does that mean and why should I care? ACOs are health care delivery system. Similar to HMOs of the 90's and Capitation, they were developed to control costs. Our current system is on track to bankrupt the country within a few decades. However, unlike the debacle of the 90's there are certain levels of criteria and metrics that must be met. With increased Health Information Technology (HIT) these metrics can be tracked. Most ACOs will still provide payment on a fee-for-service basis, with bonus payments coming to providers on shared savings. The goal of the ACO system is to control cost, along with providing better care. This is where optometrist must make the case to be included in ACOs. With our ability to provide early detection of many systemic diseases, we can help increase the shared savings.

I am a long way from understanding how health care is going to be delivered over the next few years, let alone over the next decade. However, I can see we will need to make adjustments.

CONTINUED NEXT PAGE

2013 - 2014 Board of Directors

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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:

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EXECUTIVE DIRECTOR'S MESSAGE: BY DR. STACEY MEIER



We have been talking for years about the future of managed care and the rapidly changing health care delivery system in the U.S., and the effects of the Affordable Care Act

(Obamacare). Well, the future is upon us, so fasten your seat belts and get ready for the ride! The new HIPAA policies and regulations, ACA marketplace enrollment, the Fair Labor Standards Act, the Sunshine Act, and the upcoming ICD – 10 codes, are just some of the issues that Optometry has to deal with. The AOA has done a great job trying to keep up with all the changes and keeping us all informed. You should have been receiving e-mails, webinar notices and the AOA News. Also, an excellent source for practice development/management can be found on the AOA excel website, www.excelod.com. I am quite sure I do not have all the answers, but if you have any specific unanswered questions give me a call and I will help research it.

Now, a few words about our upcoming Fall Sedona conference. The AzOA Board of Directors and the Congress committee have been working to make this weekend very enjoyable with some new changes. The Friday golf event is back and named after our late friend and colleague, Dr. Bruce Bridgewater. The OPACA silent auction will contain sports and movie memorabilia from All Star Enterprises, along with some local donated items. Please try to be generous when bidding, and remember, it goes to a very important PAC. And make sure you stop by the AzOA hospitality suite along “vendor row” on Saturday night.

As always, the AzOA office is here to serve our member's needs, so let us know when we can help. ■

Stacey Meier, OD, AZOA Executive Director

PRESIDENT'S MESSAGE CONTINUED FROM PAGE 2

ODs will need to be vital team players with our primary care colleagues. Every practice owner will need to make his or her own decision on which plans to accept. AZOA will continue to do our best to stay up on all of this. In the mean time AOA has provided a wonderful tool kit for understanding ACO's. Members can access it here: <http://www.aoa.org/news/health-care-reform/how-to-make-the-most-of-acos-and-value-based-care> Please do not hesitate to contact me if you have questions. AZOA is here to help us through these challenges, but also to help us Thrive! ■

Frank M. Akers II OD
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ARIZONA ENACTS PRICE TRANSPARENCY, DRG MEDICAID PAYMENT

By: Anthony Brino

Published on Healthcare Payer News (<http://www.healthcarepayernews.com>)

Arizona Governor Jan Brewer has signed a law requiring providers to publicly display the prices of their most common services and changing the state's Medicaid reimbursement methodology.

The law mandates that providers make available upon request or post online the prices of their most commonly performed procedures, with a few exceptions for providers like Indian health centers and small practices. Hospitals will have to disclose the prices of their 50 most common services and physician practices their 25 most common services.

The law specifies that providers list the "direct pay price," whatever would be charged if a patient (regardless of insurance status) or a patient's employer were paying the provider directly in full. The law does not specify any penalties for noncompliance, leaving that up to professional licensing boards, although it does prohibit license revocation as a disciplinary action.

The Arizona Hospital and Healthcare Association originally opposed the price transparency measures, and Brewer vetoed a previous version of it out of concerns for lawsuit exposure and possible federal preemption. An amended version then combined with a reimbursement bill eventually was passed with bipartisan support, and Brewer signed it with enthusiasm.

"Today, Arizonans have little or no information about the actual cost of different medical procedures," said Brewer, a Republican who also recently signed a law expanding Medicaid eligibility. "This common sense legislation will make the price of health care services available to patients."

The law also changes the hospital reimbursement methodology for the Arizona Health Care Cost Containment System (AHCCCS), the state's Medicaid agency, basing payments based on diagnosis and treatment rather than the number of days spent in a hospital.

The law tasks the AHCCCS with drafting regulations for a "diagnosis-related group-based hospital reimbursement methodology," as a variety of other states have done for two decades.

Moving to a diagnosis-based reimbursement system, Brewer said in a media release, "changes the focus from keeping people in the hospital to treating patients in the most efficient and effective manner possible." ■

Source URL: <http://www.healthcarepayernews.com/content/arizona-enacts-price-transparency-drg-medicaid-payment>

LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

CAMPAIGN CONTRIBUTION LIMITS ARE UNCLEAR- LEGISLATION COMMITTEE UPDATE

by Annette Hanian OD

Normally, this time of year, the committee's schedule is full of fundraisers. This year, there are very few scheduled meet & greet with legislators or potential candidates. That is unfortunate for the AZOA because we don't have as many opportunities to discuss our concerns with legislators. We are making appointments and trying to meet in their offices, but the legislature is not in session and many legislators are hard to reach until session begins in January 2014. HB2593 was passed last session and signed into law by Governor Brewer. It raises individual contribution limits significantly. It is being tested in court and therefore, the candidates are not sure what the final contribution limits will be; which is why they are hesitant to hold fundraising events at this time.



KEN BENNETT
SECRETARY OF STATE
STATE OF ARIZONA



CAMPAIGN CONTRIBUTION LIMITS* 2014 **PRIMARY** ELECTION Revised pursuant to Laws 2013, Chapter 98¹

| | Local candidate per election | Legislative candidate per election ² | Statewide candidate per election ³ |
|--|------------------------------------|---|---|
| Individual may give⁴ | \$2,500 | \$2,000 | \$2,000 |
| Political Committee may give⁵ | \$2,500 | \$2,000 | \$2,000 |
| Committee certified by the Secretary of State to give at increased limit ("Super PAC") may give⁶ | \$5,000 | \$4,000 | \$4,560 |
| From political party & all political organizations combined, nominee may accept⁷ | \$11,390 | \$9,112 | \$91,040 |

*CAUTION: these increased contribution limits are the subject of litigation that may possibly result in an injunction that prevents them from going into effect. Candidates are responsible for accepting only up to the legal maximum pursuant to law and candidates should check with their election official as to the law's status.

¹ Laws 2013, Chapter 98 removed the limit popularly known as "PAC-ing out" and the individual aggregate contribution limit from statute. These were previously in A.R.S. §§16-905(C) and 16-905(E).

² Reduced by 20% pursuant to A.R.S. §16-941(B).

³ Reduced by 20% pursuant to A.R.S. §16-941(B).

⁴ A.R.S. §16-905(A)(1), (A)(2), (B)(1).

⁵ A.R.S. §16-905(A)(3), (A)(4), (B)(2).

⁶ A.R.S. §16-905(A)(5), (B)(3), (I).

⁷ A.R.S. §16-905(D).



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AOA - PAC: BY DR. CHAD CARLSSON



Hello AzOA Members!

This is Dr. Chad A. Carlsson, your AOA-PAC Chairman for the AzOA. I'm writing you today to ask for your support by sponsoring my upcoming "Half Iron Man" or otherwise known as a 70.3 this coming Fall on

Sunday morning, October 20th. I am asking all members to pledge \$3 or more/mile for my upcoming event that I have been training for this past year. This is a big challenge for me as I've never competed in one before and so I'm asking for your support with a pledge to challenge you in raising monies for the AOA-PAC while I do all the work! This is a great opportunity to not only support me but our AOA-PAC that goes to battle for us every day on Capitol Hill to fight for our rights and privileges as practicing Optometrists! So please support me and the PAC by making a small \$3/mile pledge today and see what we can do together to protect and advance our great profession. Kate with the AzOA will have a pledge form you can fill out and sign with your name, address, email, pledge amount, and signature to fill out and either fax, or scan in. You may also email me at DrC@CarlssonEye.com or contact Kate at the AZOA office at kate@azoa.org to acquire a pledge form.

I'm very excited about this upcoming event and hope you will join me on this challenge to raise monies for the AOA-PAC. The event will be held down at Tempe Town Lake for those who want to come down and watch me sweat this thing out, but it starts at 6am just to give you a heads up and possibly another challenge of getting out of bed on a Sunday morning like me!

Thanks for reading and hopefully sponsoring! ■

Yours Truly,

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



Dr. Chad Carlsson welcomes the newest member to his family: Sydney Lucille Carlsson was born on 8/12/13!



OD WANTED

■ Optometrist position available at Wal-Mart Vision Center in Prescott Valley starting January 2014. Needing 4 to 5 days of coverage with the possibility of working at another Wal-Mart location in Prescott. Please email all inquiries to jamathis76@gmail.com.

■ Residency-trained optometrist opportunity at a 73 bed hospital on the Navajo Reservation in northern Arizona. We are seeking an energetic team player to work in a multidisciplinary environment providing primary optometric eye care that includes a significant amount of ocular disease and trauma. Our department includes an accredited optometry residency program and ophthalmology services.

Benefits include a salaried position with malpractice coverage, health & dental coverage, paid time off and continuing education. Beautiful hikes, canyons, and southwest beauty for those who love the outdoors. Contact:

Nancy Nichols, OD, FFAO
nancy.nichols@tchealth.org
928-283-2752

■ Doctor wanted for 2-3 Saturdays per month. Occasional Fridays could also be available. The patient schedule will be shared with another doctor on most of these days. We are a private office located inside Lenscrafters in the Chandler Fashion Center. Please call or email if any interest. New graduates welcome. R. Craig Farr, OD 480-220-7899 rcfarr@cox.net

■ OD needed for full or part-time lowvision rehabilitation position. Experience or residency training preferred. Must be willing to travel. If interested, please contact Lynne Noon at noon@viewfinderlowvision.com.

■ Optometrist needed on a Part-Time basis for 2-3 days per week (M-F). Private office looking for the right candidate who is comfortable working with patients of all ages and comfortable with medical optometry as well. Please call 623-933-2013 Sun City/Peoria Area.

■ FULL-TIME POSITIONS

AVAILABLE FOR OPTOMETRISTS (MUST HAVE PO CERTIFICATION) IN THE WEST VALLEY, EAST VALLEY, 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.

■ Private Optometric practice located in the west valley is looking for every Saturday coverage from 8-4 pm. Could possibly work into an additional day during the week come fall. We have a great staff who can pretest and take care of all the optical needs of each patient. Incoming doctor would see 2-3 patients/hr depending on experience, with 1/2 hr lunch. Email bairdod@gmail.com if you are interested.

■ We are growing! Private optometric practice in Tempe seeking optometrist for one to two (flexible) days per week. We offer a great staff to assist you in the care of your patients. We also offer you a clean, positive, great place to practice optometry. We need another doctor to help us continue to grow!

The office offers a full service optical. We also have a steady contact lens business supported by a wide selection of diagnostic lenses. We also offer pediatric optometry, vision therapy, geriatric vision, and treat a bunch of red eyes. We work closely with local retinal specialists, primary care physicians, LASIK centers, and cataract surgeons. We'd love to have you join us and add your specialty to our list.

Our optometrist is also the general manager of the practice for his/her shift. This entails working with the office manager and staff regarding frames, spectacle lenses, contact lenses,

awareness of the state of the practice. This is a great opportunity to join a thriving private optometric practice in a youthful, diverse, centrally located area. If interested, please email deserteye@hotmail.com or phone the office at 480-966-0522.

■ Full-time Maternity Coverage Needed Jan-April 2014, Tue-Sat schedule. Possibility to continue on as permanent part-time. Busy location, great optical staff, great compensation! Please email wongoptometry@gmail.com if interested in any of the above dates. New grads welcome!"

■ Rebecca Vision, LLC. is looking for a part-time Optometrist to provide mobile services in ALF's and NH facilities. We currently have influx of work in Arizona and really good use a dependable, reliable & personable Optometrist who enjoys working with the elderly. This opportunity is a great way to supplement your income. Travel is approx. 50-75 miles. If interested please call 866.362.3668 or email to: alliedmedicalgroup@hotmail.com.

■ O.D. Position available Saturdays. 9:30-4:00. West valley and central Phoenix/Glendale retail locations. Friendly staff performs pretesting. 2-3 patients/hr with 1hr lunch. Call Amy 602-405-4420 if interested. New grads welcome!

■ Part-Time Optometrist Needed-Metro Area/West Phoenix We are currently looking for an Optometrist to work primarily Fridays 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

■ Lucrative Practice Opportunity Available in Phoenix. USVision seeks optometrist for growing JCP practice in Phoenix area 3-4 days/week. Work in a professional retail environment with a long-term manager and support staff with immediate exposure to traffic flow, a growing patient base and participation in one of the largest managed care

CLASSIFIEDS

networks in the US. Flexible schedule-both FT and PT available. Contact Jennifer at jhaines@usvision.com for details about this leasing opportunity.

■ **OD Opportunity:** We are looking for an optometrist to work a regularly scheduled shift 2-4 Saturdays a month. This position could expand to include more days in the future. We also need some vacation coverage in early August. We are located in East Mesa right off the 60 freeway. Our office uses the Marco TRS refracting system and has dedicated staff to pretest the patients and assist the doctor. Please call Gigi at 480-333-6563 or email oasiseyecare@gmail.com for more information.

■ **OD/Part-Time Needed:** Our practice is in need of an optometrist on a part time basis. Our practice has locations in Phoenix and Mesa. 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 are required. State prescribing numbers for orals and topicals is required. If you are interested, please fax resume to 602-265-5171 or email kalbright@primeyecare.com / bsmith@primeyecare.com. You can also call Krissy at 602-717-9968.

OD AVAILABLE

■ **Independent contractor** (Optometrist) available in Phoenix and surrounding area. Temporary fill in or regular schedule available. Experienced in therapeutics and medical billing, contacts, post surgical. Have DEA, Medicare, VSP and most other insurances (if needed).

For more info call or text Dr. Karen Walker at (cell) 623-261-5462 or call Sun Valley Family Optometry at 623-594-0325 or email eyedocaz@gmail.com.

****FILL IN SERVICES AVAILABLE****

Looking for fill in? I am available 1-4 days/wk on a regular fill in basis, or for vacation/sick coverage. Very flexible on days and advanced notice is usually not needed. East Valley preferred but will travel throughout greater Phoenix area.

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■ **Updated September 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.

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■ **PRACTICE AND RETAIL DISPENSARY FOR SALE.** Established Retail Optical Practice in busy mall location in Tempe. Perfect for Optometrist looking for a new opportunity. Ten year old business has large, satisfied customer base and plenty of foot traffic to continue growing. 2012 gross approximately \$285,000 with no insurance and a net to Optometrist of \$75,000 for approx 20 hours/week chair time. Add insurance and watch this office soar! Completely equipped eye exam lane, finishing lab equipment, dispensing and display furnishings and large inventory of eyeglass frames and stock of lenses included in the \$87,500 asking price. A rare opportunity!

Call Tom Hays @ 707 799-9925 or email tomh@fcb.com for more information

■ **Optometric Practice Sale** - Phoenix Metro Arizona: Premier optometry practice grossing \$1,800,000 annually with a high net income. Situated in a spacious free-standing building with state of the art technology and latest diagnostic equipment. The optical dispensary is modern and well stocked, offering more than 1000 frames. Excellent, cross-trained staff in place who take pride in the growth of the practice and are committed to providing quality care. Seller will assist buying optometrist with transition. Optometry practice financing available. For details please call 800-416-2055 (x225) or visit <http://TransitionConsultants.com>

■ **Tucson/ Oro Valley: PRACTICE**

FOR SALE- 3 year old practice for sale in beautiful southern Arizona. Excellent growth from year 1 to year 2. Projected gross revenue for year 3 to be almost \$400,000. Please send email to azoptometry@gmail.com for additional information.

EQUIPMENT WANTED

■ **Want to buy:** Used visual field and retinal camera (non-mydratic) in good condition for my practice. May be interested in a few smaller items, also.

What is in your storage room? Or planning to upgrade? Sell to me rather than getting pennies for trade in, or keeping that "future antique". Contact Dr. Karen Walker at Sun Valley Family Optometry 623-594-0325

EQUIPMENT FOR SALE

■ **We have the following equipment for sale:**

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1 AO projector
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Binocular indirect lenses - 1 each: Volk 90, Volk 30, Nikon 28; 2 Volk 20 indirect lens
7 binocular indirect ophthalmoscopes - 1 keeler, 3 Keeler All Pupil, 3 Heine Omega 180

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480-201-6688
drbark@FamilyEyecareScottsdale.com

■ **I am downsizing and have 2 exam rooms for sale** along with pretesting equipment and dispensing furniture. For a complete list of available equipment please call or email me. Everything needs to be gone by August 30th. John M. Rinehart, O.D., 623 974 2020 rinehart@extremezone.com

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

By Mary Jo Pitz

The Republic | azcentral.com Wed Jul 17, 2013 11:11 PM

Lawmakers were wrong to raise campaign-contribution limits by up to 10 times current caps without asking for voter approval, according to a special action filed Wednesday with the Arizona Supreme Court.

The lawsuit seeks to block House Bill 2593 from taking effect on Sept. 13. The action was filed by the Citizens Clean Elections Commission, Commissioner Louis Hoffman, the Arizona Advocacy Network and state Rep. Victoria Steele, D-Tucson.

They argue the bill, approved mostly along party lines, violates the state's Voter Protection Act, which bars lawmakers from changing voter-approved measures, such as the contribution limits set in the Clean Elections law. Any changes must be approved by voters.

The only exception is if three-quarters of lawmakers vote for changes that would advance the cause of the voter-approved law — something HB 2593 did not do.

Lawmakers who favored the bill argued Arizona's contribution limits are too low, a position supported by Maricopa County Attorney Bill Montgomery.

Montgomery on Wednesday predicted the chances are slim that the case will get Supreme Court scrutiny because it's hard to prove harm.

The plaintiffs also argue that the high court needs to act because it involves constitutional questions about the Voter Protection Act, which has been Arizona law since late 1998.

The bill raises the amount an individual can contribute — or political-action committee can give — to \$5,000 over the course of a primary- and general-election cycle. Currently, the limit is \$440 for legislative races; \$450 for local races, such as school board or city council; and \$912 for statewide races, according to the Arizona Secretary of State's Office. It also raises the cap for "super PACs" to \$10,000 from \$2,000.

Critics of the bill say they are appalled at the prospect of a school-board candidate being able to collect \$5,000 per donor for what traditionally have been a low-key races.

The bill also counts primary donations separately from the general so the new limits are effectively doubled for candidates running in both races. ■

HIPAA COMPLIANCE DEADLINE COUNTDOWN cont'd from cover

Under the new revisions, the privacy and security rules will apply not only to health care practitioners and their business associates, but, for the first time, the subcontractors of those business associates, Dr. Lane noted.

In addition to making sure their practices are in compliance with the updated rules, practitioners should make sure any business associates with access to protected health information, such as billing firms or claims clearinghouses, are aware of the new rules and taking steps to adhere to them.

The HHS issued the new revisions Jan. 17, 2013 (see "Revised HIPAA privacy, security regulations released" in the March edition of AOA News).

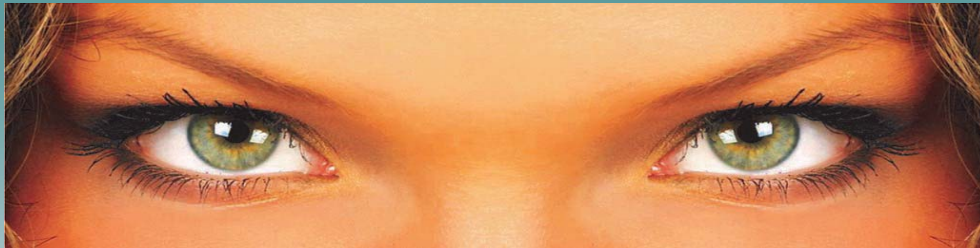
AOAExcel™ is developing new products and services to assist optometrists in achieving compliance with the new HIPAA regulations.

For additional information, including the HHS' new HIPAA Regulations FAQs on new updates, visit www.ExcelOD.com/HIPAA.

How the new regulations impact a practice will depend on the individual practice and whether the practice has updated their Notice of Privacy Practices (NPP) and other HIPAA policies over the past few years. Generally speaking, nearly all practices will need to update their Notice of Privacy Practices and Business Associate Agreements.

New AOA HIPAA Notice of Privacy Practices forms – reflecting new, more stringent, federal privacy protection standards – are now available for optometric practices through AOA Marketplace. The forms are available for immediate shipment by calling 800-262-2210 between 8 a.m. and 4 p.m. CST, Monday through Friday or by emailing orders@aoa.org. AOA members should include their member numbers when contacting AOA Marketplace to qualify for a member discount. ■

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OPTOMETRYGIVINGSIGHT
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Media Release: June 21, 2013

The World Sight Day Challenge: A global campaign in support of universal eye health

Optometry Giving Sight is urging all members of the optical community and anyone who values good vision to take part in the **World Sight Day Challenge**, from September 1st through to World Sight Day, October 10th.

The World Sight Day Challenge is the largest annual global fundraising campaign to address avoidable blindness caused by uncorrected refractive error. In 2013, Optometry Giving Sight is launching a fresh look and feel to the campaign! Based on a concept of 'people power,' the colorful new logo and materials encourage fundraisers to come together to help the millions in need.

Participating is easy – simply make a monthly or annual donation on or before World Sight Day, October 10.

Optometry practices and optical companies can also be creative and engage patients, customers and staff with fundraising events throughout the Challenge period. This year Optometry Giving Sight will feature its new "people power" wristbands as an easy way for patients, employees and students to make a donation and participate in fundraising activities.

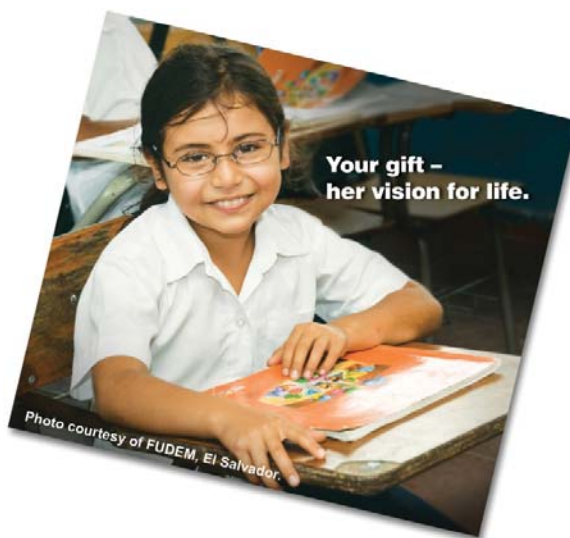
"Our hope is that everyone in our profession will be wearing our wristband on World Sight Day!" said Clive Miller CEO, Optometry Giving Sight.

"Preventable blindness is a solvable problem – and the World Sight Day Challenge is a great way for everyone to make a meaningful contribution and help to provide eye and vision care for all people."

To make or pledge your donation, or register your intention to fundraise, visit givingsight.org or call 1888 OGS GIVE.

Picture caption:

Thanks to past donations, Optometry Giving Sight has been able to fund 67 projects in 38 countries. These include El Salvador, where last year our local partner Fudem screened 64, 000 school children in extremely poor communities.



More on the next page>>>

1019 8th Street, Suite 304, Golden, CO, 80401, USA
T | 1-888-OGS-GIVE F | +1 303 279 8042 W | www.givingsight.org E | usa@givingsight.org





OPTOMETRYGIVINGSIGHT
Transforming lives through the gift of vision

Primary schoolgirl Carla (pictured) was screened at the Centro Escolar Las Brisas school, in a very poor community in the Soyapango region. With an eye examination and a pair of glasses, Carla's vision was restored, renewing her potential for a quality education and a life full of opportunity.

More than 600 million people in the world are blind or vision impaired simply because they are unable to get their eyes tested.

ENDS

Media contact:
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#1 720 232 4262 / pamela.capaldi@givingsight.org

Notes to Editor

World Sight Day (WSD) is an annual day of awareness held on the second Thursday of October to focus global attention on blindness and vision impairment. It is coordinated by the International Agency for the Prevention of Blindness (IAPB) under the VISION 2020 Global Initiative. It is supported by eye health organizations around the world – including Optometry Giving Sight - and is included on the official World Health Organization (WHO) calendar. This year's WSD is on October 10th.

2013 is an important year for WSD, as it will mark the launch of a new WHO Action Plan on the prevention of avoidable blindness and visual impairment 2014-19. In keeping with the main thrust of this new Action Plan, the theme for World Sight Day 2013 is: **Universal Eye Health**. There will also be a specific call to action: **Get your Eyes Tested**.

Optometry Giving Sight - is a joint initiative of the World Optometry Foundation, the Brien Holden Vision Institute and the International Agency for the Prevention of Blindness; and is a registered charity in the USA and in Canada. Its major fundraising campaign for the year is the **World Sight Day Challenge (WSDC)**, which is now in its 7th year.

How donations can help:

- \$50 can help provide a study kit to an optometry student
- \$100 can help provide 20 people with access to an eye exam and glasses
- \$300 can help to provide a child size trial frame
- \$1200 could pay a month's salary for an optometrist to see up to 40 patients a day

We guarantee that 85 % of donations go directly to helping support sustainable eye and vision care projects.

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2013 AZOA FALL CONGRESS REGISTRATION

Name: _____ OE Tracker #: _____

Failure to provide your OE # will 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 Nov 15 (Includes 4 hours CE)

Sat Nov 16 (Includes 6 hours CE)

Sun Nov 17 (Includes 4 hours CE)

| Received <i>Before</i> Oct. 18 | | Received <i>After</i> Oct. 18 | |
|--------------------------------|-------------------|-------------------------------|-------------------|
| <u>Member</u> | <u>Non-Member</u> | <u>Member</u> | <u>Non-Member</u> |
| \$375 | \$525 | \$475 | \$600 |
| \$20 | \$20 | \$20 | \$20 |
| | | | |
| \$150 | \$200 | \$175 | \$225 |
| \$300 | \$375 | \$325 | \$400 |
| \$100 | \$125 | \$125 | \$150 |

RSVP Free Cocktail Reception – Friday, Nov 15 ☐ I will attend ☐ I will not attend

Individual Guest Meals (for spouses, guests, kids attending meals)

☐ Saturday Breakfast \$35 x _____ = \$ _____

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

☐ Sunday Breakfast \$35 x _____ = \$ _____

Friday (Nov 15) Dr. Bridgewater Golf Tournament

(9AM Shotgun Start)

☐ (Includes greens fees) \$95 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 October 18, 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 11/6/13. No refunds after that date.

2013 FALL CONGRESS SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 15

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

1-5pm Registration

2-4pm **Managing Ocular Trauma: From Front to Back/Vollmer/*38275-GO**

Ocular trauma can lead to potentially devastating consequences, both visually and functionally. In addition, each ocular trauma is unique when entering the practitioner's office. This lecture will provide the basis of identifying the various types of ocular trauma that may be encountered and review the management of these conditions. In addition, indications for surgical repair and a brief review of surgical options are also discussed.

4-6pm **Diagnosing and Management of Neuro-ophthalmic Diseases/Sowka/34967-NO**

This course will detail in a case based format the symptoms and clinical findings in patients with numerous clinical neuro-ophthalmic entities. A diagnostic algorithm will be presented to allow the attendee to follow the clinical findings to an appropriate differential diagnosis. Current therapeutic management and appropriate diagnostic testing will be emphasized.

6:00pm Dinner On Own

7:30pm 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 musical entertainment!

SATURDAY, NOVEMBER 16

7:00am Registration/Breakfast

8-10am **The Clinicians' Guide to Glaucoma:Managing Cases & Complexities/Sowka/30414GL**

This course examines the diagnosis and management of patients with primary and secondary glaucomas through a case based approach.

10am-12pm **Anterior Segment Grand Rounds/Sowka & Vollmer/*COPE APPROVAL PENDING**

Case discussion of Bacterial Keratitis, Corneal Lacerations, Crab Louse Infestation, HSV and phacolytic glaucoma will be done in a grand round forum with live interaction.

12-2pm AZOA Membership Meeting/Lunch

2:30-4:30pm **New Contact Lens Products and Designs....and Beyond/Sylvan/30136-CL**

A review of new contact lens products recently, or currently being, developed. Discussion will include a description of the underlying reasons why the product or design was, or is being, developed.

6:30-10pm 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, NOVEMBER 17

7:00am Registration/Breakfast

8-10am **Visual Dysfunction Following a Neurological Event: Process and Neurology Causing Post Trauma Vision Syndrome (PTVS)/Padula/31178-NO**

Neurological events often cause dysfunction of the bi-modal visual process. This can affect binocularity, acuity, visual field, posture, balance and cognitive functions. This lecture will discuss the neurology of the bi-modal visual process and implications of dysfunction leading to Post Trauma Vision Syndrome (PTVS).

10am-12pm **Visual Dysfunction Following a Neurological Event: Visual Midline Shift Syndrome (VMSS)/Padula/31179-NO**

Following a neurological event, research demonstrates that dysfunction of the bi-modal visual process will affect posture and balance. Optometric treatment for Visual Midline Shift Syndrome (VMSS) can improve balance and be an effective outcome of rehabilitation.

FALL CONGRESS IN THE RED ROCKS!!

November 15-17, 2013

Enjoy the Festivities & 14 Hours CE

This year Fall Congress will take us to Sedona in November - a great time to take in the beauty of the surroundings, AZOA networking events, and our informative CE running from Friday afternoon through Sunday morning.

This year's notable faculty includes:

- Dr. William Padula
- Dr. Joseph Sowka
- Dr. Harvard Sylvan
- Dr. Lori Vollmer

For those interested in enjoying a round of golf at the Sedona Golf Resort, The Dr. Bruce Bridgewater Tournament has been arranged for 9:00 Friday morning. Saturday evening brings the signature AZOA Hospitality Suites, beginning at 6:30PM. We hope you will all come out to meet and greet with our ever supportive vendors.

We look forward to seeing you there! Please call the AZOA or visit www.azoa.org for details. The Fall Congress schedule is published on page 15. ■

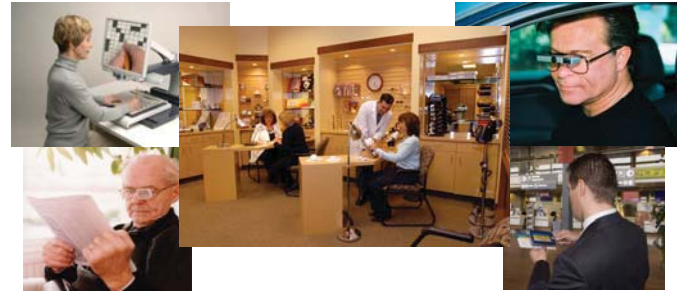
The AZOA is sad to report the passing of Dr. Vincent Sanchez in his home in Tempe, AZ on Sunday, September 8, 2013. Vincent is the son of Dr. George M. Sanchez.

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Lynne Noon, OD, FAAO
Diplomate in Low Vision Rehabilitation

Kevin Huff, OD



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SAVE THE DATE:



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January 10 - 12, Scottsdale, AZ
Hilton Scottsdale Resort
New Location**

Arizona Optometric Association

1702 E Highland Avenue, #213, Phoenix, AZ 85016

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www.azoa.org

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



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90 RIDGE TRAIL DRIVE | SEDONA, ARIZONA 86351

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