New bills on cosmetic CLs launched in House, Senate

Although the 109th Congress has been in session for just days, legislation that would effectively halt the sale of decorative contact lenses as a non-prescription fashion accessory has already been introduced in both the House and Senate.

“Thanks to continuing AOA grassroots efforts, there is renewed hope for Congressional action on decorative contact lens legislation,” the AOA Federal Relations Committee reported in a bulletin to state and national optometric leaders last month.

The legislation was bolstered by anticipated support from new Senate Health Education, Labor, and Pension Committee Chairman Michael B. Enzi (R-WY). Identical measures to step up U.S. Food and Drug Administration enforcement against the improper sale of decorative contact lenses were introduced last month in the Senate (S 172) by Sen. Mike DeWine (R-OH) and Edward M. “Ted” Kennedy (D-MA) and in the House (H.R. 371) by Rep. John Boozman, O.D., (R-AR) – the only optometrist presently serving in Congress – and Rep. Henry A. Waxman (D-CA).

Texts of the bills were unavailable as AOA Executive Director Michael D. Jones, O.D., who practiced for many years with Dr. Sullins in Athens, TN said, “As I am sure it is with many in our optometric family, not only is this a great professional loss, it also is a very painful personal loss as well.”

Dr. W. David Sullins, Jr. 1942-2005

Past AOA president, Retired Navy Rear Admiral, and optometric leader W. David Sullins, Jr., O.D., died Sunday Feb. 6 after a long bout with cancer.

Among his many honors were the AOA Distinguished Service Award in 1997. He served as president of AOA during the 1989-1990 program year.

Most recently he was a driving force for eye care for infants through Operation Bright Start, which became InfantSEE™. For the past two years he had been a member of the Infants’ Vision Project Team. From 1996-2001, he was chair of the Council on Optometric Education.

“My first position in AOA was as a student in 1983 working under Dr. Sullins’ chairmanship,” recalled AOA President Wes Pittman, O.D. “His passion for his profession was contagious and his leadership was inspiring. He instilled the intense desire in me to serve my profession that has led me to my position of leadership. We have truly lost a giant, a leader among leaders of the profession, a true friend.”

AOA Executive Director Michael D. Jones, O.D., who practiced for many years with Dr. Sullins in Athens, TN said, “As I am sure it is with many in our optometric family, not only is this a great professional loss, it also is a very painful personal loss as well.”
The premier optometric event of the year

The 108th Annual AOA Congress & 35th Annual AOSA Conference
Gaylord Texan™ Resort & Convention Center,
near Dallas in neighboring Grapevine, TX

Registration is free for AOA & AOSA Members. Join your peers…

come to learn, come to play - either way, check out our line-up.

• Renowned Exhibit Hall with over 200 exhibitors.
• Over 200 hours of unparalleled CE.
• International Wine and Cheese Reception in the Exhibit Hall on Thursday. Sponsored by Hoya.
• Opening General Session with speakers James Carville & Mary Matalin. Sponsored by Essilor.
• Presidential Celebration featuring Collin Raye. Sponsored by Signet Armorlite.
• Welcome Reception - “The Great Big American Picnic.” Sponsored by Alcon.
• The Varilux Optometry Super Bowl XVI, where optometry schools compete for academic supremacy. Sponsored by Essilor.

Conference
June 22-26, 2005

Exhibits
June 23-25, 2005

call
(800) 386-6825

visit
www.optometristsmeeting.org

Registration is now open!

e-mail
MeetingHotline@aoa.org

Unparalleled CE, 200+ Exhibitors, House of Delegates, Professional Interaction – Optometry’s Meeting™
Crooks files for president-elect

Tommy Crooks, O.D., has filed for the AOA Board of Trustee office of president-elect. Dr. Crooks was elected to the American Optometric Association Board of Trustees in June 1999 and re-elected in 2002. As a member of the AOA Board, he is a member of the Affiliate Relations Project Team and serves as liaison-trustee to the Council on Research and American Academy of Optometry. In addition, Dr. Crooks co-chairs the Optometry’s Summit Project Team, and is the vice president of the American Optometric Institute and the VISION USA Board. In the past, Dr. Crooks served as liaison-trustee to the Information and Member Services Group, the National Board of Examiners in Optometry, the Sports Vision Section, the Association of Regulatory Boards of Optometry, and the National Optometric Association. Dr. Crooks is president and CEO of EyeCare Associates, Inc., in Birmingham, AL, a group practice consisting of 19 locations and 31 doctors. He is a past president of the Southern Council of Optometrists, the Alabama Optometric Association, and the Birmingham Area Optometric Society. In 1985, the Alabama Optometric Association named Dr. Crooks the Alabama Optometrist of the Year and in 1990, he was named UAB Alumnus of the Year. Dr. Crooks lives in Birmingham, AL with his wife of 30 years, Kaye. They have two grown sons, Jeffrey and Kevin.

CIGNA Health Care settlement explained

Recently, many optometrists received a notice announcing the settlement of a class action lawsuit against CIGNA HealthCare. AOA did not participate in this lawsuit, but the AOA’s name is mentioned in the settlement agreement. In response to practitioner questions, AOA General Counsel Lance R. Plunkett prepared the following information:

The lawsuit was brought by various health care provider associations on behalf of all health care providers who may have filed reimbursement claims with CIGNA HealthCare between Jan. 1, 1990, and Jan. 20, 2005. If the optometrist had any dealings with or connection to CIGNA HealthCare during that time period, the optometrist would be considered a member of the class entitled to notice of the proposed settlement of the lawsuit.

What does an optometrist need to do with the settlement papers? There are three options: 1) do nothing; 2) opt out of the class and settlement; or 3) file a claim for recovery of money. This third option has two sub-options: a) the optometrist keeps the money recovered himself or herself; or b) the optometrist can designate that the money be paid over to the AOA.

The most commonly chosen option will be to do nothing. If you have no claim to file against CIGNA HealthCare, then you can still remain in the class and get the benefits of the settlement just by doing nothing.

While doing nothing sounds like a poor choice, it does not constitute approval or endorsement by the AOA. If you had a claim of such unusual magnitude or had other significant issues with CIGNA HealthCare that you are disputing and planning on bringing in your own lawsuit, then you would want to opt out of the class and the settlement.

This is the least likely option. It removes you from any benefits of the settlement and is only worthwhile if you need to preserve your right to sue CIGNA HealthCare on your own.

Finally, if you have a claim or claims to file against CIGNA HealthCare for having been denied reimbursement or having reimbursement delayed, then you need to file those claims in order to receive any money from the settlement.

The settlement papers tell you how and where to submit your claims. You have the right to elect to keep the money you recover yourself, or you can elect to have the money you recover paid instead to the AOA. The AOA does not recommend that optometrists designate the money to go to the AOA.

The AOA did not solicit this option and, unless an optometrist is feeling generous, the optometrist should retain the money and not transfer it to the AOA.

Further questions should be directed to the optometrist’s own attorney, as the decision on which option to use is ultimately a personal legal decision that can vary depending on the specific circumstances of the optometrist and the optometrist’s relationship with CIGNA HealthCare.
The impact of good works

W hen ODs are called upon to answer a call for help, they are incredibly generous. Optometrists have responded enthusiastically to fellow practitioners struck by hurricanes and flooding last fall. According to Florida Optometric Association President James Cobb, O.D., the FOA did a “monumental job of contacting every OD in the state, to the point where every OD in the state who had a need was able to get help.”

In the past month, the optometric community has met calls for help from overseas after the Dec. 26 Tsunami. Professor Brian Layland, International Centre for Eyecare Education Leader and Alliance Coordinator said, “Five million people have been left homeless. And, if they’ve lost houses, then they’ve lost glasses.”

Although there are no current statistics available, it is estimated that in Sri Lanka alone those who have impaired vision in the affected areas may total up to 100,000. This number does not include those who have experienced some form of eye injury or trauma.

Volunteer Optometric Services to Humanity (VOSH) International President Dale Cole, O.D., contacted prospective volunteers willing to travel to affected areas. At this point, VOSH/International is relying on the expertise of Jerry Vincent, O.D., M.P.H., a 15-year resident of Thailand and member of the VOSH International Rescue Committee. Dr. Vincent, has long lived and worked helping the poor in Thailand.

Mark Cook, O.D., of Brighton, MI, is aboard the Project Hope ship, USNS Mercy, for a 30-day relief mission. Phyllis Liu, O.D., of Woodbridge, CT, plans to take her vacation in Thailand, and bring hundreds of pairs of eyeglasses with her, already marked with add power.

An example of industry support includes Essilor International contributing one million Singapore dollars (equivalent to roughly $612,000 U.S.) to the Singapore Red Cross Society to aid victims of the tsunami. Such exceptional disasters call for exceptional responses, and the optometric community is always there.

Then there is the case of day-to-day generosity of the optometric community. Doctors who participate in VOSH/International performed nearly 127,000 exams last year. More than 4,000 doctors have pledged to see infants as InfantsSEE™ begins later this year. In Ohio and Vermont participation has already topped 40 percent. (See story, next page.)

As the InfantsSEE™ program launches, optometry will answer the challenge of President Carter to eradicate amblyopia, strabismus and other conditions of childhood. We should all take great pride in the way our fellow practitioners have stepped up.

There are stories throughout this issue of AOA News about doctors and friends of optometry who are going the extra mile for their local communities and people all over the world.

Every year, the nominees for AOA Optometrist of the Year are wonderful examples of ODs who participate in local nonprofits, community betterment organizations, and who donate time and expertise to myriad worthy causes.

Our good works influence others: A terrific example is Phoebe Solomon, who has worked with the National Safety Council for 12 years, and collected nearly 60,000 pairs of eyeglasses for Third World countries. Or Howard Skip Charles, who was so influenced by an optometrist, Philip Richmond, O.D., that he developed a software program to help international aid groups organize large numbers of eyeglasses. He distributes the software free.

With all the good works, and sudden growth in need, it’s easy to lose track of our historic role in helping our neighbors. In our communities there are many people who work hard, but don’t have insurance, and who need our help. That’s where VISION USA has played a vital role over the past years.

Over the years, optometrists have helped more than 370,000 Americans see better, as a part of our great concern for our neighbors. People with serious, and even life-threatening conditions have been identified through the program. People whose career and educational choices were limited by the simple lack of glasses have had their lives bettered.

In the past, we’ve been fortunate to have the support of industry to help cover the costs of a toll-free line, computer matching and logistics. Now, however, it’s up to those of us in the profession to ensure the program continues.

In order to ensure the most people possible are served, VISION USA expenses have been pared to the bare bones, but we still need to raise $200,000. Some states have stepped up: The Ohio Optometric Association will donate $1 for every $3 its members contribute. The Texas Optometric Association is hosting a golf tournament specifically to raise funds for VISION USA.

And it’s my pleasure to share with you that the 3M Optical Systems Division has announced that it will donate $1 for each computer program that the company sells. (See story, page 14)

But these great contributions get us only part of the way. We need the spirit of generosity to extend to our long-time, optometry-
The Ohio Optometric Association (above) and the Vermont Optometric Association (below) have seen more than 40 percent of their members register as InfantSEE™ providers.

In recognition of the milestone, AOA President Wes Pittman, O.D., presented both organizations with InfantSEE™ Exceptional Enrollment Grant checks for $8,500 and $500, respectively at the Presidents’ Council meeting in St. Louis, Jan. 28. All state optometric associations are eligible for the award when they reach at least 40 percent of their active member OD participation.

To date, 4,100 ODs have signed up as InfantSEE™ providers. The Ohio representative was Bill Lay, O.D., and the Vermont representative was Stephen A. Feltus, O.D. At right is Bob Layman, O.D., who moderated the President’s Council meeting.

Works, from page 4

founded charitable program. We need you to step up and ensure that our reputation for generosity, care for our fellow citizens, and desire to share our professional talents, remains for many years to come.

The entire AOA Board has made personal donations to support the project. Optometric association leaders in 20 states and AFOS have done so too.

Now we call on you to join us, and ensure that charity not only begins at home, but continues for many years to come.

Checks for VISION USA should be sent to:
VISION USA MAC
243 N Lindbergh Blvd — Stop 1
St. Louis, MO
63141-7881

Work Hard, Play Hard

You work hard providing the best possible eye care to patients who depend on you. You need the latest up-to-date information. Get it from the most knowledgeable, experienced optometrists as they share their extensive clinical expertise with you. And after 4 hours a day of the finest education available, play just as hard, as you enjoy the best beaches, the finest fare, the most luxurious resorts and the release you deserve for working so hard.

Tropical Sea

KEYWEST 2005
MARCH 16-22, 2005
COSTA RICA 2005
APRIL 20-26, 2005
ST. KITTS 2006
FEBRUARY 1-7, 2006
CURACAO 2006
MARCH 17, 2006
PUERTO VALLARTA
MARCH 29-APRIL 4, 2006
AUSTRALIA 2006
JULY 19-25, 2006

KEYNOTE SPEAKERS
DAVID BRIGHT, OD, FAAO
JOHN McGREAVY, OD
J. ART EPSTEIN, OD, FAAO
PAUL AIAMIAN, OD, FAAO
RANDALL THOMAS, OD, FAAO
RON MEITON, OD, FAAO
CHRIS QUINN, OD, FAAO
MAYNARD POHL, OD, FAAO
BRUCE ONOFFREY, RP, OD, FAAO
TONY LITWAK, OD, FAAO
JIMMY BARTLETT, OD, FAAO
PAUL KARPECKI, OD, FAAO

Register on the web or just call Kathie today.
(281) 992-0002 • Kathie@tropicalseae.com
WWW.TROPICALSEA.COM
20 HOURS OF CONTINUING EDUCATION

FEBRUARY 14, 2005 • 5
Will you know what to do when you come face-to-face with Medicare compliance issues?

Be ready. AOA’s optometry-specific Medicare Compliance Manual is available exclusively to AOA members FREE on-line. Now you can prepare yourself for the often confusing laws and compliance rules regarding Medicare. All you have to do is call us at 1-800-365-2219 to join the AOA. Then, just download the Medicare Compliance Manual from our Web site for free. It’s just one of the many benefits of being an AOA member, and it’s really that easy. A compliance issue could come out of nowhere at any time. Don’t let it get you by surprise.

Supported by a grant from OfficeMate and Marchon.
Hymes to direct AOA’s efforts on Capitol Hill, at agencies

A

OA has hired Jon Hymes, an experienced health care lobbyist and former top aide to two Republican members of Congress, as the Washington Office Director/Advocacy Director, replacing the retiring Jeff Mays.

“Jeff Mays has built and led a strong AOA team, in Washington and he’s leaving big shoes to fill,” Hymes told AOA News. “I’m excited to join this outstanding organization and look forward to putting my experience to work to help ensure that optometry’s concerns are heard loud and clear by congressmen, senators, and Bush administration officials.”

Hymes has more than 15 years of experience as a public policy and political strategist, including a decade of service on Capitol Hill where he was legislative director and press secretary to Representative Norm Lent (R-NY) and chief of staff to Representative Peter King (R-NY).

For his record of professional accomplishment on Capitol Hill, Hymes was selected as a Senator John C. Stennis Congressional Staff Fellow and was chosen to be a leader of Congressional staff delegation official visits to the Republic of China and the State of Israel.

He is also a veteran of numerous political campaigns, including U.S. Senate runs by New York’s Al D’Amato and Rick Lazio.

In the 2002 and 2004 election cycles, Hymes advised several candidates for Congress on health care policy and was active in political fundraising.

Hymes joins AOA from the 15,000-member American Chiropractic Association where he has been vice president for Government Relations and director of ACA-PAC since February 2003.

A grassroots advocacy and strategic communications specialist, Hymes oversaw all aspects of what was described in the Washington Post on Nov. 23, 2003 as the ACA’s “Biggest Win Ever on Capitol Hill” — the inclusion of a Medicare access demonstration project in the 2003 Medicare reform bill.

The demonstration project, set to begin in April, was approved in spite of opposition by organized medicine and other groups at each step of the legislative process.

In 2003 and 2004, five ACA-backed initiatives — aimed specifically at expanding health care benefits and choices for seniors, veterans, and military service personnel — were included in legislation passed by Congress and signed into law by President George W. Bush.

In addition, Hymes’ successful lobbying and political strategies secured the first-ever recognition for the ACA in a listing of the nation’s 25 most effective health care advocacy organizations, as ranked by Congressional staffers (Washington Times, Nov. 26, 2003).

Previously, Hymes was vice president of SDI, a Washington, DC-based full-service public affairs and public relations consulting firm.

He provided counsel to corporations, nonprofit, and government agencies on public policy issues, including health care, aging, technology, trade, the environment, and financial services.

Hymes, a native of Long Beach, NY, holds a degree in Economics from Syracuse University. He resides in Washington, DC, where he is the volunteer commissioner of the 8 to 9-year-old division of the local Little League and plays catcher for a team in a regional men’s baseball league.
Breakfast, from page 1

this course will teach optometrists how to fully incorporate the latest technologies into diagnostic and treatment protocols for glaucoma and other macular diseases. The insights gained from this valuable course will not only help patients but overall ROI.

AOA also offers an additional three breakfast seminars for Friday, June 24, 6 to 7:30 a.m.

Evolving Standards in Optometric Glaucoma Care Lecture (B201), supported by an education grant from Sonogage and lectured by Ben Gaddie, O.D., will examine new technologies, new drugs, and new laser devices for the primary care of the glaucomas. Landmark studies are used to guide diagnostic and therapeutic decision making.

Recognizing, Treating, and Avoiding Allergic Dry Eye Disease and its relation to Contact Lens Wear (B202), lectured by Joe Shovlin, O.D., delves into how clinicians must be able to easily identify and manage the various presentations of ocular allergy in the primary eye care practice. Several cases of ocular allergy will be shared, along with the appropriate treatment plan. Emphasis will be placed on early recognition, differentials to be considered, means to avoid allergy whenever possible, and the use of appropriate pharmaceuticals. This seminar was made possible from an education grant from Advanced Medical Optics, Inc.

Advanced Techniques for Using Optomap Technology Lecture (B203), supported by an education grant from Optos, is intended to describe and demonstrate techniques to best utilize optomap technology. Lecturer William Jones, O.D., targets an audience of doctors of optometry who have incorporated optomap technology into their practice.

For more information, visit www.optometrysmeeting.org.

Sullins, from page 1

A 1965 graduate of Southern College of Optometry, Dr. Sullins became the first optometrist to attain the rank of Rear Admiral in the United States Navy Reserve. He was also mayor of Athens, TN.

He is survived by his wife, Leslie. Dr. Sullins’ father, W. David Sullins, Sr., O.D.; two sons, Stuart A. Sullins, O.D. and William D. (Trey) Sullins, III, O.D.; as well as Trey’s wife, Christa Sullins, O.D., are optometrists.

Several memorial funds have been established in Dr. Sullins’ name.

- The AOA Endowed Scholarship Fund has established the “Dr. Wm. David Sullins, Jr. Memorial Fund.”
- Entries in his name are also inscribed in the AOA Book of Memory.
- Southern College of Optometry has the “Sullins Family Endowed Scholarship Fund.” Donations may be sent to the college at: 1245 Madison Ave., Memphis, TN 38104.
- A Navy Memorial scholarship fund has been established and donations may be sent to: RADM Sullins, Jr., MSC Scholarship Fund, P.O. Box 4629, Virginia Beach, VA 23454.
- Condonences may be sent to: Leslie Sullins, 895 County Road 319, Niota, TN 37826.
- Visit www.AOAnews.org and look in the March 1 AOA News for remembrances of Dr. Sullins’ remarkable career.

Optometry’s Meeting™ is approaching fast

By Allan Hudson, O.D.
AOA Congress Executive Committee Chair

The 108th Annual AOA Congress & 35th Annual AOSA Conference: Optometry’s Meeting™ will roll into Dallas, TX June 22-26, 2005. Optometry’s Meeting™ has grown into the premier industry event, with over 200 exhibiting companies, an amazing selection of continuing education, and unparalleled networking opportunities.

As Congress Committee Chair, I have watched this event evolve into the best mix of professional and social interaction among optometric colleagues. We have a Congress Committee that listens to you, the members, and constantly makes improvements to all facets of the meeting.

The AOSA will again meet at Optometry’s Meeting™ this year. This will be the third year in which the AOA and AOSA have merged their annual meetings. We are so thrilled to have the future of the profession meet with us. This will continue to strengthen the entire profession.

During the next few months, you will continue to see updates regarding Optometry’s Meeting™ in the AOA News. Kirk Smick, O.D., continuing education chair, will provide an overview of the tremendous CE scheduled for Dallas. Dick Schuck, O.D., exhibits chair, will illustrate the vast product display that will fill the Gaylord Texan’s Exhibit Hall. Ryan Parker, O.D., will then give a snapshot of the AOSA overall program of events.

I would like to encourage every AOA member to take advantage of one of the largest member benefits available. There is NO REGISTRATION FEE again this year for AOA members. Continuing education prices remain the same as last year (between complimentary and $25 per hour for early bird registrants). Please go to www.optometrysmeeting.org to register today!

The meeting venues are again amazing. The Gaylord Texan™ Resort and Convention Center will house the majority of the sessions and the Exhibit Hall. This magnificent new hotel/convention center complex, located on majestic Lake Grapevine and just five minutes north of DFW Airport, will please all attendees. Additional sleeping rooms and a few meetings will be held at the Hyatt Regency DFW. This is a recently renovated property with amazing guest and meeting rooms, restaurants, and lounges.

The entire Congress Committee asks for your support by making your reservations at one of these two official AOA hotels. By you utilizing our selected hotels, AOA is able to avoid costly attrition fees. This helps us keep your overall meeting costs extremely low.

Log onto www.optometrysmeeting.org to make your housing reservations.

We look forward to welcoming you and your family to the biggest and best meeting to date. They say things are bigger in Texas and we plan on putting them to the test. See you in Texas!
Partnership between AOA, Nat. Safety Council yields tens of thousands of eyeglass donations

Phoebe Solomon, chairman of Give the Gift of Sight/Safety Representative of AOA, expresses thanks to Floyd Woods, O.D., of Oak Lawn, IL, a mission leader of Volunteer Optometric Services to Humanity for helping citizens in Third World countries see better.

Phoebe Solomon, chairman of Give the Gift of Sight/Safety Representative of AOA, has forged a partnership between optometry and the National Safety Council that has benefited people around the world.

In the past 12 years the Community Safety Division of the National Safety Council has contributed more than 59,150 pairs of eyeglasses to assist citizens in Third World countries by donating them to Lions and Rotary International and VOSH/International throughout the United States. Last summer, the National Safety Council’s Community Safety Division donated 3,500 pairs of eyeglasses to the Rotary Club of New Orleans and 600 to VOSH/International.

The Rotary Club of New Orleans is working with Jean Beanard, Honorary Consul to Belize, to get the eyeglasses to people who need them. The West Bank Optical Company in the New Orleans area will catalogue the eyeglasses and send them to the First Lady of Belize, who runs four hospitals for the indigent.

The rest of the eyeglasses will be sent to international hospitals for children throughout the world. Susan Simon, representing the Rotary Club of New Orleans, was a major participant in this project.

Volunteer Optometric Service to Humanity will utilize their gift in Morocco during the spring of 2005 with Floyd Woods, O.D., of Illinois, as one of their leaders.

This collection of eyeglasses was donated and collected at the National Safety Council’s 2004 Annual Congress in New Orleans.

The next National Safety Council Congress will be held in September, in Orlando, and will continue assisting this public service project. It will be chaired again by Solomon.

Donated eyeglasses may be sent to Joel Riemer, National Safety Council, Manager of Community Safety Division, 1121 Spring Lake Drive, Itasca, IL 60143-3201.

Low Vision Rehabilitation Section seeks nominees for awards, officers

The Low Vision Rehabilitation Section is seeking nominations for its Distinguished Service Award and its Vision Care Award, as well as elected officers. The awards will be presented, and officers elected, during the 108th Annual AOA Congress & 35th Annual AOSA Conference: Optometry’s Meeting™ at the Section’s Annual Awards Reception on Friday evening, June 24, 2005.

The LVRS Distinguished Service Award is given to a non-optometric colleague or organization for major contributions to the advancement of low vision care and exceptional service to the community, the field of low vision and/or the AOA Low Vision Rehabilitation Section.

The LVRS Vision Care Award is given to an optometrist who has demonstrated exceptional service to the community, the field of low vision services and/or the Low Vision Rehabilitation Section.

Nominations should be submitted no later than April 1, 2005 to the AOA office.

LVRS members in good standing who are interested in serving on the AOA Low Vision Rehabilitation Section Council are invited to submit a letter of intent, curriculum vitae, platform, the Council office they are seeking, and other supporting documentation to the LVRS Nominating Committee by April 1, 2005. In addition, any section member in good standing may run for office “from the floor” during that meeting.

Positions to be filled are chair-elect, vice chair, secretary, and two at-large council members. All positions serve for a two-year term of office. (The AOA LVRS Annual Business Meeting is generously sponsored by Teleserk.)

Submit materials to: Low Vision Rehabilitation Section Nominating Committee, 243 N. Lindbergh Blvd., St. Louis, MO 63141 (314) 991-4100, ext. 225 fax: (314) 991-4101 lvs@aoa.org.
The New Practitioner Practice Management Program at Optometry’s Meeting™ was such a success that the program will be offered again at 2005 Optometry’s Meeting™ in Dallas. This full-day program will take place on Saturday, June 25.

New practitioners, including 2005 graduates and those in practice up to five years, quality to register for the program (must be AOA members). Space is limited and is on a first-come, first-served basis. Course fees were paid in advance from a generous education grant given by CIBA Vision, A Novartis Company. Throughout the day, several PDAs will be given away. Registration is required.

The format for this year’s program is the same as last year’s program and will be based on the “speed dating” concept. A panel of speakers (in both morning and afternoon sessions) will briefly present their topic highlights. After all speakers have made a brief presentation, each speaker will spend time rotating from table to table, in order for attendees to ask questions and learn information in a small group setting.

A free buffet lunch will be provided for the registered new practitioners. During the lunch period, a brief presentation will be given on AOA benefits as it relates to new practitioners. The majority of the session will showcase Optometry’s Career Center® (OCC). OCC is a national, online career matching service for optometric opportunity providers and seekers and an online resource center, with helpful articles and much more. OCC has recently been updated with a fresh look and many new features. Besides the presentations, attendees will have time to enjoy lunch and network with colleagues.

The list of speakers as of this printing includes John Coble, O.D.; Keith Davis, O.D.; Mindy Huynh, O.D.; Millicent Knight, O.D.; John McDaniel, O.D.; John Rumpakis, O.D.; Laurie Sorrenson, O.D.; and Andrea Thau, O.D. Topics include the following:

- Setting Up an Optical Dispensary
- Compartmentalizing Your Practice
- Technology in Practice – What You Do and Do Not Need
- Networking Your Practice
- Debt Management
- Negotiation Tips for New Associates
- Buy/Sell Contracts
- The Intricacies of Leasing from an Optical Corporation
- Obtaining Financing
- Billing and Coding
- Third-Party Insurance

Women’s Issues highlighted
In addition to these sessions, the day will be capped with a one-hour panel presentation and question/answer session on “Women’s Issues in Optometry.”

This panel presentation is new this year. Optometry’s Meeting™ New Practitioner Project Team Chair, Keith Davis, O.D., said, “Due to the changing demographics of the profession, the project team felt it was extremely important to add this session to the day’s programming.”

To attend, register for course #0310. Contact Linda Smith at LDSmith@aoa.org or (800) 365-2219, ext. 151 for information.
Jaycees name Metzger president

Julie Metzger, O.D., of Florence, KY, has been elected president of the 50,000-member United States Junior Chamber, more commonly known as the Jaycees.

“I’m very honored to serve as president for the Jaycees,” Dr. Metzger told AOA News. “It will be a challenging year, but I greatly look forward to traveling the country, representing the Jaycees at our state chapters.”

Dr. Julie Metzger was elected 85th national president of The United States Junior Chamber for the year of 2005 during the 84th Annual Meeting of the organization, held in Tulsa, OK, in October 2004. She will serve a one-year term. She joined the Boone County, KY, Jaycees in April 1991, eventually leading her chapter to the No. 1 finish in Kentucky’s parade of chapters and receiving the Charles Kulp Memorial Award for her efforts.

Dr. Metzger continued to serve her state organization as Regional Director, Membership Vice President, and the 68th President of the Kentucky Jaycees.

Dr. Metzger served as National Vice President of The United States Junior Chamber in 2002. She was assigned to Oregon, Indiana, Kentucky, Maine and Pennsylvania. During 2003, she served as National Chaplain, and in 2004 she served as Chief of Staff.

She also served for five years on the Kentucky Optometric Association (KOA) Board of Trustees, and annually emcees the KOA Spring Congress for the KOA as a member of the Congress committee.

Dr. Metzger resides in Florence, KY, where she owns Metzger Eye Care.

According to its Web site, “The United States Junior Chamber (Jaycees) gives young people between the ages of 21 and 39 the tools they need to build the bridges of success for themselves in the areas of business development, management skills, individual training, community service, and international connections. Established in 1920 to provide opportunities for young men to develop personal and leadership skills through service to others, the Jaycees later expanded to include women, reflecting the growing influence and leadership of women in America.”

For information, visit www.usjaycees.org.

VOSH honors 2 for programming

Howard Skip Charles and the late Philip Richmond, O.D., will be honored at the VOSH/International (Volunteer Optometric Services to Humanity) meeting June 22-23, 2005, in concert with Optometry’s Meeting™ in Dallas. Charles is a retired consultant and former president of the publishing company Robert Benley Inc. Dr. Richmond lived in Newton, MA, until his death in 1999.

Through a humanitarian effort to bring eye care to rural populations in El Salvador, Charles has contributed his programming expertise to organize large inventories of eyeglasses. In 1988 a group of Boston-based volunteers involved with the Salvadoran Association for Rural Health (ASAPROSAR) recognized that the people served by this organization had no access to eye care. Since then, the Friends of ASAPROSAR have recruited optometrists and ophthalmologists, collected used glasses, and sponsored annual eye clinics in Santa Ana, and San Miguel, El Salvador. Charles was tapped by the group to write a program that would help organize and dispense their inventory of used eyeglasses, which now numbers 10,000. “The program is named REIMS (Richmond Eyeglass Inventory Matching System) for the late optometrist, Philip Richmond, O.D., who taught me what I needed to know to write it and participated in its refinement,” says Charles. The program frees eye professionals to do the exams and allows lay people to enter prescriptions, obtain ranked listings of the best matches in the inventory, and dispense.

In 2004, the Friends sent some 50 volunteers to the annual weeklong clinic, which treated more than 1,600 patients, and dispensed more than 900 pairs of eyeglasses. Charles wrote the program in 1996 and has been traveling to El Salvador ever since. A growing number of organizations have adopted the REIMS program, including VOSH/International. In June, Skip Charles and Philip Richmond (posthumously) will be honored as the VOSH/International Humanitarians of the Year. The REIMS program is available as freeware on the Friends’ Web site at www.FriendsOfASAPROSAR.org.

Announcement for Executive Director Position

The Executive Committee of the Southern Council of Optometrists, organizers of ESCO International, professional optometry’s leading annual education event held each February in Atlanta, announces a nationwide search for an Executive Director. The successful candidate is a problem-solver, a team player, has strong meeting/exhibits planning and development experience, very comfortable with technology and its implementation, a strategic thinker, and has excellent organizational skills.

The Executive Director supervises a staff of six, manages an annual budget of approximately $3.5M (FY 2004-2005) and maintains the Council’s fully owned property in a suburb of Atlanta. Besides managing the daily business affairs of the Council, the Executive Director’s primary responsibility is the leadership and management of the Council’s signature event, an annual congress that is the largest in the optometry profession, featuring 200+ educational experiences, an exhibits trade show of 56,000 sqft and 220+ companies, and an attendance of nearly 7,000 eye care and eyewear professionals.

Primary duties include:
1. Supervising the administration, organization, marketing, and follow-through on a 7,000 attendee education event
2. Fulfilling the daily tasks of managing the Association and implementing the Board’s directives and policy pronouncements
3. Communicating the activities of the Association to internal and external stakeholders

The Association is based permanently in Atlanta. Limited relocation costs will be available to the successful candidate.

Send résumé and cover letter, including salary requirements, to jobs@secostaff.com with “Executive Director Application” in the subject line. Applications received by mail or fax will not be accepted. There is no application deadline for this position. The Council will accept applications for consideration until the appropriate candidate is identified. A full job description of the position is available online at www.secostaff.com/Esearch.html. Final candidates for the position will be supplied with additional background materials prior to interviews.

Requirements: Bachelor’s degree preferred and at least five years’ experience in meetings/exhibits planning and development. Experience in not-for-profit association management preferred. Proficiency in Microsoft Office is essential. Demonstrated ability to assess, implement, or develop technology solutions is highly desirable.
National Board of Examiners names Terry new ED, Wallis retiring

Jack E. Terry, O.D., Ph.D., was recently named the new executive director of the National Board of Examiners in Optometry, replacing long-time NBEO ED Norman E. Wallis, O.D., Ph.D.

“The board believes that in selecting Dr. Terry the momentum developed by Dr. Wallis in the previous 25 years will be continued, and new and even more exciting options will be explored and implemented in the coming years for the board’s service to the profession and state boards,” said NBEO President Steven Eyler, O.D.

Dr. Terry currently serves as chief of both Optometry and Research Services at the Huntington Department of Veterans Administration Medical Center, is director of the Marshall (WV) University Office of Research Integrity, and is an associate professor of pharmacology at the Joan C. Edwards School of Medicine at Marshall.

Dr. Terry also is a director and chairman of the Data and Information Committee of the Association of Regulatory Boards of Optometry (ARBO), as well as president of the West Virginia Board of Optometry.

In addition, Dr. Terry has served on numerous NBEO task forces and has been active in the development of National Board examinations for more than two decades, as a member of several committees and as chairman of the Examination Council.

“In my view there is no one more qualified than Dr. Terry to assume the role of executive director at this time,” said Dr. Wallis. “Dr. Terry has been actively involved with NBEO as a volunteer for over two decades and has been a steadfast subject matter expert and committee member for many years during the interim. His experiences as a faculty member and research director at a medical school, as chief of optometry at a VA medical center, and as president of a state board and a director of the Association of Regulatory Boards, equips Dr. Terry uniquely for this important role.”

The selection of Dr. Terry, following a national search, became necessary when the NBEO Board of Directors decided to move the headquarters from Bethesda, MD, to Charlotte, NC.

Dr. Wallis, who chose not to move to Charlotte, will end a 25-year relationship with the National Board that began on Jan. 1, 1980.

Berman named WCO’s International OD of Year

The World Council of Optometry (WCO) has named Paul Berman, O.D., its International Optometrist of the Year, and will present the award at the General Delegates Meeting in Ghana, Africa this April.

“Paul Berman is a highly respected humanitarian and educator who has devoted many years of service to international eye and vision care,” said WCO President D.D.D. Shen, B.Sc. Hons (Optom), Ph.D. “His dedication and visionary initiative have advanced the profession of optometry worldwide while serving a special population.”

Dr. Berman is very active with special needs populations, serving as senior clinical advisor and founder of Special Olympics Lions Clubs International Opening Eyes. Through this organization, Dr. Berman and a volunteer network of hundreds of optometrists provide proper eye care to Special Olympic athletes worldwide, and help inform the public that people with mental retardation deserve the same quality vision care as all other patient populations.

Dr. Berman holds numerous positions with professional organizations, including Vision USA; many private preschools in New York and New Jersey for exceptional, deaf and average children; and the American Optometric Association Sports Vision Section.

He has lectured internationally on the evaluation and treatment of patients with special needs, as well as sports vision. He has also published several articles on these subjects.

Dr. Berman currently works in private practice in Hackensack, NJ, offering full scope optometry with an emphasis in orthoptics, sports vision, contact lenses, vision and learning, and special needs.

The WCO includes optometric leaders with 84 member organizations representing 42 countries.
Industry Profile: Alcon

AOA News spoke with new Alcon President and Chief Executive Officer, Cary Rayment, regarding the latest news for the Ft. Worth-based eye care company.

As the new CEO, where do you hope to take Alcon and what sort of vision do you have for the company?

Given the close working relationship I’ve had with Tim Sear, Alcon’s former CEO, it has been a smooth transition into this leadership role. My goal is for Alcon to remain the leading and most respected eye care company, globally. We will remain focused on eye care because this strategy has driven our success. Likewise, our strong investment in research and development has allowed us to stay on top. We would expect over the next five years to invest about $2.5 billion in R&D. This investment will be crucial to our future success.

How would you describe the total eye care market now?

Eye care is a large $13 billion annual market that’s growing due to aging demographics. People are living longer and the over-65 population is expected to grow even faster in the future. As we age, there will be an increasing demand for eye care services. We can achieve our growth objectives while still being focused on eye care.

Similarly, when you look at growth in emerging markets, we see great opportunity in treating eye diseases, so we have built the largest global infrastructure in eye care to capitalize on this opportunity. Alcon has a commitment to serving patients around the world and working with our partners to increase quality eye care globally.

How would you describe Alcon’s relationship to optometry?

Alcon has obviously noticed optometry’s growth and the profession’s evolution over the last 20 years. We have a long history of support of optometry and today have a sales and marketing team specifically dedicated to optometry. Alcon’s goal is to provide the most comprehensive line of products to meet the evolving needs of the optometrist from contact lens care, therapeutics and consumer eye care products. We’re especially excited about launching a new lens disinfecting system in 2005.

This year, with Optometry’s Meeting™ in Alcon’s backyard in Dallas, we’re hosting an exciting event, the Alcon/AOA “Great Big American Picnic” at our Ft. Worth campus. I would like to extend a personal invitation to the AOA membership to see Alcon’s headquarters facility as well as enjoy great food and entertainment. It’s going to be a great evening.

Industry Profile is a regular feature in AOA News allowing members of the Ophthalmic Council to express themselves on issues and products they consider important to the members of AOA.

Vistakon extends Acuvue Advance to astigmatism

In what the company is calling the “biggest breakthrough in technology for the toric category in 15 years,” Vistakon, Division of Johnson & Johnson Vision Care, Inc, has unveiled it’s newest lens, the Acuvue Advance for Astigmatism.

Vistakon says the new lenses provide astigmatic patients with excellent visual acuity and exceptional, long-lasting comfort; make fittings much faster and easier; and are the first toric lenses to feature Hydraclear, a combination of an oxygen-rich material and moisture-rich wetting agent that creates a unique, silky-soft feel.

Acuvue Advance for Astigmatism features a new proprietary technology, which establishes a new level of stability.

Based on extensive research into lens-eyelid interaction, this accelerated stabilization design harnesses the natural pressures of the blinking eye to increase stability, prevent the lens from rotating and keep the lens in its proper position, said the company.

The new design also makes the fitting process for astigmatic patients easier by reducing chair time. Because Acuvue Advance for Astigmatism was designed specifically to use the eyelid to stabilize the lens, allowing the lens to settle into place within one minute and prevent rotation, Vistakon says eye care professionals (ECPs) can go from “zero to fitting in 60 seconds.”

This accelerated fitting is a marked advantage for ECPs over the traditional toric lens fitting process, which required waiting up to 15 minutes for the lens to settle before assessing its fit.

“Eye Care Professionals, as well as astigmatic patients, accustomed to tedious and uncomfortable lens fittings will be pleased by how quickly and predictably these new lenses can be fitted,” said Pat Cummings, O.D., vice president of professional affairs, Vistakon.

Acuvue Advance for Astigmatism is the second product entry in the Ultra Comfort series, following the introduction of Acuvue Advance Brand Contact Lenses with Hydraclear, a spherical lens that has achieved widespread acceptance and high levels of patient and ECP satisfaction since its launch in February 2004.

For more information, visit www.acuvue.com.
3M promoting VISION USA

Helping support a commitment to provide free eye health and vision care services to those who are uninsured or have no other means of obtaining care, 3M has teamed up with VISION USA.

For every 3M AF, EF, and HF 3M anti-glare filter sold between August 1, 2004 and August 1, 2005, 3M is donating $1 to VISION USA.

“We’re proud to extend our commitment to better eye health by supporting VISION USA’s efforts,” says Todd Mathisen, business manager, 3M Optical Systems Division.

“Our contribution, through the sale of our anti-glare filters, will help the millions of working people and their families in America who may not qualify for government aid or private health-care assistance.”

According to 3M, each filter offers:
- Up to 95 percent screen glare reduction to help prevent eyestrain and headaches related to computer monitor use,
- Reduces up to 99.9 percent of ELF/VLF E-field radiation; reduces static and dust build-up,
- Standard tint glass for improved contrast,
- Meets the AOA’s Seal of Acceptance for VDT glare reduction,
- Available in assembly-free contour frame designs and flat frame that fits both LCD and CRT desktop monitors.
- Most 3M computer filters fit both LCD and CRT monitors and are guaranteed for life.
- Volunteers in Service in our Nation (VISION) USA, a non-profit charity developed by members of the AOA, provides basic eye health and vision care services without charge. Since 1991, its 6,000 volunteer optometrists have provided eye care to nearly 370,000 children and adults.
- 3M said the company has always focused its products on improving lives, much like the VISION USA program. According to the company, 3M Anti-Glare Computer Filters provide more comfortable viewing by reducing glare, enhancing contrast and minimizing eyestrain, thereby helping people avoid Computer Vision Syndrome.
- Computer Vision Syndrome, characterized by eyestrain, eye fatigue, and glare-related headaches associated with prolonged computer monitor use, affects about 50 million Americans.

For more information regarding volunteering for the VISION USA program, call (800) 766-4466.

B&L gains Bayer’s Plasmin license

Bayer HealthCare LLC, has granted Bausch & Lomb an exclusive worldwide license to Bayer’s Plasmin technology for use in eye care.

A product derived from processed human plasma, Plasmin may have potential for use in developing novel therapies for ocular conditions. Bayer is pursuing development of Plasmin in non-ocular indications where Plasmin could be used as a thrombolytic agent to dissolve blood clots in veins and arteries.

“As a world leader in eye health with a heritage of technological innovation, Bausch & Lomb is actively pursuing new compounds, new therapies and technologies to treat diseases that rob people of their most precious sense of sight,” said Gary M. Phillips, M.D., Bausch & Lomb corporate vice president, Global Pharmaceuticals and Vitreoretinal.

Under the terms of the agreement, Bausch & Lomb will be responsible for development of Plasmin for use in eye care.

Bausch & Lomb will make milestone payments based on the development and registration progress, and pay royalties based on sales.

For more information, visit www.bausch.com.

Volk unveils new diagnostic lens

Volk says that traditionally when choosing a non-contact diagnostic lens, optometrists have to make a trade off between wide field of view and high magnification.

Their new lens provides the widest field of view available in a non-contact lens paired with the higher magnification required for detailed diagnostic work and imaging.

The Digital Wide Field offers magnification and small pupil capability similar to Volk’s popular 90D lens, but with a much wider field, enhanced resolution, and reduced glare and reflections.

With a 103°/124° (static/dynamic) field of view, the Digital Wide Field provides visualization similar to a contact lens, without the associated interface solution application and patient discomfort.

At the same time, the .72x magnification produces a more detailed view of the macula and disc.

A free 30-day risk free trial is available from Volk direct for customers in the United States.

For more information, visit www.volk.com.
MEETING: NORTH CAROLINA OPTOMETRIC ASSOCIATION
Sue Gardner
252/ 237-6197
Fax 252/ 237-9233
nccecare@aol.com
www.nvoa.com
June 3-5, Embassy Suites
Myrtle Beach, SC
ANNUAL OCULAR DISEASE UPDATE

NORTHEASTERN STATE UNIVERSITY COLLEGE OF OPTOMETRY
Lisa McCormick
918/ 456-5511 x4033
918/ 458-2104 Fax
mccormil@nsuok.edu
http://arapaho.nsuok.edu/optometry
June 3-5, 2005
Branson, MO
SUNDAY CE PROGRAM
MARYLAND OPTOMETRIC ASSOCIATION
Megan Holmes
410/ 752-3318
410/ 752-8295 FAX
moa@assnhqtrs.com
www.marylandeyes.com
June 5, 2005
BWI Marriott

MIDDLE ATLANTIC CONTINUING EDUCATION CONFERENCE AND ANNUAL CONVENTION: VIRGINIA OPTOMETRIC ASSOCIATION
June 9-12 Bruce B Keeney, Sr.
804/ 643.0309
804/ 643.0311 FAX
VOAeyeDocs@aol.com
www.voaeyedocs.org
Williamsburg Marriott,
Williamsburg VA

APHA seeking abstracts on public health
The American Public Health Association’s Call for Abstracts for the 2005 Annual Meeting to be held in New Orleans, Louisiana on November 5-9, 2005 is now open for submissions.
ODs are encouraged to submit abstracts. Abstracts must be submitted at http://apha.confex.com/apha/133am/oasys.epl.

What is InfantSEE™?
InfantSEE™ will be a public health program designed to ensure that optometric eye and vision care becomes an integral part of infant wellness care to improve a child’s quality of life.
AOA is developing this program to stress the critical importance of the early detection, management, and treatment of ocular conditions and diseases. More than 4,000 ODs have signed on.
Please fill out the information below to sign up as an InfantSEE™ Provider or register at www.aoa.org

Name (please print):_________________________
Phone:______________________________________
E-mail: _____________________________________
Return the form to: Betsy Zatkulak
InfantSEE™ Provider sign-up
243 North Lindbergh Boulevard
St. Louis, MO 63141
FAX: (314) 991-4101

REVIEW OF OPTOMETRY

17 Hours of CE

SnowVision
Vail, CO
March 16-19
Marriott Mountain Resort and Spa

Conference Topics
• What’s New in Therapeutics
• Dry Eye
• Allergy
• Contact Lens Fits for Refractive Surgery Patients
• What’s New in Retina and AMD
• Ocular Disease Diagnosis
• The Irregular Cornea
• Glaucoma
• New Technology Panel
• Plastic Surgery
• Presbyopia Management

Conference Faculty: John Schachet, O.D., Walter Choate, O.D., Kenneth Daniels, O.D., Bill Jones, O.D., Brian Joondah, M.D., Alan Kabat, O.D., Deborah Sherman, M.D.

To Register or request more information, call 1-866-658-1772 or go to www.RevOptom.com

14 Hours of CE

ForeSight East, Bermuda 2005
June 2-5
The Fairmont Hamilton Princess
Hamilton, Bermuda

Conference Topics
• Ocular Disease: New Diagnosis & Treatments
• Ocular Manifestations in Systemic Disease
• Latest Developments in Glaucoma
• Glaucoma Grand Rounds
• Wavefront and New Refractive Technology
• What You Need to Know About the New IOLs
• New Advances & Therapies in Retina and AMD
• A Look at New Technology for Your Practice
• New Contact Lens Material & Products
• Contact Lens Case Reports Panel

Getting in touch with AOA

AOA’s volunteer structure is supported by 96 staff. For more information on AOA’s programs and services, you may contact the staff at the following numbers.

Accreditation Council on Optometric Education 800-365-2219 x246, x223 or x262 JLBeck@aoa.org

Clinical Practice Guidelines 800-365-2219 x237 BTRowalczyk@aoa.org

Commission on Paraoptometric Certification 800-365-2219 x125, x210 DMByrd@aoa.org

Communications Group 800-365-2219 x212 SWasserman@aoa.org

Contact Lens and Cornea Section 800-365-2219 x137 JLlcarr@aoa.org

Continuing Education: Opt. CE-Other Asns. 800-365-2219 x117 ILAMCOoa.org

Credit-AOA CE 800-365-2219 x256 odel@aoa.org

Council on Research 703-739-9200

Diabetes Initiative - CMS 703-739-9200

Endowment Fund 800-365-2219 x133, x134 RAbras@aoa.org

LABoydard@aoa.org

Environmental/Occupational Vision 800-365-2219 x244 JLWheaver@aoa.org

Ethics and Values 800-365-2219 x232 JPCarlisle@aoa.org

Eye Care Benefits 703-739-9200

Federal Government Relations Center 703-739-9200

Justice @AOA.org

Finance Center

Accounts Payable 800-365-2219 x241

Accounts Receivable 800-365-2219 x241

Geriatrics/Nursing Facility 800-365-2219 x237

Geriatrics@aoa.org

Hospital Practice 800-365-2219 x237

HealthcarePractice@aoa.org

Industry Relations 800-365-2219 x133, x134, x177

RAbras@aoa.org

LABoydard@aoa.org

SJDavis@aoa.org

Infants’ & Children’s Vision Coalition 800-365-2219 x245

BMZakoul@aoa.org

InfantsEE 800-365-2219 x261

DAFax@aoa.org

Insurance 800-678-9262

TWeaver@aoa.org

Keyperson Program 703-739-9200

Nbrasil@aoa.org

ADPeterson@aoa.org

Legal Aspects of Practice 800-365-2219 x236

JLEche@aoa.org

Library (ILAMO) 314-997-0324 or 800-365-2219

Audiovisuals, x104

Calendar of Meetings, x117

Books/Journals, x101 or 102

VisionLink, x102

ILAMO@aoa.org

Low Vision Rehabilitation Section 800-365-2219 x225

SDBrown@aoa.org

Managed Care 703-739-9200

TWeaver@aoa.org

Media Relations 800-365-2219, x263

SLThomas@aoa.org

Medicare Coding 703-739-9200

JFraizer@aoa.org

Medicare Policy 703-739-9200

Kfhipp@aoa.org

Member Records (AOA) 800-365-2219 x131

MemberRecords@aoa.org

Member Services 800-365-2219 x238

Memberservices@aoa.org

Memorials and Tributes (Book of Memory) AOA Endowment Fund 800-365-2219, x134

LABoyard@aoa.org

Museum 800-365-2219 x102

URep@aoa.org

National Diabetes Month Program (November) 800-262-3947 [Nov] AmOptCOR@aol.com

New Technology 800-365-2219 x244 or x209

JCCoglandro@aoa.org

Ophthalmic Standards 800-365-2219 x244 or x209

JLWheaver@aoa.org

Optometric Leadership Institute 800-365-2219 x110

Ljbaumstark@aoa.org

Optometric Recognition Awards (ORA) 800-365-2219 x258 or x260 or@aoa.org

Optometry: Journal of the AOA 800-365-2219 x228

JDKopp@aoa.org

Optometry’s Meeting General Information 800-365-2219, x214

LARice@aoa.org

Education 800-365-2219, x254

SADilberts@aoa.org

Exhibits 800-365-2219, x255

KERodriquez@aoa.org

Order Department To Place An Order: 800-262-2210

Business Cards/Office Forms: 800-365-2219 x132

JRPayne@aoa.org

Payment Inquiries: 800-365-2219 x253

Paraprofessional Section 800-365-2219 x222

TRemington@aoa.org

Pediatrics/Binocular Vision 800-365-2219 x209

JCCoglandro@aoa.org

Practice Assistance Program 800-365-2219, x151

LDSmith@aoa.org

Practice Management Materials 800-365-2219, x151

LDSmith@aoa.org

Practice Strategies 800-365-2219, x267

Kfhipp@aoa.org

Primary Care 800-365-2219 x209, x244

JLWheaver@aoa.org

Professional Relations 703-739-9200

Kfhipp@aoa.org

Public Health Issues 703-739-9200

AmOptCOR@aol.com

Public Relations 800-365-2219 x263

SLThomas@aoa.org

Refractive Surgery Topical Interest Group (TIG) 800-365-2219, x225

SDbrown@aoa.org

Quality Assessment and Improvement 800-365-2219 x237

BTRowalczyk@aoa.org

Save Your Vision Month 800-365-2219, x263

SLThomas@aoa.org

Seal of Certification and Acceptance 800-365-2219 x244 or x209

JLWheaver@aoa.org

Sports Vision Section 800-365-2219, x107

DKincaid@aoa.org

State Legislation and Licensure 800-365-2219 x266 or x236

SLcooper@aoa.org

Student and Faculty Programs 800-365-2219 x106

JW Bergman@aoa.org

Third Party Issues 703-739-9200

TWeaver@aoa.org

VISION USA 800-365-2219 x261

VISIONUSA@aoa.org

Web Site Information 800-365-2219 x219

GClinton@aoa.org

Calling AOA? Help us serve you better.

When calling, if you leave a message be sure to include information on whether the number is for your home or office and from what time zone you are calling. Better, include information on the best time for AOA staff to return your call.
Codes For Optometry 2005 is an extensive listing of the codes that you need to make sure that your Medicare and third-party insurance claims are submitted properly. It is an invaluable aid for you and your staff in identifying diagnosis, procedure, material codes and speeding up administrative procedures. The 8 1/2” x 11” perfect bound book is divided into four sections with both alphabetical and numeric listings for easy use.

- Material Codes. Health Care Financing Administration’s Health Care Procedural Coding System (HCPCS)
- Medicare’s National Correct Coding Initiative (CCI) Edits

Codes For Optometry also includes both the 1995 and 1997 Documentation Guidelines For Evaluation and Management Services.

CPT * 2005 Standard A.M.A. a $62.95 value

Easy to use, easy to read. The 2005 edition of the AMA’s Current Procedural Terminology (CPT®) official coding reference contains all CPT codes, modifiers and guidelines for 2005. Our book is the only one in the market with official CPT coding rules and guidelines developed by the CPT Editorial Panel and used to define items that are necessary to appropriately interpret and report medical procedures and services.

The Standard Edition features an efficient two-column format and an extensive index to help locate codes by procedure service, organ, condition, eponym and synonym, and abbreviations.
9th Annual Clinical Eye Care Conference & Alumni Weekend
NSU’s Greatest Hits: Volumes 1 & 2
This conference is made possible through educational grants provided by Alcon®, Vistakon® (a Division of Johnson & Johnson Vision Care, Inc.), and AMO® (Advanced Medical Optics).

MWCO is proud to introduce you to these outstanding speakers:
- Catania * Jones * Karpecki * Litwak
- McGreal * Smythe * Szczotka * Wooldridge

MWCO brings you these outstanding speakers:

Special room rate reserved at the Bellagio for our attendees!
Call 888-987-9686
Mention MWCO to receive special rate

Questions please contact
Tracy Abel at 888.376.6926 or email tracyabel@earthlink.net

http://www.mwco.org/

NEED SOFTWARE? GET THE BEST!

Isn’t it time for your practice to go PAPERLESS?
To receive a free trial demo call us at 800-788-3356 or visit WWW.HEYCOM2.COM

See how easy it is with Eyecom2’s USER-FRIENDLY software!

May 19-22
Bellagio Hotel
Las Vegas

MWCO 2005 ANNUAL CONGRESS

MWCO College of Optometry

http://optometry.nova.edu/ce

MWCO College of Optometry

http://optometry.nova.edu/ce

MWCO brings you these outstanding speakers:

Special room rate reserved at the Bellagio for our attendees!
Call 888-987-9686
Mention MWCO to receive special rate

Questions please contact
Tracy Abel at 888.376.6926 or email tracyabel@earthlink.net

http://www.mwco.org/

NEED SOFTWARE? GET THE BEST!

Isn’t it time for your practice to go PAPERLESS?
To receive a free trial demo call us at 800-788-3356 or visit WWW.HEYCOM2.COM

See how easy it is with Eyecom2’s USER-FRIENDLY software!

MWCO College of Optometry

http://optometry.nova.edu/ce

MWCO brings you these outstanding speakers:

Special room rate reserved at the Bellagio for our attendees!
Call 888-987-9686
Mention MWCO to receive special rate

Questions please contact
Tracy Abel at 888.376.6926 or email tracyabel@earthlink.net

http://www.mwco.org/

NEED SOFTWARE? GET THE BEST!

Isn’t it time for your practice to go PAPERLESS?
To receive a free trial demo call us at 800-788-3356 or visit WWW.HEYCOM2.COM

See how easy it is with Eyecom2’s USER-FRIENDLY software!

MWCO College of Optometry

http://optometry.nova.edu/ce

MWCO brings you these outstanding speakers:

Special room rate reserved at the Bellagio for our attendees!
Call 888-987-9686
Mention MWCO to receive special rate

Questions please contact
Tracy Abel at 888.376.6926 or email tracyabel@earthlink.net

http://www.mwco.org/

NEED SOFTWARE? GET THE BEST!

Isn’t it time for your practice to go PAPERLESS?
To receive a free trial demo call us at 800-788-3356 or visit WWW.HEYCOM2.COM

See how easy it is with Eyecom2’s USER-FRIENDLY software!

MWCO College of Optometry

http://optometry.nova.edu/ce

MWCO brings you these outstanding speakers:

Special room rate reserved at the Bellagio for our attendees!
Call 888-987-9686
Mention MWCO to receive special rate

Questions please contact
Tracy Abel at 888.376.6926 or email tracyabel@earthlink.net

http://www.mwco.org/

NEED SOFTWARE? GET THE BEST!

Isn’t it time for your practice to go PAPERLESS?
To receive a free trial demo call us at 800-788-3356 or visit WWW.HEYCOM2.COM

See how easy it is with Eyecom2’s USER-FRIENDLY software!

MWCO College of Optometry

http://optometry.nova.edu/ce

MWCO brings you these outstanding speakers:

Special room rate reserved at the Bellagio for our attendees!
Call 888-987-9686
Mention MWCO to receive special rate

Questions please contact
Tracy Abel at 888.376.6926 or email tracyabel@earthlink.net

http://www.mwco.org/

NEED SOFTWARE? GET THE BEST!

Isn’t it time for your practice to go PAPERLESS?
To receive a free trial demo call us at 800-788-3356 or visit WWW.HEYCOM2.COM

See how easy it is with Eyecom2’s USER-FRIENDLY software!
Currently serving optometrists in 25 states, our firm of 18 CPAs has developed a specialty practice focused on the tax, accounting and QuickBooks® needs of private practice ODs across the country. While most CPAs work with only one or two optometrists, we see literally hundreds of OD tax returns each year. Because of that, we have acquired an in-depth working knowledge of the specific tax laws and regulations affecting an optometric practice.

This allows us to provide ODs with cost-effective, yet highly professional advice on the best ways to save tax dollars based on your specific gross, net and stage of practice.

Maximize Your 2004 Tax Savings
Call or e-mail Senior Partner Ken Hicks, CPA, today for more information on our Tax Return Preparation Service and how May & Company can save you money. Your first consultation is absolutely FREE!

OD Tax Service

Tenure Track Faculty Positions
The Southern California College of Optometry invites applications for full-time clinical tenure track positions available in the summer of 2005. Positions include the Cornea and Contact Lens Service, the Vision Therapy/Pediatric Service and the Ocular Disease Service. Responsibilities include clinical teaching assignments in these services with opportunities for didactic and laboratory instruction. The individuals will be expected to engage in clinical research and scholarship.

Qualifications for this position should include an optometry degree with state optometric licensure. Additional residency training and/or a graduate degree preferred. Rank and salary will be commensurate with training and qualifications.

Candidates for this position should submit a letter of application, a curriculum vitae, statement of professional interests, and names of three references to:

Morris S. Berman, O.D., M.S.
Vice President and Dean of Academic Affairs
Southern California College of Optometry
2575 Yorba Linda Blvd., Fullerton, CA 92831-1699
Tel: (714) 449-7455 • Fax: (714) 992-7809 • email: mberman@scco.edu

Southern California College of Optometry is an Equal Opportunity Employer

Join us at the Flamingo Hotel for our 5th annual Vegas CE program, March 9-11, 2005. Register today to earn 15 hours of COPE/TQ/Certified courses while playing in one of America’s most exciting cities.

Join us at the Flamingo Hotel for our 5th annual Vegas CE program, March 9-11, 2005. Register today to earn 15 hours of COPE/TQ/Certified courses while playing in one of America’s most exciting cities.

Sponsored by University of Missouri-St. Louis College of Optometry & the Ophthalmic Education Institute

Distinguished panel includes:
• Paul Karpouzis, O.D.
• Brett King, O.D.
• John McGreal, O.D.
• Stuart Richer, O.D., Ph.D.
• Robert Woodbridge, O.D.

Topics include:
• Anomalies in Diagnosis & Treatment of Anterior Segment Diseases
• Non-AMD Macular Disorders
• The New Frontier in Eye Care: Anti-Angiogenesis
• Options in Retinal Detachments
• Nutrition Prevention of Dry Eye & ARMMD
• Clinical uses of the O.C.T. in Glaucoma & Retinal Disease
• Interactive Grand Rounds in Glaucoma

Registration, call (314) 516-5948
General Information, call (314) 516-5151

John Gay, LLC, RFC, CEP has completed over 1.200 Ophthalmic Practice Appraisals and has assisted with over 980 Buy/Sells since 1980.

Call for your appraisal or assistance today: 303-692-8001

Dr. Goldberg, VA $185K to over $1 Million
Dr. Jose, IA $120K to over 1.2 Million
Dr. Cockrell, OK $420K to over $3 Million
Dr. Jehling, MO $270K to over $23 Million

Start Your CAREER SUCCESS Today, You Deserve It.
Call John Gay & Associates 303-692-8001

Practice of ophthalmology - a profession with many rewarding rewards and few disadvantages. Realize the potential in your practice!
A Different Type of Continuing Education from ICO...
Contemporary Learning with the Latest in Instrumentation.

The CE Calendar has a lot of choices for optometrists, but save this date for a unique educational experience. The Illinois College of Optometry, with educational support from Carl Zeiss and Alcon Labs, is offering six hours of continuing education with hands-on workshops.

Glucomatous and Retina Imaging Strategies for Comprehensive Disease Management
Sunday, March 6, 2005
Illinois College of Optometry Lecture Center
Lecturers: Michael Chaglassian, O.D., Leonard Mosier, O.D., Robert Prouse, O.D.

The course will offer four hours of CE and two hours of CE for a total of six hours. Cost: $150.00 for six hours ($100 for four CE, and $50 for two regular hours). For more information, contact Ms. Connie Parnack, Director of Alumni Relations and Continuing Education at 312-948-7080.

8:00 a.m. Registration with continental breakfast
9:00 a.m. Lectures
12:00 p.m. Lunch
1:00 p.m. Case Studies
2:00 p.m. Two hour workshops featuring the technologies
of OCT, GDX, Matrix and others

"Take a Hike–Buddy!"

At the Northern Rockies Optometric Conference in beautiful Jackson Hole, Wyoming, we encourage all our attendees in an inviting way to “take a hike”, or bike, go whitewater rafting, fly fishing, golfing or just take a drive in our parks.

(Grand Teton & Yellowstone)

Speakers:
Dr. Michael DePaolis
Dr. John McGreal
Dr. Jerome Sherman
Dr. Leonid Skorin

For more information about our 18 hour doctor program, exhibits, and paraoptometric program, in beautiful Jackson Hole, Wyoming scheduled for July 21-23, 2005, please contact us at:

Northern Rockies Optometric Conference
716 Randall Ave., Cheyenne, WY 82001
Ph: 307/637-7575
Fax: 307/638-8472
www.NROCmeeting.com

FULL-TIME FACULTY POSITION AVAILABLE

The University of Alabama at Birmingham, School of Optometry, invites applicants for a faculty position available Summer 2005. This position is at the rank of assistant professor or associate professor, or for the exceptional candidate, professor. The position is tenure-earning, non tenure-earning, or tenured, depending on the candidate’s qualifications.

Applications for this position in the Department of Optometry must possess the Doctor of Optometry degree and have completed an ACOE accredited residency program or have had substantial contact lens experience. Evidence of an ability to develop in the area of patient care and research is important. The successful candidate will have teaching responsibility in both the clinic as well as didactic teaching programs. In addition, this position may offer the opportunity to serve as Director of the Cornea/Contact Lens Service and supervisor of the Cornea/Contact Lens residency program. A curriculum vitae, statement of clinical teaching and research interest, and names and addresses of three professional references should be sent to:

Jimmy D. Bartlett, O.D., Interim Chair, Department of Optometry
1716 University Boulevard, Birmingham, Alabama 35294-0010
School of Optometry, University of Alabama at Birmingham

For further information, call Dr. Bartlett at (205) 934-6764.

Applications will be accepted until March 15, 2005

The University of Alabama at Birmingham is an Affirmative Action Equal Opportunity Employer

Part-Time Pediatric Faculty Position

The University of Alabama at Birmingham, School of Optometry, Department of Optometry, invites applicants for a part-time, non-tenure earning faculty position at the rank of Clinical Assistant Professor or Clinical Associate Professor, available Spring 2005. The applicant for this position in the Department of Optometry must possess the Doctor of Optometry degree and have completed an ACOE accredited optometry pediatric residency program or have had substantial pediatric experience. The person selected for this position will have primarily clinical teaching responsibility. A current curriculum vitae, statement of clinical teaching interests, and names and addresses of three professional references should be sent to:

Jimmy D. Bartlett, O.D., Interim Chair, Department of Optometry
School of Optometry, University of Alabama at Birmingham
1716 University Boulevard, Birmingham, Alabama 35294-0010

Applications will be accepted until March 15, 2005

The University of Alabama at Birmingham is an Affirmative Action Equal Opportunity Employer

The University of Alabama at Birmingham, School of Optometry, Department of Optometry, invites applicants for a part-time, non-tenure earning faculty position at the rank of Clinical Assistant Professor or Clinical Associate Professor, available Spring 2005. The applicant for this position in the Department of Optometry must possess the Doctor of Optometry degree and have completed an ACOE accredited optometry pediatric residency program or have had substantial pediatric experience. The person selected for this position will have primarily clinical teaching responsibility. A current curriculum vitae, statement of clinical teaching interests, and names and addresses of three professional references should be sent to:

Jimmy D. Bartlett, O.D., Interim Chair, Department of Optometry
School of Optometry, University of Alabama at Birmingham
1716 University Boulevard, Birmingham, Alabama 35294-0010

Applications will be accepted until March 15, 2005

The University of Alabama at Birmingham is an Affirmative Action Equal Opportunity Employer

For further information, call Dr. Bartlett at (205) 934-6764.

Applications will be accepted until March 15, 2005

The University of Alabama at Birmingham is an Affirmative Action Equal Opportunity Employer
CLINICAL FACULTY POSITIONS

The New England College of Optometry is inviting applications for non-tenure track clinical faculty in the areas of primary care and community health.

Responsibilities will depend upon the qualifications and interests of the applicant, but will include clinical care and laboratory teaching. Faculty also serve as members of the professional staff of The New England Eye Institute, the clinical network of the College and may provide care in a variety of settings including community health centers, hospitals and other health facilities in the greater Boston area.

Required qualifications include an O.D. degree, advanced educational credentials (e.g. residency, MS, Ph.D., MPH, etc) or equivalent experience, and eligibility to be fully licensed in Massachusetts. The successful applicant will have a demonstrated commitment to excellence in clinical care, community health and a clear potential to assume a leadership role in dynamic health care and educational environments. Faculty rank and salary will be commensurate with experience.

Applicants should submit a letter of application and curriculum vitae by 3/15/2005 to:

Dr. Clifford Scott, Chair
Department of Community Health
do Office of Academic Affairs
New England College of Optometry
424 Beacon Street. • Boston, MA 02115

American Optometric Association
NEWS Online at
www.AOANEWS.org
Classifieds

PROFESSIONAL OPPORTUNITIES


ALASKA – Sitka. FT Clinical Optometrist. Please go to www.Pearsonsearch.org to view vacancy and to apply online. Contact 907/966-4697. E-mail jobs@search.org


COLORADO – SE Denver. Full scope 15 yr old part time practice. Appraised at $210K, asking 135K. Much growth potential. For details e-mail Dhaman1@aol.com

FLORIDA – Orlando, Ft. Myers, Cape Coral, Pt. Charlotte, Brandon, Bradenton. FT. Practice. FT/LC guaranteed daily rate. Incentives and bonuses. Travel pay. 954/579-6682. dreshannon@zsi.com


NEVADA – Northwestern. Close to Reno/ Tahoe - great outdoors area! Busy private practice for sale in a growing community just east of Reno. We offer a competitive salary and benefits package. To become part of our exciting team of health care professionals specializing in the laser vision correction industry, please reply to: Human Resources, LCA-Vision Inc. Email: kevessa@lca.com or FAX: 513/792-5626.


NEW JERSEY – Central. Established solo 13-year practice, fullscope in great location. Doctor’s personal circumstances necessitate sale. Call 732-381-1433 or E-Mail: fcyea92@aol.com


NEW YORK – Tri-State Region. Optometrist needed: Highly capable, full time Optometrist needed by July 2005 or sooner. Practice within 1 hour of New York City. Highly-respected, established practice with large referral base and state-of-the-art equipment. Excellent salary and benefits package. Serious candidates only. Please send CV: jenntse@lca.com

WWW.EYECAREAUCTIONS.COM

It's as easy as 1, 2, 3... to Bid, Buy and Sell your new and used ophthalmic equipment online. It's always free to list your items and almost as cheap to sell. Check us out and start making money on the repair of your unused equipment instruments and supplies. WWW.EYECAREAUCTIONS.COM

MISCELLANEOUS

DO YOU WANT TO HELP CHILDREN? 1 out of 4 children struggle with vision problems that interfere with reading and learning. Detection and treatment of these vision problems could be your niche. Learn more about making vision therapy a profitable service in your practice. Call today to schedule a free consultation with Toni Bristol at Expansion Consultants, Inc., specializing in Vision Therapy practice management and marketing since 1988. Toll free 877/248-3823.

Uncomfortable with the prospect of examining infants and young children? SEP has a two-day, small group, hands-on lecture/workshop that will give you the experience and confidence you desire. Contact 608/447-0370 for current schedule.


Significantly increase Your Profits. Offer a new patient service with the HTS Computerized Home Vision Therapy program- even if you have not offered vision therapy in your practice before. The HTS program is affordable, efficacious, and easy to implement and requires no special training or additional staff. For more information or to order a no obligation 30 day trial of the HTS program, visit our web site www.visionsolutionstherapies.com or contact us at 868/10-3597.