



JUNE 2019

# Focal Point

*Newsletter of the Arizona Optometric Association*

## Dr. Donald Jarnagin Selected for 2019 National Optometry Hall of Fame

The AOA and Optometry Cares®—The AOA Foundation congratulated Dr. Donald Jarnagin (posthumously) as one of four doctors of optometry who were selected for the prestigious National Optometry Hall of Fame. Since 1998, the National Optometry Hall of Fame has recognized and honored doctors of optometry who have made significant and long-lasting contributions to the optometric profession.

The late Donald Jarnagin, O.D., earned his optometry degree from Southern California College of Optometry (SCCO) in 1970. Dr. Jarnagin was drafted into the U.S. Army as a captain and optometry officer in the Medical Service Corps from 1971-1973, where he received an Army Commendation Medal. He then entered private practice in Arizona with his own personal doctor of optometry who had provided his vision care as a youth. Less than a decade later, he would ascend Arizona Optometric Association's leadership as president and later as AOA president. He served more than 30 years in private practice, caring for the community of Glendale and the West Valley, before starting a new chapter as optometric educator and leader. Involved in numerous community service organizations, Dr. Jarnagin was passionate about volunteering with multidisciplinary medical missions to Guatemala that provide eye care and glasses to underserved populations. Dr. Don Jarnagin passed away on March 3, 2019, during one of his mission trips to Guatemala. Dr. Jarnagin's wife, Sharon, accepted the award in his honor at the recently concluded Optometry's Meeting in St. Louis last month.

The other 2019 National Optometry Hall of Fame inductees are: Murray Fingeret, O.D., (pictured below right) Michael Mittelman, O.D., and Glen Steele, O.D. (pictured below left of Sharon Jarnagin)



# PRESIDENT'S MESSAGE: BY DR. JON WOLD

Wow!! What a privilege and honor it is to serve as the AZOA president for 2019-2020. I appreciate the trust you've shown and I



promise to represent the association the best I can. We had a great spring congress in Tucson! Special thanks to AZOA staff

members Kate Diedrickson and JoAnne Edmonson and our CE committee chair Dr. Shannon Steinhauser that made it happen. I'm grateful for Dr. Beth Pyle-Smith who has shown me what it takes to be a successful AZOA president, and Dr. Stacey Meier who has been tremendous in his support and leadership. We have a wonderful Board of Directors ready to move AZOA forward.

At the AZOA awards dinner in April, I introduced two new initiatives for 2019-2020 that I'd like to share with those of you that might not have been in attendance. The first initiative, as we approach the year 2020, is the \$20/\$20 initiative. I'm asking every OD in the state of Arizona to donate at least \$20 each month to both OPACA (our Arizona PAC) and the AOA PAC (our National PAC). That comes out to \$480 a year. We need your help to protect our profession. I

recommend just doing a recurring quarterly credit card payment to both OPACA and AOA PAC. You'll forget about it and won't even miss it. For our Arizona PAC, go to [www.azoa.org/page-1075184](http://www.azoa.org/page-1075184) or contact Joann in the AZOA office. For AOA PAC, go to [www.aoapac.org](http://www.aoapac.org). Please contact me if you have any questions or are having difficulty getting your donations set up.

The second initiative is the bring a friend initiative. I've invited each AZOA member to bring a friend to one of our 3 CE events to come and see what we are all about. If a nonmember signs up for the AZOA, they will get the next CE meeting for free. The "friend" doctor that brings them will get ½ off the next CE meeting. We need to continue to get the word out to all of our colleagues about how great the AZOA is. We need them to help continue moving forward.

It's been a busy 3 months for me since being installed as president. I flew to Washington DC the morning following being sworn in to attend the AOA advocacy meeting. What a great event! Our Arizona delegation had a chance to meet with each Arizona congressman or congresswoman or one of their staff to discuss issues important to optometry. The most pressing issue affecting our profession in DC is the pending FTC rule changes regarding the release of contact lens prescriptions. The rule change

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# ***PRESIDENT'S MESSAGE CONT'D: BY DR. JON WOLD***

would require each patient to sign a form in our office acknowledging that they physically received a copy of their contact lens prescription. This would need to be done each year and kept for 3 years. This would obviously be a huge burden on all of our practices and is estimated to cost the industry \$13 million. The Langford-Sinema letter is gathering signatures from Senate members in opposition to this proposed FTC proposal. A similar letter has already been sent by house members. For more information, go to [www.aoa.org/news/alerts-recalls-and-updates](http://www.aoa.org/news/alerts-recalls-and-updates) and click on Lankford-Sinema.

This spring, I was able to attend both an Arizona democratic and republican fundraiser. I really appreciate Dr. Annette Hanian, Don Isaacson and Cheyenne Walsh for introducing me to so many of our state legislators. It's so important for us to continue to build these grass roots relationships with our state legislators.

In May, I attended two great events at the AZCOPT in Glendale. We staffed an information table at the resident's day CE event. Later that month, I spoke at the pinning ceremony for the incoming third year students as they begin their clinic training. These students represent the future of our profession. We are encouraging the students to attend our CE events and to network with current AZ docs. Please reach out to these future colleagues and help them feel welcome at our events.

I just returned this past weekend from Optometry's meeting in St Louis. It was great to be a part of the House of Delegates and also meet with the association presidents of all of the GWCO states. Our profession is rapidly changing. We are in good hands with the AOA and the direction we are heading. They are aware of what's happening in our profession and have been proactive in addressing many of the challenging issues of our day. The AOA is also very supportive of scope expansion across the country. AOA and AZOA are working on ways to help promote optometry in 2020. We need to help educate the general public that eye health is not vision correction and that trading convenience for standard of care is not ok. It was also an honor for our Arizona delegation to be at the National Hall of Fame induction ceremony for Dr. Don Jarnagin.

Please let me know what I can do to make your AZOA experience better. What scope changes would you like to see? What concerns do you have for the future of optometry in Arizona? I'd love to hear from you. My email address is [drwold@santaneyecare.com](mailto:drwold@santaneyecare.com). Hope to see everyone in Sedona this fall!!!

**Connect, Evolve and Thrive.**

**AZOA President, Dr. Jon Wold**

# **LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN**

## **Children's Vision & Learning, Annette Hanian OD**

Due to the continued efforts of Manisha Geiger OD, the AZ Coordinator for COVD, August will officially be Children's Vision and Learning Month in Arizona.

COVD has used this effort to educate the Governor's office about the importance of good vision in successful learning and performance in school. Their letter also highlighted the need for funding for special education programs and public awareness. This will be AZ's first ever Children's Vision and Learning Month, but we hope to work together to make this an annual observance.

Manisha's efforts worked hand in hand with our Legislative efforts in the past session. AZOA was involved in stakeholder meetings, legislator education, letter writing and committee testimony to support Senator Sylvia Allen's Mandated School Vision Screening bill, SB1456. The Governor signed this bill into law on Friday, June 7th and it will take effect in August of this year. As, we all know, government works slowly and the Department of Health has details to work out with the Department of Education before we see changes in our schools.

The efforts of both COVD and AZOA have worked together to help brighten the future for the children of Arizona.

## **Legislation Committee End of Session Review, Annette Hanian, OD**

We did not introduce specific legislation in 2019 session, but we worked on several bills that impact Optometry.

1) SB 1089 altered current telemedicine laws to allow for all provider types/ specialties and provides that a corporation may not limit or deny the coverage of health care services provided through telemedicine and may apply only the same limits or exclusions on a health care service provided through telemedicine that are applicable to in-person consultation for the same health care service. We successfully added an amendment: Prior to issuing a prescription pharmaceutical or prescription medical device, the provider must have a pre-existing doctor-patient relationship with the patient, or have examined the patient personally in reference to the condition for which the prescription is issued. This goes to further strengthen our laws against online refractions and continue to keep them out of our State.

2) HB2494, which was spear-headed by Rep. Regina Cobb DDS and the Dental Association, prohibits a contract between a health insurer and a health care provider, that is issued, amended or renewed on or after January 1, 2020, from restricting the method of payment from the health insurer to the health care provider in which the only acceptable payment method is a credit card payment. This will end those additional fees that we are getting from some insurers and were becoming more frequent

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# LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

and cutting into our bottom-line. The new law also requires a health insurer that acquires the provider network of another health insurer, to notify, each health care provider of the acquired network so as to choose to continue with the new network or terminate agreement.

3) Sunrise changes from our efforts in 2018 session were tested for the first time successfully. Three professions successfully introduced bills which expanded scope and moved through the legislative process WITHOUT prior mandated hearing and mandated vote requirements. We followed those closely and lent our support for their endeavors.

4) SB1456, the third Vision Screening bill in as many years, was made law. It was a culmination of the work of many groups and many compromises with many government entities and charitable organizations. We supported the bill from the outset and were directly involved in the stakeholder process. We made it clear all along the way that the very best practice is a comprehensive eye exam by an eye care professional prior to entering school. We had invited ophthalmology, over the summer, to engage early in the process. It could have been a good opportunity to work together on a project that we would presumably be on the same side. Not surprisingly, Ophthalmology had no interest until the end of the process. They, and a large charity organization in the State, undid most the beneficial changes that we worked hard for months to make in regards to specific testing to be done and leaves it in the hands of the Dept of Health to determine best practices. The bill still specifies that parents will be told that the screening does not replace the need for a comprehensive exam for their child, even if the child passed the screening.

5) The AZOA Legislation committee also followed several bills that related to our licensing board.

The AZOA Legislation Committee have built alliances with other groups and organizations that have allowed us to be players in other group's bills for the benefit our Doctors.

Planning is underway for 2020 session. If you are interested in being directly involved in the early planning and execution of those plans, please contact me, Annette Hanian OD, on my cell at 623-202-9696 or by email at [drhanian@completevisioncare.com](mailto:drhanian@completevisioncare.com). "Many hands make light work", as my wise mother-in-law used to say (she had some other really good ones, but I can't print those).

Oh yeah....Don't forget to contribute to the effort but giving to OPACA at [www.azoa.org](http://www.azoa.org) under YOUR AZOA tab, click on Advocacy in drop-down list.

**-Dr. Annette Hanian, AZOA Legislation Chair**

# MEET YOUR LOCAL LUNEAU TECHNOLOGY USA TEAM



**AXEL WITTENROOD**  
Southwest Sales Manager

Axel is your Finishing Lab Equipment Expert, with 44 years of experience as a service technician and sales representative. Axel began his career with A.I.T. Industries as a service technician working on pattern lens edging systems. His kind demeanor and expertise made him ideally suited for sales, and he quickly earned a promotion to Sales Manager for the entire Midwest. With the acquisition of A.I.T. by Luneau Technology USA in 2015, Axel joined our team. In 2018, Axel moved to Arizona to represent Luneau as the Sales Manager for the Southwest. Axel's wealth of knowledge makes him one of the best resources for your equipment needs.



**MELISSA RENFROW**  
Clinical Application Specialist

Melissa is a certified ophthalmology professional with 14 years' experience. She began her career in the clinic in a general, cataract and Lasik practice in Chicago. She then relocated to Texas after she accepted a position at a large, multi-specialty clinic, working first with refractive and cataract patients, then transitioned to the specialty clinic where she worked in glaucoma, cornea and oculoplastics. Melissa's next opportunity led her to become a medical safety specialist who handled regulatory compliance, customer complaints, and reporting adverse events for both the refractive and instrumentation departments to the FDA. Before joining Luneau Technology, her most recent foray into the Medical Device industry was with a pediatric photo screening company, where she analyzed images to determine if a child had any amblyogenic or refractive issues. In 2019, Melissa joined the Luneau Technology USA team as a Clinical Applications Specialist and is committed to providing you with knowledge on our revolutionary instruments to best increase your practice's efficiency.



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FIND OUT MORE FROM OUR TEAM

# AOA ON CAPITOL HILL 2019 - DR. GILBERT WONG

Doctors Chad Carlsson, Stephanie Mastores, Stacey Meier, Rand Siekert, Jon Wold and Gilbert Wong along with Doctoral Candidates David Bowin and Heather Ogoke from Midwestern University attended AOA on Capitol Hill April 7-9, 2019.

We met with members of the House of Representatives and urged them to support the DOC Access Act and the Contact Lens Prescription Verification Modernization Act. The DOC Access does not have a bill number in the current 116th Congress. It was HR 1606 in the previous 115th Congress. Representatives Paul Gosar and Andy Biggs were sponsors in the 115th Congress and we urged them to sponsor the bill in the current Congress. The bill would prohibit Vision Plans from specifying which lab a provider could use and prohibit setting fees on non covered services. The Contact Lens Prescription Verification Modernization Act would ban robocalls and simplify contact lens prescription verification by having patients upload a copy of their current prescription.

Senators James Lankford and Kyrsten Sinema have agreed to write a letter to the Federal Trade Commission stating that the current Fairness to Contact Lens Consumers Act works well and the proposed requirement of having the patient sign an acknowledgement that

they received a copy of the prescription and to keep it on file for three years is burdensome and unnecessary. A less onerous alternative would be to post a notice advising consumers of their rights

The Veterans Administration has implemented a pilot program, TECS, The Technology based Eye Care Services in Atlanta where technicians are using automated screening equipment to examine Veterans' eyes. This is not an examination and is below the standard of care. AMVETS, The DAV and other groups are opposed to this. Our Veterans deserve better.

Health insurance companies have an antitrust exemption from the McCarran-Ferguson Act of 1945. This leads to mega mergers and higher prices to consumers. Representatives Paul Gosar and Peter DeFazio in the House and Senators Steve Daines and Patrick Leahy are leading the charge for the Competitive Health Insurance Reform Act (H.R. 1418/S 350) which would remove the antitrust exemption and lead to more competition and fairer treatment by the health insurers.

**- Gilbert Wong OD**

# AOA-PAC UPDATE CONT'D: BY DR. CHAD CARLSSON

This is Dr. Chad A. Carlsson, your AOA-FAR Representative, reaching out to you and other OD's in our great State of Arizona to see about getting OD's like you on an annual contribution to our AOA-PAC. As a fellow OD, I'm very passionate about my profession and where we are today with our scope of practice and helping our patients maintain excellent ocular health and vision in the communities we serve! But as you know our profession was founded on legislation and could change at any time pending the constant challenges and attacks from our adversaries like 3rd party insurance and other professions.



Did you know the average AOA-PAC donor is 60 or older and only 10% of all AOA Members actually pledge monies to the AOA-PAC. Unfortunately, we all get older and someday those OD's won't be around to support our AOA, which means we'll be in some serious trouble in the next few years. This is why I'm reaching out to OD's like you and the younger generation OD's to let you know the importance of getting involved and supporting your profession today so that our stance on Capitol Hill doesn't fade away along with our ability to practice our full scope of Optometry!

I've been asked by the AOA to develop a grassroots effort of recruiting OD's like you for new, annual donors so that we shore up this clear, foreseen weakness that is approaching our profession. By recruiting Docs like you and showing your annual support, we could really "Move Mountains" for our profession since these PAC dollars would gain the attention of our elected Congressman and help us be heard when we ask for it. The whole point is to be heard by our elected officials, but unfortunately that also means money to help with their hearing! Let's face it, we have a stronger voice together than we do alone let alone the time to visit and meet with our elected officials to discuss these challenges we face day in and day out with our profession. And that's the point of the AOA-PAC and using our PAC dollars to gain attention and be heard as one voice on Capitol Hill!

So please, I ask that you sign up for annual donations which you can easily structure as monthly donations with the simple ease of a text message and you don't even need to know your member ID! All you do is type EYES to 41444 and watch how easy it is to donate to the AOA-PAC today! Otherwise, the AOA-PAC website is another option for donating but you would need to know your member ID in that situation. Here are some examples of what typically is donated to the PAC pending what your comfortable donating on an annual basis:

The average AOA-PAC contribution is \$250/donor (or about \$21/mo)

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# AOA-PAC UPDATE CONT'D: BY DR. CHAD CARLSSON

Our "Student President's Club" gives \$120 (or \$10/mo)

Our most popular levels is between \$200-\$500 (or \$17-\$42/mo)

According to one 2016 Acorns Money Matters report, some Americans spend \$1100 a year on coffee (or \$92/mo).

My goal is to double our current donors in Arizona and be able to include younger donors so that we have the needed support for future generations to come. So please consider helping and text EYES to 41444 today for your support and generosity to our profession!


Yours Truly,  
Chad A. Carlsson, OD, FAAO  
AOA-FAR Representative for the State of Arizona

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# AZOA MEMBER NEWS

## AZOA GIVES BACK WITH ANOTHER SUCCESSFUL OPENING EYES PROGRAM AT THE SPECIAL OLYMPICS

On Saturday, May 4th the 2019 AZ Special Olympics Opening Eyes Program took place at Raymond S Kellis High School in Glendale. The AZOA worked hard and screened 224 athletes.....83 of which received new Rx glasses. We had approximately 13 ODs, 7 opticians, 30 AZCOPT students and 4 general volunteers in attendance. The AZOA would like to thank everyone again for donating their time and efforts.



Also of note, Veatch Ophthalmic Instruments was kind enough to donate ALL the equipment, GES donated the exam room pipe and drape, Safilo

donated the sunglasses as well as Rx frames and Essilor Laboratories of America mounted and surfaced our 84 pairs of glasses/sport goggles.



The Special Olympics Opening Eyes program (one of seven disciplines of the Healthy Athletes program) is a vision and eye health screening held in partnership with the Lions Clubs International Foundation. Led by volunteer vision care professionals, Opening Eyes is able to offer prescription eyewear, sunglasses, and sports goggles to Special Olympics athletes every year. The other six disciplines of the Healthy Athletes program are: Fit Feet (podiatry), FUNfitness (physical therapy), Health Promotion

(better health and well-being), Healthy Hearing (audiology), MedFest (sports physical exam) and Special Smiles (dentistry). In between their athletic events, the athletes visit these 7 disciplines. Officially launched

in 1997, Special Olympics Healthy Athletes organizes its events in a welcoming, fun environment and they educate athletes on healthy lifestyle choices and identify problems that may need additional follow-up. Through Healthy Athletes, more than 155,000 health care professionals and students have been trained to treat people with intellectual disabilities. These health care professionals provide improved care to millions.







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# AZOA MEMBER NEWS - 2019 OPTOMETRY'S MTG IN PHOTOS



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## AZOA 2019 Spring Congress Was a Success!

Over 170 ODs and 40 exhibitors descended upon the JW Marriott Tucson Starr Pass for the AZOA's 2019 Spring Congress held April 5-7. Fun was had by all on Friday night in our Sports-themed exhibit hall as attendees enjoyed cocktails, corndogs, games, popcorn and cotton candy while they visited with our industry partners to learn about the latest innovations in Optometry.

Saturday night's AZOA awards dinner was also well-attended as guests wined and dined on delicious local Italian fare. This year's well-deserved award winners are:

**O.D. of the Year:** Shannon L. Steinhäuser, O.D., FAAO

**Young O.D. of the Year:** Danielle Remington, O.D.

**Legislator of the Year:** Senator Karen Fann

**Key Legislative Person of the Year:** Lindsey Clyde, O.D.

**President's:** Joshua Baker, M.S., O.D.

The 2019 Spring Congress noted faculty presented 17 hours of COPE-approved CE, and included: Drs. Mark Dunbar, Susan Gromacki, Spencer Johnson, Alicia Feis, Caitlin Miller, Michael Kozlowski, Brianne Hobbs and Tucson VA Residents: Drs. Jennifer Chan, Johnson Co, Analysia Delgadillo, Ryan Dugan, Corom Easley & Shraeya Mehta.

### **THANK YOU AGAIN to our Generous Meeting Sponsors:**

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# 2019 AZOA SPRING CONGRESS IN PHOTOS! / APRIL 5 - 7





# AOA NEWS

**AZOA Member Benefit: Save on cell phones, office supplies, and more**



**Access double-digit discounts with vendors you know and trust to provide everyday items for your optometry practice with the new group purchasing program from AOAExcel. Group purchasing provides an easy way to reduce your overhead expenses by leveraging the purchasing volume from thousands of health care facilities to negotiate discounts with vendors including Verizon, Staples, BioD, Office Depot and more.**

**Through AOAExcel's group purchasing program, AZOA members can enroll in this discount program at no cost, as a member benefit – with the added benefit of no spending thresholds or annual spend requirements. Enjoy access to discounts with more than 500 of your favorite vendors, including:**

- **Verizon: 22% off all eligible calling plans \$34.99 and higher, plus free activation**
- **BioD: Up to 40% off amniotic membrane tissue**
- **Office Depot: Up to 65% off office products, plus annual rebates**
- **Pitney Bowes: Up to 55% off shipping**
- **FedEx: Express service from 30 - 65% off/ground service 16 – 35% off**

**AZOA members and their staff can sign up for group purchasing at [ExcelOD.com/group-purchasing](http://ExcelOD.com/group-purchasing).**

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## AZOA Members: Three questions to ask when evaluating your malpractice insurance



Malpractice Insurance is key to protecting to you and your practice's financial future. It's important to make sure you have sufficient coverage before automatically renewing each year. Use the three key considerations below to see how your current coverage compares:

- **What are liability limits?**

Malpractice insurance coverage levels are commonly represented by two figures. One figure, which will be the smaller of the two, represents the amount of coverage for an individual claim, and the other figure represents the annual aggregate amount of coverage.

- **Is Arizona's full scope of practice covered?**

Some malpractice insurance policies contain exclusions that can be left open to interpretation, such as a surgical exclusion. Many common procedures, including removal of a foreign body may fall within a surgical exclusion. Malpractice coverage administered by Lockton Affinity provides protection within your state's defined scope of practice.

- **How can I get help reading the fine print on my current policy?**

Lockton Affinity offers a complimentary policy review for AZOA members, with no obligation to switch providers or terminate your current coverage. Lockton Affinity will have an expert review the exclusions in your current policy and ensure you have adequate limits. To start your complimentary policy review, visit <https://www.aoa.org/aoaexcel/aoaexcel-policy-review>

Learn more about malpractice insurance from Lockton Affinity and all the other solutions AOAExcel offers today at [ExcelOD.com/Business-Liability](https://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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