



SEPT 2017

Focal Point

Newsletter of the Arizona Optometric Association

AZOA GETS READY TO DESCEND UPON SEDONA, AZ FOR OUR 2017 FALL CONGRESS

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 through Sunday afternoon.

This year's notable faculty includes:

- Dr. Carole Burns
- Dr. Whitney Hauser
- Dr. April Jasper
- Dr. Aly Wasik

For those interested in enjoying a round of golf at the Sedona Golf Resort, The Dr. Bruce Bridgewater Tournament has been arranged for 8:30 Friday morning. Saturday evening brings the signature AZOA Hospitality Suites, beginning at 7:00PM. We hope you will all come out to meet and greet with our ever supportive vendors and industry partners.

We look forward to seeing you there! Please visit www.azoa.org for details. The 2017 Fall Congress schedule is published on page 10 of this newsletter. ■

PRESIDENT'S MESSAGE: BY DR. DAVE COULSON

The Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes. This principle, that most of us recognize as the 80/20 rule, has many applications and often applies to volunteer organizations where 20% of the members do 80% of the work. Most would agree state associations, including ours, fit the definition of this principle which is also called the law of the vital few. Without the small percentage of people that do the brunt of the work, the AZOA would not survive. I suspect most reading this are on the 20% side of the rule and I thank you for all your efforts. Specifically, thank you for the way you contribute monetarily to AZ optometry by giving to OPACA.

It's no secret that our legislative chair, Dr. Annette Hanian, does more work for our profession in this state than, I would argue, any one else. Without her efforts we would not have the practice privileges we have today and may have been having to write brand non-specific contact lens prescriptions without expiration dates. Certainly, there were many involved in the efforts to advance and defend our law. There are also many that came before Annette as she so well outlines the history on our AZOA website, giving well deserved credit to those that led the charge in battles of the past. Right now, however, I want to focus on Annette who is most definitely the vital "few" who deserves credit and recognition. One of the best ways we can show our appreciation for all that she does is to donate to OPACA. For those that already do so I regularly, again I thank you and would ask you to consider giving a little more. For those who haven't yet, please consider doing so now. Let's honor and thank

Annette with more than words and corporate praise, let's show it in our act of giving.

Connect, Evolve and Thrive.

AZOA President, Dr. Dave Coulson

David M. Coulson, OD

Dr. David Coulson received his Doctorate of Optometry degree from Pacific University College of Optometry in Forest Grove, Oregon in 2007 and his Bachelor of Science, Kinesiology degree from the Arizona State University in Tempe, Arizona, graduating Magna Cum Laude in 2003. He completed his training by working as an intern for Barnet Dulaney Perkins Eye Center.



Prior to joining BDPEC Dr. Coulson volunteered his time at the Southwest Washington Free Clinic and the Native American Rehabilitation Association Diabetic Clinic providing free eye exams low income patients and patients with Diabetes Mellitus.

He is an active member of the Arizona Optometric Association and the American Optometric Association. Dr. Coulson was elected to serve on the board of directors for the Arizona Optometric Association in 2011, as well as won the coveted 2011 Young Optometrist of the Year award.

MEMBER NEWS

AZOA Welcomes NEW MEMBERS!

(as of Sept. 2017)

Dr. Seth Baldwin
Dr. Terry Bender
Dr. Mitchell Bennett
Dr. Erik Burnett
Dr. Michelle Duong
Dr. Heather Hickson
Dr. Elizabeth Moseley
Dr. Frank Salimeno
Dr. Emily Stephey
Dr. Michelle Stipanovic
Dr. Anthony Sullenger
Dr. Mark Wellman
Dr. Mable Woo
Dr. Allison Wooten

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AOA-PAC UPDATE: BY DR. CHAD CARLSSON

Hello AZOA Members,

This is Dr. Chad A. Carlsson reaching out to all of you for your continued support of our great profession. As many of you may know, I am our AOA-PAC Chairman for the AZOA. Can you believe we're already going into the last quarter of 2017 already?! "Man, time flies when you're having fun!"

I would first like to briefly talk about our State Membership with over 1000 active practicing licenses in the State of Arizona, but less than 450 AZOA Members; where's the unity? With that being said, our Membership numbers have grown a little over the past couple of years, but I'd like to see our Membership numbers be more like 75-80% of all active practicing licenses here vs the roughly 50% we see now. This is why we continue to be attacked each year legislatively by 1-800 Contacts and other lobbyist groups in our State because of our lack of stronger unity/weakness for our profession and Association. Believe me, we could be one powerful force and voice for each other if we had more unity and support here in the great State of Arizona.

If you know of an OD friend or colleague that isn't a Member of the AZOA, please encourage him or her to join in order to benefit all of us as we continue to defend and try and advance our profession legislatively here in Arizona. Support OPACA, which is headed by Dr. Annette Hanian and the AZOA as they do so much for all of us (Members or not). Let's face it, we are way more powerful together than divided and just as our profession was created legislatively, it can also be destroyed legislatively.

Now in regards to the national level, that is my role as AOA-PAC Chairman. My responsibility is to try and raise funds for the AOA-PAC in our State in order to defend and advance our profession on a national level. It is so important for our AOA Members to support each other so we don't get screwed by the constant "opposition lobbyists" that try and limit our scope and destroy our profession legislatively on Capitol Hill. Do you have the time to fly to Washington and arrange meetings with Congressmen to discuss the AOA's legislative agenda and what we need for our profession? No, I don't think you do.

My goal is to get more of our Members to donate \$1000/year in political contributions to the AOA-PAC if not \$500 to OPACA (State PAC) and \$500 to the AOA-PAC so that we can gain a stronger place legislatively not only on a State level but also on a National level.

If you haven't had the chance to donate this year, you still have time! Not only can you still donate to the AOA-PAC through their website, but for those attending our Fall Congress Meeting, I invite you to "DrC's Annual Wine is Always Fine Tasting Event" in rooms 1086 & 1088 at the Hilton Sedona that Friday night, November 10th. We will have plenty of choice wines to sample, appetizers, DrC's favorite Bourbons (for those interested) and live music to celebrate the unity and comradery we see each year up in Sedona. This party is a lot of fun and all we ask is that you at least donate \$100 to sample all the spirits and food while mingling with your colleagues for a great cause. Please help us reach our goal of \$10,000 for the evening as we raised over \$7000 last year thanks to those that gave more than \$100 for this righteous cause! All you need to do is bring yourself, your AOA Member ID# and your favorite credit card so I can donate directly to the AOA-PAC through their user-friendly App on my iPhone. It's that freak'n easy!

I look forward to seeing most of you and hope you bring more Members with you as we go old school and partake in a good, old fashioned "Hotel Party!"

Stay Strong by Giving Today! ■

Sincerely,
Chad A. Carlsson, OD, FAAO
Founder and Owner of Carlsson Family Eye Center, PLLC
AzOA Co-Chairman of the AOA-PAC





Dr. C's "Always Fine" Wine & Fun AOA-PAC Wine Tasting Event

LOOK, SWIRL, SMELL, TASTE. Let's go wine tasting!.....Please join us for a wine/bourbon tasting event on Friday, November 10 at 8:30pm in Optovue's (room 1088) and Dr. Chad Carlsson's suites (room 1086) at the Hilton Sedona Resort & Spa. This is your chance to taste a selection of some of the finest wines (and aged bourbons) with all proceeds going to support the AOA-PAC. We are looking to reach our goal of collecting \$10,000 this year during Fall Congress from our members.

When: 8:30pm, Friday, November 10, 2017-@ AZOA Fall Congress

Where: Suites 1086 and 1088 @ Hilton Sedona Resort

What: AOA-PAC Wine/Bourbon Tasting Event

Wallet: \$75 donation is requested (all proceeds to support your AOA-PAC)

This event is sponsored by Optovue



AZOA MEMBER NEWS

Reach Out to Your Fellow OD's – Ask if they are a member of AzOA

Do you know another Optometrist who is not a member of AzOA? If you're not sure, don't be afraid to ask them!

Are you unsure of what to say, to encourage them to join and make the commitment to strengthen their Association? If so, here are just a few examples.

AzOA and AOA are on the frontlines 24/7/365 advocating for Optometry in Arizona and Washington D.C. In every battle that we take on, AzOA /AOA is fighting and winning for Optometry. This will continue...if we have the resources and the support. Many OD's are benefiting from our advocacy wins, but choose not to become members. We need everyone to fight for what we have achieved and help shape the future of vision and eye health in America.

Top reasons to be a member:

- Advocacy
- Clinical Resources
- Continuing Education
- Public Awareness

ADVOCACY:

A strong voice that matters most

The AZOA/AOA is the profession's only advocate in the legislative arena. Because the profession of optometry is regulated by the Legislature, we lobby on your behalf for administrative regulatory concerns, discriminatory action against optometry, and important third-party payer issues impacting your practice. AZOA represents EVERY optometrist across the State. We are constantly on the watch for state

or federal legislation that could impact our memberships' profession.

CLINICAL RESOURCES:

The leading edge of patient care

Better resources mean better care. The AOA is at the forefront in developing clinical tools and best practices to advance and elevate patient care.

CONTINUING EDUCATION:

Improving skills, educating leaders

The AzOA and the AOA's Continuing Education programs make it easy and affordable for you and your staff to stay abreast of the latest research, techniques and technology.

PUBLIC AWARENESS:

Sharing our vision for better eye care

Complementing our efforts to defend optometry before policy makers, it is the AzOA and the AOA's mission to elevate our profession in the public perception. We do that through a variety of marketing, public relations and educational tools on eye health, safety and the importance of regular exams by a licensed optometrist.

Help us strengthen our Association and our Profession! Reach out and encourage membership in AzOA/AOA today!

**Dee Dee Bark,
AzOA Membership
Coordinator**



LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

Ramping Up for Next Session

NEWS FROM THE AGS OFFICE

As you are aware, the Boxing Commission reversed their decision to allow ODs to perform the licensing eye exams for their fighters Dec 2016. The AGs office is working with us at the Commission to help them understand that “ophthalmological” does not mean performed only by an Ophthalmologist. As of today, fighters still need to see a MD. Unfortunately, our AG wrote a letter supporting the Proposed FTC rule change that would require us to have patient sign a form that they received their RX, that we would then have to keep for 3 years. It is a better position than the majority of states had their AGs sign a letter stating they supported the proposed change PLUS support requiring us to continue to provide copies of Rxs as many times as requested by patient or retailer. No official FTC rules change, yet.

STATE BOARD OF OPTOMETRY

We have met with Governor’s office ...again... to try to get our vacancies filled. I think we may get some resolution this time.

The Board has worked their way through more than half of the 1-800 complaints with approximately a dozen Letters of Concern. The process will continue through the rest of 2017 and, likely, into 2018.

No word on whether there will be a bill in 2018 to eliminate the Optician’s board; but, there is also some movement on the Federal level to reduce licensing regulations.

LEGISLATION 2018

We have been and will continue to meet with Legislators in their offices to discuss possible bills for 2018 and at fundraisers to continue to build relationships.

OPACA (Optometric Political Action Committee of AZ) needs funds. PLEASE HELP by contributing online at www.azoa.org or via attached OPACA Contribution Form.

Save the Date: 9th Annual Optometry Day at the Capitol will be held on Tuesday, March 27th, 2018



SAVE THE DATE:

**The AZOA’s Annual:
“OPTOMETRY DAY AT THE CAPITOL”**

Tuesday, March 27th, 2018
Serving corndogs, chocolate-dipped strawberries and fresh-squeezed lemonade from 11AM-1PM on the Capitol Lawn.

Volunteers are needed. Set up (9am-11am) & clean up (1pm-3pm)
Please contact Annette at drhanian@completevisioncare.com



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Astigmatism	X	X	
Athletes	X	X	
MF option - vision at all ranges	X	X	



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AMERICAN OPTOMETRIC ASSOCIATION

New ICD-10 Codes For October 1, 2017

Starting on October 1, 2017 new diagnosis code changes will go into effect related to conditions treated in optometric practice. Changes and revisions were made to codes for degenerative myopia (H44.2) to allow for greater specificity in reporting. New codes were added for degenerative myopia with choroidal neovascularization (H44.2A); degenerative myopia with macular hole (H44.2B); degenerative myopia with retinal detachment (H44.2C); degenerative myopia with foveoschisis (H44.2D) and degenerative myopia with other maculopathy (H44.2E). Additionally, over 50 new codes were added to the blindness and low vision (H54) code set. These new codes are intended to allow physicians to more accurately capture the vision status of their patients with low vision and to allow for doctors to report the category of visual impairment that exists, as defined by the World Health Organization. As an example of these changes related to low vision and blindness, the new codes for H54.0 are listed below.

H54.0 Blindness, both eyes

Visual impairment categories 3, 4, 5 in both eyes.

H54.0X Blindness, both eyes, different category levels

H54.0X3 Blindness right eye, category 3

H54.0X33 Blindness right eye category 3, blindness left eye category 3

H54.0X34 Blindness right eye category 3, blindness left eye category 4

H54.0X35 Blindness right eye category 3, blindness left eye category 5

H54.0X4 Blindness right eye, category 4

H54.0X43 Blindness right eye category 4, blindness left eye category 3

H54.0X44 Blindness right eye category 4, blindness left eye category 4

H54.0X45 Blindness right eye category 4, blindness left eye category 5

Fall Congress Schedule

FRIDAY - NOVEMBER 10

8:30am Dr. Bruce Bridgewater Golf Tournament

1-6pm Registration

2-3pm Creative Techniques for Finding Your Next New Team Member/Burns/52527-PM

When adding to your team it is more important to determine if the new addition will fit into the office culture than for them to have optometric skills. How do you find the best candidate for the position Where do you find the best candidate for the position available in your office This course will help you locate, hire and keep the best person for your establishment.

3-4pm Five Steps to Achieve a Healthy Office Culture/Burns/52528-PM

The goal of a Healthy Office Culture is achievable. If you want your team to work together in harmony, be eager to help each patient and produce incredible practice growth, this course will share the secrets needed to make this happen.

4-6pm Creating Distinction in Eye Care Through Dry Eye, Allergy and Glaucoma Treatment and Protocols/Jasper/53158-AS

In this course we will discuss the need to create distinction in eye care. We will review diagnosis and treatment protocols for dry eye, allergy and glaucoma. We will review benefits to the patient and the practice for having protocols for these conditions in place and evaluate how to implement them in practice for better, more efficient patient care. Review of these diseases and the technology that can be utilized to enhance patient care will also be evaluated.

6:00pm Dinner On Own

SATURDAY - NOVEMBER 11

7:00am Registration & Alcon Labs Sponsored Breakfast Presentation (non CE)

Alcon Labs is our gracious breakfast sponsor! The delicious buffet will be served and enjoyed in the General Session room while Alcon presents. Please arrive by 7am for breakfast.

8-9am Managing Millenials in the Workplace/Burns/52786-PM

There are 80 million Millenials in the United States and all are of age to be in the workforce. Their values, mind set and work experience are unlike any other generation to date. This course will help you understand what the best companies are doing to empower this generation and even though you are not Google, what you can do to embrace this influential generation.

9-10am Leading Staff to Excellence/Burns/55035
Leading Staff to Excellence is a lecture in which both doctors and staff can improve skills at hiring, training and trouble shooting problems with a leading source of breakdowns within the optometric practice.

10am-12pm Best Practices in Ocular Emergencies/Jasper/43705-PD

This course will include an interactive discussion of multiple cases and conditions that are first diagnosed in the office of the optometrist and then referred to the internist, pediatrician or hospitalist. A general review of the medical condition as it relates to the ocular disease will be presented as well as a review of the ocular condition. This course will help every OD to understand how best to communicate with the internist or pediatrician for the best patient outcome.

12-2pm AZOA Membership Meeting/Lunch

2:30-4:30pm Ocular Surface Disease Innovations in Clinical Care/Hauser/45202-AS

Ocular Surface Disease presents a complex diagnostic challenge for even seasoned clinicians. A comprehensive assessment is critical in differentiating the diagnosis and treatment strategies. This course provides a step by step review of current and emerging technologies available and recommendations on how these can be incorporated into practice to improve patient care.

7:00- 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 12

7:00am Registration/Breakfast

8-10am Ocular Inflammation Rare and in the Chair/Hauser/47766-AS

Learn about ocular inflammations from the front to the back of the eye, what patients are at risk and how to best treat the condition. A case series will be presented to illustrate.

10-12pm Anticoagulation and the Eye/Wasik/52217
Oral anticoagulant and antiplatelet ACAP medications are indicated for the management of several conditions such as venous thromboembolism and prevention of stroke in patients with atrial fibrillation and myocardial infarction. A review of established and newer therapies will be reviewed as well as potential ocular and non-ocular complications pertinent in optometry. Other topics will include ACAP medications and ophthalmic surgery as well as ocular conditions that may require ACAP use.

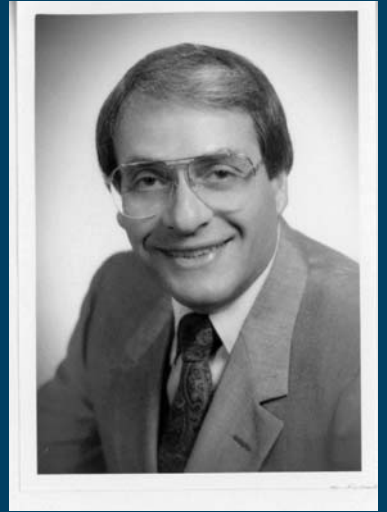
12-1pm Lunch On Own

1-3pm Optometric Private Eye How to Uncover the Uncommon/Wasik/52220-SD

Extensive ocular and systemic investigation including a thorough patient history, ocular examination, and systemic workup is essential to uncover the causation of ocular pathologies. This course will highlight approaches and methods to discover unusual etiologies for ocular findings. Medical investigation strategies will be reviewed including ordering of laboratory testing and imaging to assist in formulating diagnoses and creating management plans.

AZOA Mourns the Loss of Dr. Alvin Levin

Dr. Alvin Levin, 89, passed away unexpectedly on August 4, 2017, during a brief hospitalization in Boston, Massachusetts. He was born in Pottstown, Pennsylvania on December 12, 1927, to William and Florence (Bernstein) Levin. After a short stint in the Army during WWII, he went to the Pennsylvania College of Optometry graduating in 1951. After graduation, he joined his Uncle Ben's optometry practice in Carlisle, Pennsylvania. On February 14, 1954, after a whirlwind three-month romance during which over 100 letters were exchanged, he married the love of his life, Arden Hope Quint, from Bloomsburg, Pennsylvania.



For nearly 30 years, Alvin and Arden lived in Carlisle. It was there that they raised their three children, and he pursued his work passion, his optometric practice. He had his own optometric practice in Carlisle and was eventually joined in that office by his brother, Lenny. He also opened a branch office in Dillsburg, PA. He served as President of the American Optometric Association from 1979 -1980 while at the same time getting his pilot's license and trying to improve his golf game. He was named Pennsylvania Optometrist of the Year in 1972 and 1982.

After 30 years in Carlisle, the Levins moved to Scottsdale, Arizona where Dr. Levin was Executive Director of the Arizona Optometric Association from 1984-1999. He was named Arizona Optometrist of the Year in Arizona in 1999 and received a Lifetime Achievement Award in 2013. Even after retiring from the Arizona Optometric Association, Dr. Levin continued to provide optometric services for indigent Arizonans. During his 34 years in Scottsdale, he became a passionate follower of Arizona sports teams and, of course, continued honing his golf game. He had recently moved to Rhode Island to be near family.

Alvin Levin is remembered for his passion for his work, his family, and life in general, and for his wit and his sense of humor.

He loved being an optometrist and everything about the profession. As President of the AOA, he and Arden traveled the world representing optometry. He was very proud of his 1980 debate with Ralph Nader regarding optometric issues.

He was even more passionate about his family, to whom he was a beloved Dad, Grandpa, and Zayde. Even though his children and grandchildren were spread out all over the world, he rarely missed important events. He made almost every wedding, graduation, bar mitzvah, holiday, and group vacation, traveling all over the United States and to India and Taiwan, just to be with family. And he fully participated in those events with more energy than those much younger. He was often the first and best dancer on the dance floor. He was always game to play cards, Mexican train, pool, basketball, ultimate frisbee, and anything else the family wanted to do, from boating to singing. He adored his five grandsons and was so proud of them. He especially enjoyed being Zayde to his great-granddaughter.

Always quick with a joke and a song, Alvin Levin was still making jokes and charming the hospital nurses on the last day of his life. He could make you smile or laugh even in the darkest of times.

Dr. Alvin Levin was preceded in death by his wife, Arden Levin, his sister Helen Batt, and his brother, Lenny Levin. He is survived by his children, Marc Levin, Larry Levin, and Hinda Kreiger, their spouses, Terrell Allen, Kennylen Levin and Steven Kreiger, grandchildren Brandon Levin and his wife Ragini Srinivasan, Nathan Levin, Joshua Levin, Brenton Kreiger and Noah Kreiger, and great- granddaughter Mrinalini Arden Levin-Srinivasan.

Memorials may be sent to the Arizona Optometric Charitable Foundation, 1702 E. Highland Ave., #213, Phoenix, AZ 85016 <http://www.azocf.com/>.

AZOA GOOD & WELFARE

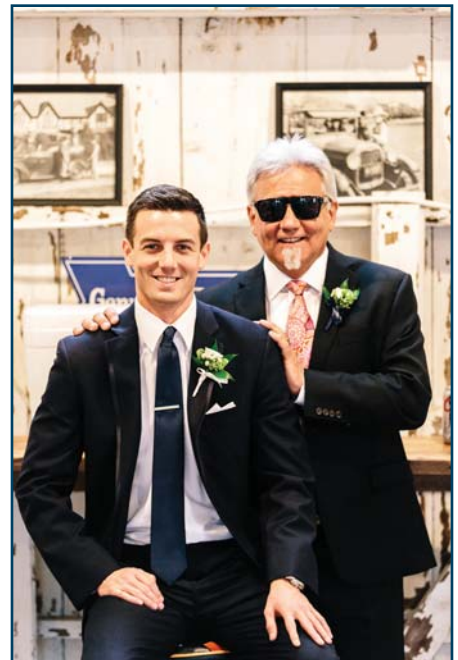


Congratulations to AZOA Members Bessie Quach and Matthew Campouris who tied the knot earlier this year. They were married on February 25 at McDowell Mountain Golf Club.



Congratulations to Marshall Meier & Ali Gage! The son of our AZOA Executive Director, Dr. Stacey Meier, married his bride on August 5 at Ashley Farm in Yorkville, IL.

The Meier family from left to right: Taylor, Sandi, Ali, Marshall, Stacey



SAVE THE DATE FOR 2018 BRONSTEIN SEMINAR!

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