

SEPT 2019



Focal Point

Newsletter of the Arizona Optometric Association

AZCOPT: Midwestern University Announces Changes to Administrative Team

Midwestern University President and Chief Executive Officer Kathleen H. Goepfing, Ph.D., is pleased to announce new changes within the administration team as a result of the University's continued growth.

Joshua C. Baker, O.D., M.S., has been promoted to Vice President and Chief Academic Officer for Pharmacy and Optometry Education after six years as an administrator in the Arizona College of Optometry (AZCOPT). Dr. Baker was named AZCOPT Dean in 2016 and also recently served as the Interim Dean of the University's Chicago College of Optometry. Dr. Joshua Baker, originally from Blossvale, New York, came to Midwestern University in 2013 after serving as the Chief of Optometry Service at the U.S. Army Health Clinic in Stuttgart. An Army Major, he spent time deployed in Al Asad, Iraq from August 2007 to November 2008 and received the Bronze Star. Dr. Baker received his bachelor's degree from Ithaca College in 1999, earned a Master of Science in Secondary Science Education from Syracuse University in 2001, and graduated Magna cum Laude from the Illinois College of Optometry in 2005. His post-doctoral residency was in primary eye care at Northeastern State University College of Optometry at Brooke Army Medical Center in San Antonio, Texas.



Alicia E. Feis, O.D., has been promoted to Dean of the Arizona College of Optometry after serving in assistant and associate deanships dealing with academic affairs at the Midwestern University Eye Institute. Dr. Alicia Feis joined Midwestern University in 2011 after practicing vision therapy at a private primary care facility. She brings clinical experience from the Southern California College of Optometry as well as the Illinois College of Optometry, where she served as an instructor. During her post-doctoral residency, Dr. Feis focused on pediatrics and binocular vision at the Illinois College of Optometry. She obtained her Bachelor of Science degree in Bio-Psychology at the University of California Santa Barbara and her Doctor of Optometry (O.D.) degree at the Southern California College of Optometry.

PRESIDENT'S MESSAGE: BY DR. JON WOLD

I hope everyone had a great summer and was able to get out of the office for a bit!! Hang in there! Cooler weather is almost here.

In anticipation of the year 2020, we are still asking each OD in Arizona to help support optometry. Please consider participating in the \$20/\$20 initiative which is to donate \$20 per month over the next year to both AOA PAC and OPACA. That's only \$480 a year for practice insurance. Not a bad deal. For AOA PAC, text AOAAZ to 41444 to access their site. For OPACA, go to www.azoa.org/page-1075184.

We had a great turnout at our COPE and Cocktails event (Sold Out) in July at the Culinary Dropout in Tempe. Special thanks to Dr. Ken O'Daniel for organizing the event. Three hours of CE were provided by two local retina specialists. Dr. Danielle Remington and Kate Diedrickson also helped make it a successful evening. We are hoping to get a COPE and Cocktails event planned in the Flagstaff area in 2020. Please see our CE/Event page at AZOA.org for more details.

In August, AZOA and Johnson & Johnson Vision partnered for a Young OD event (out of school 10 years or less) at Mastro's City Hall in Scottsdale. Special thanks to Dr. Danielle Remington and Dr. Dave Coulson for putting that event together. We had about 20 in attendance as well

as many AZOA board members. Dr. Steve Cohen discussed some great practice management pearls with us to implement into our practices. It was great to meet and get to know the rising generation of ODs in Arizona. Thanks Dr. Cohen! The next young OD event is October 16th at the Henry in Phoenix. Thanks to Aerie Pharmaceuticals for their support for this upcoming event. To register, please visit aeriereg.tsgmeded.com and use 49767 as the Event Code.

Just before school started this year, I had the opportunity of welcoming the incoming class at the Arizona College of Optometry at Midwestern University. It was awesome to get to meet these excited future optometrists. AZOA continues to support the students of Optometry and help them see the value of organized optometry.

Also in August, The Arizona Optometric Charitable Foundation (AzOCF) awarded the Arizona College of Optometry \$9,425 to help with its efforts to help Arizona's citizens in need with eye care services. As you are tax planning for 2019, please consider donating up to \$400 per individual or \$800 as a couple to AzOCF. AzOCF is a qualifying charitable organization which means donations made qualify as a direct tax credit on your Arizona state income taxes. For more information, go to azocf.com.

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

Anyone looking for a fun CE getaway? The annual GWCO meeting in Portland is October 10 – October 13. Come join us in this great city for some great CE!

Don't forget our annual AZOA Fall Congress in Sedona November 15-17 at the Hilton Sedona Resort. 14 hours of COPE approved CE.

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. Hope to see everyone at our Fall Congress in Sedona this November!

AZOA President, Dr. Jon Wold



2019 - 2020 Board of Directors

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LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

In the continuous cycle that is Legislation, Summer is our planning stage & Fall is implementation.

The AZOA Committee plan for 2020, if successful, will help the bottom line of all of our practices. We are working towards fixing the unfair practices of vision insurance plans. We are in the beginning stages of implementing the plan. We have committee chairs and committee members to meet with. We have leadership to convince of our position and bill language to write. Allies and enemies will be identified. If we can eliminate the unfair discounting of non-covered services and allow us more freedom of choice over vendors, then our practices bottom-lines will improve. As with any of our legislative endeavors, it will require all of us working together to be successful. I will keep the

membership informed and I will need to ask for your help as the process continues. Stay tuned.

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



SAVE THE DATE:

**The AZOA's Annual:
"OPTOMETRY DAY AT THE CAPITOL"**

Tuesday, March 24th, 2020
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

Arizona Optometric Association

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www.azoa.org

AZOA MEMBER NEWS

AZOA GETS READY TO DESCEND UPON SEDONA, AZ FOR OUR 2019 FALL CONGRESS

This year Fall Congress will take us to Sedona again from November 15-17 - 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. Greg Caldwell
- Dr. Joshua Duncan
- Dr. Jay Haynie
- Dr. Bryan Rogoff

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 always popular vendor hospitality suites beginning at 7:00PM. We hope you will all come out to meet and greet with our ever supportive industry partners while rolling the dice with your fellow ODs!

We look forward to seeing you there! Please visit www.azoa.org/Connect for additional information. ■



AOA-PAC UPDATE: BY DR. CHAD CARLSSON

Hello AZOA Members,

This is Dr. Chad A. Carlsson your AOA-FAR representative for our great State of Arizona. So happy football season has started since that means it starts cooling off around here!!! Just like Arizona's relentless heat every Summer, the AOA has been relentless in working for us on Capitol Hill!



For instance, we've made some big strides recently in Congress and now with the FDA backing us up with essentially shutting down Visibly, formerly known as Opternative. After years of education and advocacy, the U.S. Food and Drug Administration (FDA) issued an August 8 recall notice for Visibly to remove its product from the market. "The Visibly Online Refraction Vision Test' is being recalled since the firm has not received authorization from FDA to market the product," the recall notice reads. AOA has long protested that the online test marketed by Visibly posed serious health risks to the public and did not comply with federal law. Opternative's online eye exams and the health risks these online eye exam services potentially expose patients too when using them is finally being addressed and resolved.

Other important items the AOA is working on involves Optometry's advocates who are needed to urge federal action on newly introduced legislation that would modernize the contact lens prescription verification process, as well as rein in abusive health and vision plan mandates:

Introduced by Reps. Bobby Rush (D-IL) and Michael Burgess, M.D. (R-TX), H.R. 3975, the Contact Lens Prescription Verification Modernization Act, will prohibit prescription verification made by robocall in favor of direct communication, such as live phone calls, fax, patient portal or email. Additionally, it requires online sellers to develop HIPAA-compliant method for patients to electronically transmit prescriptions.

Introduced by Reps. David Loebsack (D-IA) and Buddy Carter (R-GA), H.R. 3762, the Dental and Optometric Care Access Act (DOC Access Act), would eliminate plan mandates being forced on patients and their doctors, and complement state-level vision plan laws by disallowing detrimental policies by ERISA and other federally regulated plans, including: limits on a doctor's choice of lab and mandates on noncovered services and materials.

Please reach out today to your U.S. District House members and urge their support on H.R. 3975 and H.R. 3762. Please contact AOA staff if you need help setting up an in-district meeting with your legislator's but we must work together and keep "the pedal to the metal" and relentlessly push for these Bills to get co-sponsorship from our elected Congressmen and become law so that we can continue to defend and advance this great profession of ours!

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

Finally, I wanted to chat about The 4th Annual Fine Wine and Bourbon Tasting AOA-PAC Fundraising Event hosted by myself and sponsored by Optovue. Please come by room 1084 at The Hilton Sedona Friday night, November 15th during our highly regarded Fall Congress Meeting! It's always a lot of fun sampling some choice wines and bourbons while listening to some classic jams and mingling with your colleagues and friends that get together every year in a beautiful part and time of year here in Arizona! We've made it so much easier for those to attend and voluntarily donate to the AOA-PAC! All you need to do now is text AOAAZ to 41444 on your smart phone! Yes, you don't even need your AOA Member ID anymore since this takes you right to the AOA-PAC's mobile friendly contribution center where you can elect to make a one-time donation or even better a monthly or annual donation with a few simple clicks and your credit card information!

With that said, our goal starting today is to raise an additional \$10,000 PAC dollars and double the number of PAC donors by the end of 2019 so that going into 2020, we're all FOCUSED on promoting our profession in DC and getting well recognized by our elected officials on Capitol Hill. Our AOA PAC fundraising Thermometer has been activated by some very important peeps at the AOA office in DC so please help us reach our goal and cope and paste this link into our web browser to watch our thermometer rise:

https://app.mobilecause.com/public/campaigns_keywords/graph2#/115076/fundraising/wall

So please participate today as every dollar counts in helping us blow this Thermometer up!!!

Thanks for reading AZOA Members and looking forward to seeing a bunch of new and familiar faces in Sedona this November.

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



2019 FALL CONGRESS

FRIDAY, NOVEMBER 15

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

1-5pm **Registration** (please note that registration doesn't open until 1pm)

2-4pm **How Artificial Intelligence (AI) is Changing Eye Care/Rogoff/63471-PD**

Artificial intelligence (AI) in eye care has captured the imagination of eye care providers. This course will introduce the basic foundation and concepts of AI and the methodology used for interpreting photographs for the possibility of referable diabetic retinopathy, the most use of AI in eye care, along with other areas of eye care where AI is being used. The future role of a "live" practitioner is also highlighted in collaborating with AI in streamlining gap closures in systemic and eye disease.

4-6pm **Strategies for 21st Century Care with Telemedicine for Anterior Segment/Rogoff/63861-AS**

Telemedicine has been proven to improve patient care, increase access in under-served areas and reduce costs while having better outcomes. Developing technologies with HIPAA compliant software and imaging devices, applications regarding eye care are increasing to include: detecting, screening and diagnosing diabetic retinopathy; anterior segment imaging; glaucoma screening; low vision consultation. This course will demonstrate uses and solutions of telemedicine for diagnosing, monitoring and treating anterior segment disease.

6pm **Dinner on Own**

SATURDAY, NOVEMBER 16

7:00am **Registration/Alcon Sponsored Breakfast Presentation**

8-10am **Anterior and Posterior Segment Case Presentations/Caldwell/60575-AS**

This course reviews common to complex anomalies of the anterior and posterior segment in case format. This course will include numerous pathologies pertinent to primary care optometric practice and provide clinicians with pearls, therapeutic options and guidance around pitfalls

10am-12pm **Rheumatology, Thyroid Dysfunction, and the Eye/Caldwell/60550-SD**

This course reviews the close association between the eye, rheumatology and thyroid dysfunction. Clinical features, laboratory testing, clinical examination, and therapeutic options will be discussed. Topics include connective tissue disease, vasculitides, spondyloarthropathies and thyroid disease. The ocular manifestations and management of these conditions will be discussed.

12-2:30pm **AZOA Membership Meeting/Lunch**

3-4pm **Retinal Complications of Obstructive Sleep Apnea - Growing Concern/Haynie/61722-PS**

Obstructive Sleep Apnea OSA is a condition that is more common and grossly underdiagnosed in the medical community. It is typically diagnosed after complications systemic however ocular complications of OSA have raised the awareness and I believe that ophthalmic providers are in a unique position to aid in diagnosis. This course will review common retinal complications of OSA and when you should consider formal testing to confirm or deny the presence of sleep apnea in your patients.

4-5pm **Diabetic Retinopathy: An Era of Change for Optometry/Haynie/pending**

This course will identify the standard classification of non-proliferative and proliferative diabetic retinopathy. Additionally, you will be updated on the current treatment for diabetic macular edema and proliferative retinopathy based on current trends guided by numerous clinical trials.

5pm **Dinner on Own**

7-10pm **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/Bausch & Lomb Sponsored Breakfast Presentation**

8-10am **Retina Grand Rounds: A Snapshot of a Day in My Retina Clinic/Haynie/pending**

This course includes clinical cases with a variety of retinal pathology. You will have an open discussion on the treatment advances of each case based on results of clinical trials and what is considered the current standard of care.

10-11am **Endothelial Keratoplasty/Duncan/64126-AS**

This course will cover the spectrum of endothelial keratoplasty including a review as the literature of DMEK vs DSAEK. It will cover the clinical features of endothelial disease, the indications for surgery, intraoperative and postoperative considerations as well as future therapeutic options.

11am-12pm **Refractive Surgery Update/Duncan/64127-RS**

This course will cover refractive surgery options including PRK/LASIK, SMILE, ICL and Toric ICL, Intacs, Corneal Inlays (Kamra), and Refractive Lens Exchange. Preoperative screening and patient selection will be discussed, as well as current and future trends in refractive surgery.

AZOA TPC UPDATE: DR. CHRIS PAROT

Through the advocacy and education by the AOA, the U.S. Food and Drug Administration announced a recall of Visibly (formerly known as Opternative), and the withdrawal of the online vision test from the market. As stated by AOA president Barb Horn OD - this is a decided victory for our patients and public health at large. However, the fight is not over. The AOA will continue to work with federal agencies, Congress and the patient advocacy community to ensure that similar products on the market are also held fully accountable. We will continue to support the highest standard of eye health and vision care and to further strengthen the doctor-patient relationship.

The AZOA will continue to keep you informed on this issue. The AOA has issued a public statement. Here is a link to the AOA Public Health Advisory <https://www.aoa.org/optometrists/tools-and-resources/public-health-advisory> . There is also a video on this link that shows that this kind of testing does not constitute a comprehensive eye examination.

I will have an updated message on MIPS, HR 3762 Doc Access Act and HR 3975 Contact Lens Prescription Verification Modernization Act following the annual TPC meeting this month.

-Dr. Chris Parot, TPC Chair

AZOA Welcomes NEW MEMBERS!

(as of April 2019)

Rebecca Sorenson, OD
Analysia Delgadillo, OD
Kathy Vu, OD
Nathan Degn, OD
Linda Trinh, OD
Daxa Lad, OD
Patrick Padrnos, OD
Renee Hanson, OD
Catherine Dee, OD
Carlos Grandela, OD
Aaron Solen, OD
Clarissa Glover Danque, OD
Taylor Hutchins, OD
Chris Simopoulos, OD
Amanda Goldberg, OD
Zachary Miller, OD
Sheena Ansarinia, OD
Paige Sorrentino, OD
Karen Rosen, OD
Steven Rosen, OD
Brittany Hillier, OD
Jenny Cam, OD
Christina Nguyen, OD
Eric Woo, OD
Christopher Johnson, OD
Christopher Wood, OD

AOA NEWS

AZOA Member Benefit: Save on amniotic membranes, 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.

SAVE THE DATE FOR 2020 BRONSTEIN SEMINAR!

JANUARY 10-12, 2020



**HILTON SCOTTSDALE
RESORT & VILLAS
6333 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250**

ROOM RATE: \$199

RESERVATIONS:
480-948-7750

AZOA MEMBER NEWS

ATTENTION ALL YOUNG AZOA OD'S

Have you been practicing optometry for ten years or less, interested in networking and socializing with your peers, and learning something different than the usual optometry CE? The YOUNG OD group is part of the AZOA and we are inviting you to be apart of it! This is a great way to have fun with other like-minded docs and form lasting friendships. Recently we held a Young OD Event in Scottsdale, Sponsored by Johnson and Johnson, where Dr. Stephen Cohen spoke about how to set yourself apart from others. The next event is coming up soon on October 16th at the Henry (4455 E Camelback Rd, Phoenix, AZ 85018). There will be lots of time to network, free food /drink, sponsored by Aerie Pharmaceuticals. As members, you can bring one guest (non AZOA member OD) and invite your other AZOA members to meet you there. Please email kate@azoa.org for the registration information if you are interested in attending this 10/16 event.

We are looking for young doctors to help organize the next event. If you are interested in being apart of this exciting new group, just speak with any of the

YOD Committee members (Drs. Dave Coulson, Beth Pyle-Smith, Danielle Remington, Jon Wold) to help. See you at the next YOD Event!



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**HELPING YOUR PATIENTS MAINTAIN THEIR
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<p>Lynne Noon, OD, FAAO Diplomate in Low Vision Rehabilitation</p>	<p>Kay Powell, OD</p>
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<p>1830 S. Alma School Road Suite 131 Mesa, Arizona 85210 480.924.8755</p>	<p>10001 West Bell Road Suite 115 Sun City, Arizona 85351 623.583.2800</p>
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Practice Limited to Low Vision Rehabilitation

Our doctors also see patients at several satellite offices throughout the state of Arizona. Our toll-free number is 866.924.8755.

www.ViewFinderLowVision.com



From left to right: Drs. Stacey Meier, Caroline Griego, Jon Wold, Annette Hanian and Chris Parot attended the 2019 State Government Relations and Third Party Conference this past weekend in Dallas, TX. This biennial event focuses on the core principles of advocacy to better prepare each state to be successful.

2019 FALL CONGRESS IS FAST APPROACHING!

NOVEMBER 15-17, 2019



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

WWW.AZOA.ORG/CONNECT

AOA NEWS

AZOA Members: 3 Reasons to Consider Optometry’s Career Center
When you begin the process of hiring in your practice, you want to use the most effective tools to maximize outreach to potential doctor of optometry candidates. Optometry’s Career Center (OCC) is the official career center of the American Optometric Association, with 24/7 access to qualified candidates located nationwide – including new seekers from the Class of 2019.



The top three benefits of Optometry’s Career Center include:

- **Member Savings:** Employer accounts are free to create, and AZOA members receive discounted pricing up to 50% off.
- **Resume Database:** After posting a position, an employer gains access to OCC’s resume database. This database contains resumes for hundreds of candidates and allows you to reach out directly to candidates about your opportunity via email.
- **Performance Dashboard:** OCC provides a dashboard with to-the-minute metrics on your post’s performance, including the total number of views, clicks, applications and more.

OCC also offers AZOA member pricing on all posting enhancements, including the “Featured Job” promotion and the AOAExcel Career Spotlight e-newsletter. To start your candidate search today, visit OptometrysCareerCenter.com.

SAVE THE DATE FOR 2020 SPRING CONGRESS!

APRIL 24-26, 2020



**JW MARRIOTT TUCSON
STARR PASS RESORT
3800 W STARR PASS BLVD
TUCSON, AZ 85745**

ROOM RATE: \$189

RESERVATIONS:
1-877-622-3140

Four Ways to Write a Better Career Center Post

If you're looking to hire an associate optometrist, or even a partner in your practice, you've likely considered posting an ad through an industry resource like the AOA's Optometry's Career Center. But, how can you be sure that your posting stands out from the rest and attracts the caliber of talent that you seek? These four tips will ensure that your opportunity is a top choice for the most qualified candidates:



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

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

**Seeking or Hiring?
Look Here First.**

Maximize your search with a nationwide approach.

Get More Info

AOA MEMBER BENEFIT

Optometry's Career Center
AOAEXCEL'S PREMIER PROFESSIONAL DEVELOPMENT RESOURCE