AOA backs congressional move to crack down on illegal contact lens sales

Following up on a directive issued last month by AOA President Tommy Crooks, O.D., the AOA Washington Office mounted an active campaign with Congress and the Federal Trade Commission (FTC) to spotlight deficient and illegal prescription verification practices used by the Internet and mail order contact lens sales industry.

The AOA Washington Office sought to build support for new legislation designed to fix the problem. A bill addressing the issue, drafted by Rep. Ed Whitfield (R-KY) as the Contact Lens Consumer Health Protection Act (HR 6117), was introduced in September.

The action followed a Sept. 15 congressional hearing on contact lens sales issues during which Wiley Curtis, O.D., representing the AOA, urged Congress to make new prescription verification safeguards for patients a top priority when changes to the Fairness to Contact Lens Consumers Act (FCLCA) are considered.

In developing HR 6117, Rep. Whitfield listened closely to the patient safety concerns detailed by ODs in his western Kentucky district and across the country.

“Prescription verification abuse by third-party contact lens vendors is a significant problem,” said Rep. Whitfield. “Completing contact lens sales without properly verifying a patient’s prescription is an unacceptable business practice and clearly contrary to the best interest of consumers’ health.”

Rep. Whitfield said, “My legislation will facilitate communication between doctors and third-party vendors, ensuring that patients receive products that are safe and compatible with their documented need.”

Rep. Joe Barton (R-TX), chairman of the U.S. House Energy and Commerce Committee, meets with his AOA Keyperson Wiley Curtis, O.D., of Arlington, TX, in advance of a congressional hearing on contact lens sales Sept. 15. Dr. Curtis represented the AOA at the hearing and called for a federal crackdown on unscrupulous Internet and mail order contact lens sellers for violations of prescription verification safeguards for patients.

see More, page 4
SOMETHING NEW IS ON ITS WAY.

Coming Soon from Alcon.
The World’s First PGA without BAK.*
President’s Column

AOA responds to CL verification problem with positive solutions

I t’s one thing to document when a system is broken. It’s far better to come up with constructive solutions. That’s what AOA has done with the process of verifying contact lens prescriptions and ensuring patient health. It’s clear, despite the enactment of the Fairness to Contact Lens Consumers Act (FCLCA), and efforts by the Federal Trade Commission (FTC) to enforce the act, we are still faced with unscrupulous contact lens sellers who disregard patient health in favor of a quick sale.

Violations of the law have been plentiful, and we’ve turned the documentation of these violations over to the FTC. To their credit, they have been diligent in issuing warning letters to companies that are not complying with the law. But there comes a time when you realize that the law needs major revision.

Ever since the FCLCA was enacted, ODs have been following the rules. The FTC has found that optometrists are complying with the law and releasing prescriptions as required. On the other hand, the contact lens sellers have been dancing around the law, making prescription verification difficult, playing games with expiration dates and making the process as difficult and time-consuming for eye doctors as possible.

We appreciated the opportunity to share our concerns in testimony before Congress.

Now, we’ve worked with key congressmen to introduce legislation that addresses the ongoing problems.

Working closely with local optometrists, the Kentucky Optometric Association and the AOA, Rep. Ed Whitfield (R-KY) has just introduced the Contact Lens Consumer Health Protection Act, (HR 6117), amending the FCLCA.

HR 6117 seeks to improve the FCLCA’s ability to provide an efficient means for patients to safely purchase their contact lenses.

Reps. Charlie Norwood (R-GA), John Boozman, O.D. (R-AR), Ron Lewis (R-KY), Ralph Hall (R-TX), Tom Allen (D-ME) are original sponsors of the bill.

Here is a summary of the provisions of HR 6117 and how those provisions address ongoing problems:

In response to the ability of optometrists to communicate patient safety concerns to contact lens sellers, the bill would require each seller to establish a toll-free telephone/e-mail patient safety hotline for optometrists to communicate patient health concerns related to prescription verification requests.

A communication from an optometrist to the patient safety hotline would suspend the eight-business-hour verification period until the specified health concern is addressed.

In response to barriers to prescription verification used by certain contact lens sellers, including the use of automated telephone “robo-calls” into optometric offices, the bill would allow optometrists to specify to sellers their preference for fax, e-mail or telephone prescription verification contacts. Sellers would be required to make available at least two of the communication choices.

In response to complaints about deficient prescription verification practices, the bill would increase the penalties.

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medical history.” According to the AOA Advocacy Group, the Whitfield bill seeks to strengthen consumer safeguards on the contact lens prescription verification practices being used by third-party vendors that allow for orders to be filled without a prescription or overfilled beyond what was directed by an eye doctor.

In putting the needs of patients first, Rep. Whitfield’s HR 6117 is aimed at putting a stop to the use of automated telephone systems “robo-calls” by sellers into the offices of eye doctors and increasing fines to be imposed by the Federal Trade Commission on online and mail order sellers who violate the law.

“Contact lenses are regulated medical devices requiring a valid prescription from a licensed doctor. Third-party vendors that overfill prescriptions or who do not verify the prescriptions they are filling endanger the health and welfare of the customers they purport to serve. My legislation will ensure the proper balance of consumer choice and the health and safety of the American public,” added Whitfield.

The AOA, the Kentucky Optometric Association and the American Academy of Ophthalmology have formally endorsed HR 6117.

As AOA News went to press, the bill’s co-sponsor list included Reps. John Boozman, O.D., (R-AR); Charlie Norwood (R-GA); Tom Allen (D-ME); Ralph Hall (R-TX); Ron Lewis (R-KY); Marsha Blackburn (R-TN); Mike Ross (D-AR); and Connie Mack (R-FL).

Many of the Whitfield bill’s provisions are being opposed by the biggest Internet contact lens seller, 1-800 Contacts, Inc.

Over the last two years, the Utah-based company has mounted an aggressive, multi-million dollar lobbying campaign in Washington, DC, and state capitals seeking to compel changes to how manufacturers may market limited distribution contact lenses.

In 2005, a 1-800 Contacts-backed “channels of distribution” provision inserted in a congressional appropriations bill was defeated.

A similar appropriations provision – based on legislation sponsored by Sen. Robert Bennett (R-UT) – continues to receive consideration in the Senate.

“Contact lenses are regulated medical devices requiring a valid prescription from a licensed doctor. Third-party vendors that overfill prescriptions or who do not verify the prescriptions they are filling endanger the health and welfare of the customers they purport to serve.”
The AOA Advocacy Group released a summary of HR 6117:

In response to barriers imposed by certain contact lens sellers restricting the ability of optometrists to communicate patient safety concerns, the bill would require establishment by each seller of a toll-free telephone/e-mail patient safety hotline for optometrists to communicate patient health concerns related to prescription verification requests.

A communication from an optometrist to the patient safety hotline would suspend the eight-business hour verification period until the specified health concerns are addressed.

In response to complaints about the use of automated telephone “robo-calls” to optometric offices as a mechanism for prescription verification, the bill would allow optometrists to specify to sellers their preference for fax, e-mail or telephone prescription verification contacts. Sellers would be required to make available at least two of the communication choices.

In response to the use of unscrupulous Internet and mail order sellers that could be imposed by the Federal Trade Commission to $100,000 per violation.

In order for the U.S. House of Representatives to recognize the urgent need to strengthen prescription verification safeguards and fully protect optometric patients, we need more congressional co-sponsors for HR 6117.

Use the AOA online Legislative Action Center, at www.aoa.org, or other means, to contact your congressman/woman today to urge that he/she co-sponsor H.R. 6117.

In your message, provide your representative’s office with details of the deficient or illegal sales practices you have seen used by online or mail order sellers, including unanswerable “robo-calls,” contact lenses sold without verification of a prescription, overfilling of prescriptions and inability to communicate patient information to sellers.

Also, provide relevant information from your communications with members of Congress and their staff to the AOA Washington Office. Please contact Alicia Kerry Jones, AOA assistant director of Government Relations, at akjones@aoa.org.

As we have all seen, this is an issue that affects all of our practices and our patients on a daily basis. Now, thanks to our organization’s pro-active advocacy efforts, we have an opportunity to help Congress get it right.

By continuing AOA’s leadership in contact lens legislation, we are working to solve a serious problem, and protect our patients’ health.
Rep. Boozman running for 4th term


“It closed a loophole in the FDA regulations that allowed contact lenses to be regulated the same way as lipstick. Because it was defined as a cosmetic device, it could be sold in flea markets and salons. There was a spike in infections because there was no one there to tell those who were buying them how to properly care for the lenses. We took care of this problem by getting them regulated as medical devices,” he said. Rep. Boozman is only the fourth OD to serve in Congress and is the only one currently serving.

Rep. Boozman serves on three House committees: Veterans Affairs, Transportation & Infrastructure and International Relations. “In the next term, we will be working very hard on trying to revamp the Medicare payment schedule,” he said. “Providers are faced with a four percent cut, which is what the formula is spitting out. We need a new payment plan to at least give providers what they got before, if not more when you adjust for inflation.”

Conversely, these new requests do not require simple verification, but demand that the doctor release an actual copy of the prescription itself, which has represented a key change in online contact lens seller’s communication to prescribers.

Doctors must immediately change their responses to the online contact lens sellers requests for prescription copies under claims of agency, in order to comply with the FTC’s new guidance.

The FTC has outlined specific procedures for both contact lens prescribers and sellers to follow when the seller requires a copy of the prescription itself under a claim of agency. Doctors should be alert to requests from contact lens sellers demanding a copy of patients’ contact lens prescriptions. These are not verification requests. Normal verification requests from contact lens sellers include the patient's Protected Health Information, i.e. name, date of birth, prescription, as required by the Fairness to Contact Lens Consumers Act. Conversely, these new requests do not require simple verification, but demand that the doctor release an actual copy of the prescription by claiming to be the patient’s agent designated to receive the prescription.

First, the FTC guidance now requires sellers to make it clear to patients up front that they will be acting as the patient’s agent in order to actually act as the patient’s agent. The patient is not required to sign any documents to this effect, and no Health Insurance Portability and Accountability Act of 1996 (HIPAA) documents are required from the patient. Neither sellers nor prescribers may demand HIPAA releases from the patient. Second, sellers must include a clear statement in a communication to the prescriber in which the seller is requesting the prescription itself directly, that the seller is, in fact, acting as the patient’s agent. When a doctor receives this type of communication, he or she should make certain that it contains an express statement that the retailer is the patient’s agent for purposes of obtaining the prescription. The FTC guidance explicitly requires the seller to provide this statement, starting now.

If, and only if, this statement is included in the communication, the doctor must provide a copy of the prescription to the retailer, provided that the doctor is not expressly instructed otherwise by the patient, as detailed below.

The FTC guidance allows the doctor to contact the patient to ask if the agency designation is genuine. Oral confirmation by the patient is sufficient to confirm that an agency relationship exists with the seller, and then the doctor must send the prescription to the seller. If the patient advises the doctor that the agency designation is not genuine, the doctor must communicate evidence of that to the seller and need not give the seller the prescription until the matter is resolved with the patient.

For example, if the patient advises the doctor that the seller is not the patient’s agent, or that the patient has never heard of the seller, the doctor must record the date and time of that conversation and provide such information to the seller as the reason why the doctor cannot give the seller the prescription. Similarly, if the seller’s communication to the doctor is ambiguous about the existence of an agency relationship with the patient, or if the communication raises a question as to whether the agency designation is genuine, oral confirmation by the patient is sufficient to confirm that an agency relationship exists with the seller, and then the doctor must send the prescription to the seller.

If the doctor confirms with the patient that no agency designation was made, the doctor must not send the prescription to the seller and must inform the seller that agency has not been established. The FTC has taken significant steps in this latest guidance to prevent fraudulent claims of agency from being made by sellers and to protect patient privacy in accordance with arguments made by the AOA to the FTC on this issue, all without having to resort to cumbersome HIPAA requirements.
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More than a dozen ODs in bids for state houses

More than a dozen optometrists or candidates closely related to the profession are up for election Nov. 7. Supporting and electing these candidates affords optometry the chance to have a voice when important decisions are made on patient access, prescriptive authority, provider discrimination, scope of practice, children’s vision and other important issues at the state level.

The following candidates are running for state office this year:

- **James McClendon, Jr., O.D., of Alabama,** is running unopposed for re-election as a Republican in the state House.

- **Jeff Gonnason,** O.D., of Alaska, ran unopposed for the state House in the primary as a Republican.

- **Bette Lasky,** O.D., is running for re-election in the House District seat. He is the chair of the Health and Human Services Committee.

- **b. J. Ball,** O.D., of Michigan, is running for re-election in the 121st House District as a Republican. He is the former chair of the House Agriculture Committee.

- **Terry Marquardt,** O.D., of New Mexico, is a Republican running for re-election in the House. He is currently the Speaker of the House.

- **Phil Siestra,** O.D., of South Dakota, is running for the state Senate.

- **Monte Olson,** who is married to Lisa Glenn, O.D., Wyoming Optometric Association executive director, is running unopposed for re-election as a Democrat. He is also running to be the House Democratic majority leader. For more information, visit his Web site at www.GaryOdom.com.

- **Gary L. Odom,** Tennessee Optometric Association executive director, is running unopposed for re-election as a Democrat. He is also running to be the House Democratic majority leader. For more information, visit his Web site at www.GaryOdom.com.
California Gov. Arnold Schwarzenegger signed into law SB 579, which sets standards for licensure by endorsement along with other changes to the Optometry Practice Act, on Sept. 18.

The bill, introduced by Sen. Sam Aanestad, authorizes the California State Board of Optometry to issue a license to a person who has passed a licensing exam in another state, submits proof of licensure in good standing in every state where he or she holds a license and pays an application fee. The law also gives the board authority to approve an application where the person’s time in active practice is less than 5,000 hours during five of the seven consecutive years immediately preceding application, and pays an application fee. Such circumstances, the board may also reduce or waive the application fee.

“The new restrictions, the board decided it was a good time to work on this after Hurricanes Katrina and Rita last year,” said Tim Hart, director of Government & External Affairs for the California Optometric Association (COA). Hart noted that a precedent had also recently been set for licensure by endorsement for dentists that helped with the timing of the optometry bill.

“One member of the state board was an InfantSEE™ volunteer, and he felt compelled to remove his name from the InfantSEE™ provider list because his name was listed on the site advertising free services,” said Hart. Situations like that will no longer be a problem after the law goes into effect Jan. 1, 2007. The new restrictions allow for publicizing charitable events such as free eye screenings at schools and health fairs as long as any contingencies, such as requiring the purchase of eyeglasses or contact lenses, are disclosed.

Nearly a dozen inquiries have already been made by optometrists in other states about the new licensing process in California.

For more information, visit www.optometry.ca.gov.

“We applaud the California Optometric Association and the California Board of Optometry for enacting this important piece of legislation,” said Steven A. Loomis, O.D., chair of the AOA State Government Relations Center (SGRC). “Based on the direction of the House of Delegates, establishing licensure by endorsement in all 51 jurisdictions is a high priority for SGRC and the AOA.”

California adopts licensure by endorsement for ODs

Elizabeth Chen named president of NECO

Elizabeth Chen, a former CEO of two biotech companies in Massachusetts, has been elected as the sixth president of The New England College of Optometry (NECO).

Frank DiMella, chair of the Board of Trustees, made the announcement Sept. 21.

Chen has held a number of leadership positions in the biotech and pharmaceutical industries for the past 20 years. She was the founding CEO of Marathon Biopharmaceuticals in Hopkinton, MA, and the head of Circe Biomedical in Lexington, MA.

Chen is the first woman and the second non-optometrist to head NECO, the oldest optometry college in the country.

The college, founded in 1894, has over 400 professional graduate students and 140 full-time, part-time and adjunct faculty.

Chen replaces Alan Laird Lewis, O.D., Ph.D., an alumnus of NECO who has served as president since 1999. He announced last year that he planned to return to teaching and research at the college.

Chen, a graduate of both Yale University and The Wharton School at the University of Pennsylvania, is a trustee of the Boston Latin School Association, a private foundation providing support to her alma mater.

Chen emigrated with her family from Taiwan in 1971 and grew up outside Chinatown in Boston’s South End. She currently lives in Lexington, MA.
For the fourth consecutive year, AOA exhibited at the National Association of Community Health Centers (NACHC) annual meeting.

According to AOA staffer John Whitener, O.D., MPH, there were numerous requests for assistance in setting up eye care services in community health centers.

“While optometrists such as AOA’s Community Health Center Committee Chair Roger Wilson, O.D., have worked more than 20 years in a community health center, only 18 percent of Federally Qualified Community Health Centers provide comprehensive eye care services either in-house or on a contractual basis,” said Dr. Whitener.

Health centers deliver preventive and primary care to more than 15 million patients regardless of their ability to pay.

Health centers fund care of their patients with Medicaid, Medicare, CHIP, Early Periodic Screening Diagnosis and Treatment (EPSDT), sliding scale fees and grants from the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA).

AOA formally agrees to work with community health centers

AOA, the National Association of Community Health Centers, the Massachusetts League of Community Health Centers and the New England Eye Institute recently signed a letter of agreement to lead an effort to secure funding to underwrite the costs of a needs assessment study for eye care services at community health centers.

The organizations also will develop a collaborative strategy to respond to the results of the needs assessment study.

The AOA Community Health Center (CHC) Committee has been working since April 2006 to produce this letter of agreement.

“AOA formally agrees to work with community health centers” by John Whitener, O.D., MPH, at (800) 365-2219, ext. 4284.
Stephan M. Cohen, O.D., of Scottsdale, AZ, has been named the Great Western Council of Optometry’s 2006 Optometrist of the Year. The award recognizes Dr. Cohen’s outstanding service to the public and the profession of optometry. The awards will be presented during the 2006 GWCO Congress in Portland OR, this month, at the Doubletree Lloyd Center and Oregon Convention Center.

The Great Western Council of Optometry is an 11-state regional association of more than 10,000 optometrists.

Dr. Cohen served as president of the Scottsdale-North Rotary Club, president of the Desert Foothills Community Theater, and vice president of the Phoenix Children’s Hospital Community Outreach Program.

Dr. Cohen served as president of the Arizona Optometric Association in 2001 and has served as legislative chair. He serves on the Board of Directors of the Arizona Optometric Charitable Foundation, serving the vision needs of the underserved.

In 2005, Dr. Cohen was the Arizona Optometric Association OD of the Year. In 2003, Dr. Cohen was recognized nationally for his contribution to his patients and community as one of six doctors to be given the VSP “People First” Award.

Letters

Editor:

I recently had the opportunity to attend a legislative subcommittee hearing in Washington, DC. To say the least, it was a very educational experience for me.

Over the years, I have been involved with the AOA on many levels, but I never really had a chance to witness firsthand what they do on behalf of all optometrists. I’d like to reassure our members that we have a great team at AOA watching over any issues which may affect our ability to care for patients.

The hearing I attended was for a recently introduced contact lens bill, HR 5762, which would add to the current Fairness to Contact Lens Consumer Act.

The amount of time and expertise given to this issue by AOA was nothing less than incredible. Jon Hymes and his staff at AOA were amazing at how well they know the system in Washington, and how things get accomplished. It’s far more complicated than I ever realized.

On many levels, one has to be prepared for any number of regulatory and legislative changes which could have a direct effect on how we practice. I’m confident that our team at AOA is diligently monitoring and influencing those situations, and continue to be great advocates on our behalf.

I’d like to encourage all our members to take time to get involved with their state associations and the AOA in any capacity possible. The future of our profession and the care we’re able to provide our patients depend on it.

Also, please consider contributing to the AOA-PAC. They are our voice in Washington.

Steven S. Wolfe, O.D.
Omaha, NE

AOA offers free Diabetes Month materials

November is Diabetes Month. AOA offers members materials free-of-charge. The materials will assist members in educating their patients and communities about the seriousness of the disease.

Contents include:
- two pads of two-sided patient information (in quantities of 50), a news release for use with local print, television, and radio stations, “Signs for Life,” the community-education PowerPoint presentation recently developed by the Public Health and Disease Prevention Committee; and a quantity of vision simulator cards and diabetes “Health Information” wallet cards in English and Spanish.

AOA endeavors to increase awareness regarding the importance of regular, dilatation eye exams for individuals who have diabetes or are at high risk.

Members can request a kit by sending an e-mail to publicrelations@aoa.org.
AOA NEWS

AOA awards first Seal of Acceptance for sports eye protectors

The AOA Commission of Ophthalmic Standards awarded the first Seal of Acceptance in the “Eye Protectors for Selected Sports” category to several Liberty Sport products. Liberty Maxx-20, Maxx-21, Maxx-30, and Maxx-31 passed the necessary test procedures and met the requirements for the Seal of Acceptance in the category.

“The entire Liberty Sport organization is most pleased to be the first company to receive the AOA Seal of Acceptance for eye protectors for selected sports,” said Paul Berman, O.D., director of Professional Relations and Education for Liberty Sport. “Oftentimes, it is very confusing for the eye care professional, as well as the consumer, to identify the appropriate eyewear. We are proud that our sports frames can now display the AOA Seal of Acceptance showing that they have passed the rigorous (ASTM F803) testing.”


AOA Insurance Committee sheds light on Limited Benefit Medical Plans: “Mini-meds”

The latest offering in health insurance is a group of health insurance plans collectively known as “Mini-meds.” These plans offer limited benefits for less cost than traditional managed care plans and may cover a particular segment of the population—such as young adults or low-wage, high-turnover employees.

Traditional plans cannot meet all health benefit needs. For the employer, there is cost and the need for a high participation rate. Administering the plan is labor-intensive. Low-wage employees with limited income may not be able to afford traditional health insurance and may not be eligible because they could leave the job before the end of the required waiting period.

Most childless adults cannot qualify for Medicaid despite low or no income, which leaves them without health care. A recent report by 60 Minutes disclosed that half of all personal bankruptcies are due to medical bills. Kaiser Permanente research has shown that having health insurance improves overall health and decreases mortality by 10 to 15 percent. Further research indicates that preventive care and early intervention decrease costs and increases retention (46 percent with health insurance versus 36 percent without health insurance).

Mini-med plans are designed to offer a $1,000 or $2,000 maximum benefit, immediate availability, first-dollar coverage, and complete outpatient coverage with limited in-patient coverage. In part, this is based on two factors: 60 percent of subscribers use less than $1,000 a year in medical services and the plans must be affordable for entry-level workers. Immediate and first-dollar coverage make plans attractive to a highly mobile, low-wage population. Currently, most are group plans, although some individual plans exist.

An insurer can offer a limited benefit in many ways. One example is a “young person’s” insurance. Premiums run from $96 to $134 a month depending on the benefits desired and whether the individual picks the plan for a “thrill-seeker” or a “calculated risk-taker.” The plan covers medical, dental and vision expenses. For a relatively young and healthy single person, this plan could be ideal.

Another example is that of a hospital/surgical plan that functions as a Mini-med. It covers inpatient hospitalizations and outpatient surgeries only. Another plan covers family physician visits, wellness visits, and generic drugs, while all other services are covered at 50 percent.

The Mini-meds reduce premiums by reducing the services. The subscriber must estimate, in advance, what types of services he or she will need. Unlike traditional managed care, not all services are covered, and those that are have limits.

Traditional health insurance and Mini-meds appear to be merging. Some plans now have higher benefit limits—$5,000—to higher premiums. These plans cover the needs of most subscribers, but do not pay for expensive care such as transplants or newer, very expensive cancer treatments.

There are also “hybrid” plans that offer $30,000 to $50,000 in benefits, but with this level of benefit traditional underwriting criteria and controls are used. Still, by offering products that cover what most subscribers need, at an affordable price, all these plans are gaining popularity. Most emphasize disease prevention and early treatment. At the early stages of a disease, treatment is relatively cheap, but as it progresses, treatment becomes more expensive.

Only a few years ago, with premiums skyrocketing, companies and insurers both wondered how to provide coverage to those who needed it. The future should bring more changes as the market adjusts to both the needs of the public and the ability of the public to pay for needed health care.

Additional information can be obtained from Tom Weaver at T.Weaver@aoa.org or (703) 837-1343

NAPO honors memory of 2

The ODs representing optometry at the National Academies of Practice annual meeting recently honored two members who “left optometry with a significant loss due to their passing... and were founding members of the National Academy of Practice in Optometry.” W. David Sullins, Jr., O.D., and William Ludlam, O.D., were honored with contributions from NAPO to their alma mater, Southern College of Optometry and Pacific University. Above, from left are Norman Haftner, O.D., Ph.D., William Cochran, O.D., of SCO; William Padula, O.D., chair of NAPO, and Richard Hopping, O.D.
During the 107th Veterans of Foreign Wars (VFW) National Convention in Reno, NV, Aug. 26-31, more than 9,000 delegates to the national meeting of the nation’s largest veteran’s organization had the opportunity to learn firsthand about eye and vision care.

Members of the AOA’s Professional Relations Committee and optometrists from the Northern Nevada Optometric Society, as well as doctors from the Reno VA facility, offered eye health and vision assessments to all convention attendees.

In all, 400 patients were seen in a special AOA examining room staffed by volunteer optometrists, optometric interns, optometrists from the medical center in Reno, and AOA staff during the five-day event. The eye examinations were offered as part of a veteran’s health fair that is a featured part of the annual convention.

The Reno VFW Convention marked the third at which volunteer optometrists have offered complimentary eye examinations. The VFW convention represents the largest gathering of veterans in the nation each year.

In addition to assessing hundreds of veterans for eye health care and vision problems, the effort at the annual meeting of the 1.8 million-member organization represents an important outreach effort, demonstrating the importance of regular comprehensive eye care to generations of aging veterans and other segments of the aging population, according to Kelly Hipp, AOA director of Professional Relations. “AOA would especially like to thank the doctors of the Northern Nevada Optometric Society, particularly, Doug Devries, O.D., for his hard work in securing ODs and interns to aid in this worthwhile event,” Hipp said.

“A special thanks also goes to Marla Plecha, O.D., at the VA Medical Center in Reno for providing the equipment for this event.” The VFW will hold its 2007 annual meeting in Kansas City, MO.
Costa Del Mar, a leader in performance sunglasses for water enthusiasts, featured its 2007 collection theme around the Galapagos Islands. At Vision Expo West in Las Vegas, Costa Del Mar announced the launch of the first-ever high performance sunglasses designed exclusively for women. Shown is style Vela, which is a term Caribbean fishermen use for sailfish. For more information, visit www.castadelmar.com.

Luxottica’s Dolce & Gabbana brand is designed to be innovative and anti-conventional, underlining an instinct for sports and having fun. Shown is style 8008, an oversized mask. The wrap-around style features a plastic frame and a cut logo on the upper arm, traced out in tiny metal studs. It is available in the following colors: black, purple, dark green, red, white and blue.

The 2006 Nautica eyewear collection is designed for an adventurous and spirited lifestyle. Shown is the Marksman, a new spin on the classic shooting sunglass with polarized lenses and spring hinges. Offered in three colors: black, silver and gunmetal.

Framescape designed a completely screwless frame collection with interchangeable parts. The hinge design, shown at right, provides a comfortable flex and releases safely under excessive stress. It snaps easily back into place. The frames are available in a wide variety of styles and colors, including style 2002 shown below. For more information, visit www.framescape.com.

REM Eyewear designs stylish fit

REM Eyewear Creative Director and Vice President of Design Blake Kuwahara, O.D., and fashion designer Carolina Herrera are shown together during fashion week in New York. For the Carolina Herrera eyewear collection, which is represented by REM division Base Curve, Dr. Kuwahara created exclusive looks including a style entirely covered in lace.

REM also recently announced the release of three new styles in the Jones New York collection. Shown is style J423, a modified metal oval. The lenses are back-mounted, making for a more lightweight frame. The multilaminated temples feature a unique beveling at the center, which then twists at the tip to reveal a secondary color. For more information, visit www.remeyewear.com.

Costa Del Mar (style Vela)

Dolce & Gabbana (style 8008)

Framescape (style 2002)

REM Eyewear (Blake Kuwahara and Carolina Herrera)

Nautica (Marksman)

Luxottica (Dolce & Gabbana)

Nautica (Marksman)

Luxottica (Dolce & Gabbana)

Costa Del Mar (style Vela)

Dolce & Gabbana (style 8008)

Framescape (style 2002)

REM Eyewear (Blake Kuwahara and Carolina Herrera)

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Dolce & Gabbana (style 8008)

Framescape (style 2002)

REM Eyewear (Blake Kuwahara and Carolina Herrera)

Nautica (Marksman)
Industry Profile: Transitions

Interview with Carole Bratteig, manager, Education and Training, Transitions Optical, Inc.

Transitions Optical, Inc. – maker of the No. 1 recommended photochromic lens worldwide, Transitions® Lenses – is committed to raising awareness about the dangers of ultraviolet (UV) radiation to the eyes. Over time, this mission has expanded to encompass a global focus on the need for eye protection and “healthy sight.” Born of this idea are the recently introduced concept of “Healthy Sight Counseling” and a range of initiatives to explore factors that can compromise healthy sight, like medications.

AOA News: What is “Healthy Sight Counseling”? Carole Bratteig: Transitions defines “healthy sight” as overall quality of everyday vision and the preservation of ocular health for the future. Healthy Sight Counseling adapts the standard medical/primary care model of treatment and advocates healthy sight through three components: vision care, vision wear and education. Our Healthy Sight Counseling curriculum was recently recognized by the World Council of Optometry for incorporation into optometry schools. It was authored by several industry experts, including the AOA’s Jeffrey L. Weaver, O.D.

To support the “Healthy Sight Counseling” approach, Transitions provides research, education resources and in-office tools. Most recently, Transitions introduced a clinical review paper, Ocular Effects Associated with Medications, and a medications database that will allow eye care professionals to access information on medications that may affect healthy sight.

AOA: Why was the topic of medications chosen and how can eye care professionals educate patients? CB: Consumers are taking more medications than ever before, making the potential for side effects more likely. Our recent survey revealed that while nearly half of Americans are taking medications, almost a quarter don’t tell their eye doctor. And less than a third know the potential adverse side effects on their eyes. Recognizing these troubling findings, we decided to centralize available information on this topic for eye care professionals. The Ocular Side Effects Database, launched at the AOA Optometry’s Meeting™, is available at www.transitions.com/medications, and through the AOA Web site.

We’ve also created a toolkit explaining how to incorporate discussion on medications into eye exams and use patient education tools – like the Sight Line newsletter and in-office counter card, customizable through the Transitions Online Marketing (TOM) tool – to reinforce the message.

AOA: How can the profession learn more? CB: A short, in-office workshop is available to show how the Healthy Sight Counseling approach can be incorporated into practice; and a COPE-approved course on medications, authored by Siret D. Jaanus, Ph.D., will be introduced at the Great Western Council of Optometry exhibition in October.

For more information, visit Transitions.com or contact Transitions Optical Customer Service at (800) 848-1506.

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

Companies combine to design new Drivewear™ lenses

At a joint press conference at Vision Expo West last month, Younger Optics and Transitions Optical unveiled Drivewear™ lenses, the first polarized photochromic lenses to darken behind a car windshield.

“In the industry, it’s hard to find something revolutionary, but this is,” said David Rips, president and CEO of Younger Optics. In overcast or low light conditions, the lenses change to a green-yellow color, providing high contrast, minimizing glare and maximizing useful light.

In daylight driving conditions, the lenses turn a copper color, which reduces glare and excess light and highlights reds and greens, providing good traffic signal recognition.

When outdoors, the Drivewear™ lenses turn a dark reddish-brown color, providing maximum comfort by filtering excess light.

Drivewear™ lenses combine Transitions Photochromic Technology and NuPolar® polarization. Drivewear™ is one of several new products that fall under the category “Activated by Transitions™,” which designates special purport tinted lenses that use advanced Transitions photochromic technology, but are not included in the product category of Transitions Lenses®.

Using Activated by Transitions™, advanced dyes in Drivewear™ lenses react to visible light in addition to UV light, allowing the lenses to change color in response to current driving conditions. NuPolar® technology provides protection from blinding glare.

“These are not just two technologies thrown together, but technologies designed intelligently,” said Rips. “Drivewear™ is positioned as everyday eyewear,” said Dave Cole, general manager of the Americas, Transitions Optical. “Those who don’t wear Transitions as everyday lenses don’t know how hard their eyes are working.”

Younger Optics released Drivewear™ lenses Sept. 1 in single-vision resin hardcoating.

For more information, visit www.drivewearlens.com.
Essilor expands Varilux product lines

Essilor of America announced the expansion of its Varilux® Physio 360™ and Varilux Physio™ product lines with new materials at Vision Expo West in Las Vegas.

“Clearly, no product on the market offers West in Las Vegas the product lines with new Varilux Physio 360™, said Mike Daley, president of Essilor Lenses. “Not only will these lenses offer patients the sharpest progressive vision possible to allow them to see near, far and everything in-between with the fewest higher order aberrations, but they are also now available in materials that meet each patient’s individual needs.”

Beginning in September, the product lines became available in Thin&Lite® 1.60 in clear and, for the first time, in Transitions® lenses. Thin&Lite is now the only 1.60 index material available with three premium brands: Varilux, Crizal®, and Transitions Lenses.

Starting in October, the products will be available in Airwear® Polarized material, allowing patients to have the clarity of W.A.V.E. Technology™ with UV protection and the comfort of a Polarized lens, according to Essilor. Airwear carries the AOA Seal of Acceptance for Ultraviolet Absorbers/Blockers.

In December, Varilux Physio 360™ and Varilux Physio will also be available in Thin&Lite 1.74. Thin&Lite 1.74 is the thinnest, flattest lens available, according to Essilor.

For more information, visit www.varilux.com.

Shamir relaunches premier PAL

Shamir Insight, Inc. announced a relaunch of its premium progressive lens Creation at Vision Expo West in Las Vegas on Sept. 14.

“Our mission and vision is to have the best technology at any time,” said Raanan Naftalovich, Shamir CEO.

“Launching Creation was a very exciting step for us. We knew it would be a hit with both the ECPs and patients. Creation represents the next level in premium progressive lenses. It provides an aesthetic appeal with an advanced technological design, resulting in a flatter surface allowing for higher resolution,” Naftalovich said.

The Creation lens is developed with patent-protected Freeform Optics™ that use digital molds, which allows them to produce a lens that has six times better resolution than leading competitors, according to Shamir.

Creation features an extended base curve selection that produces a lens that is 30 percent flatter than standard progressive addition lenses.

“Creations’ success reinforces our commitment to offer superior designed lenses,” said Carmen Renschler, vice president of sales. “The feedback received from ECPs regarding their patients’ ease of adjusting to the new lens has been phenomenal.”

For more information, visit www.shamir-lenses.com.

Amy Sacks Eyewear and Accessories announced the addition of new eyewear jewelry and cases to its collection of reading glasses, sun readers and sunglasses. The new jewelry includes necklaces designed with frosted glass, natural river stones and “beaded beads,” which are tiny seed beads woven together. The necklaces can be worn alone or as an accessory to hang and hold eyewear. For more information, visit www.amysacks.com.

EMRlogic enhances appeal of software

EMRlogic made several announcements regarding its OD Professional™ practice management software and other industry leaders at Vision Expo West in September.

EMRlogic and Acumenex announced a joint effort to create an integration platform between OD Professional and LensPort, a consumer contact lens portal. “Retailers and independent optometrists are losing significant volumes of contact lens reorder to online marketers,” said Matt Whitney, Acumenex.com president. “LensPort is a Web-based solution for automating patient order input, prescription verification, billing and fulfillment. It enables traditional retailers and eye care professionals to drive patient online reordering through their businesses, rather than losing that revenue to online retailers.” For more information, visit www.acumenex.com.

EMRlogic and Eyefinity also announced the release of OD Professional’s interface for VSP claims submissions. OD Professional users can now electronically submit VSP claims and lab orders, along with non-VSP insurance claims. For more information, visit www.eyefinity.com.

EMRlogic provided information about Kellner-CCOM and SurePractice data conversion into OD Professional. The high-powered conversion now allows for a seamless transition to a premier high-end solution, according to EMRlogic.

For more information about the practice management software, visit www.odprofessional.com.
Meetings

October

GREAT WESTERN COUNCIL OF OPTOMETRY
ANNUAL CONGRESS
Oct. 19-22, 2006
Doubletree/Oregon Convention Center, Portland
Marti L. Wangen, CAE
456/443-1160
200OAOnews@aoa.org
www.aoa.org

NEBRASKA OPTOMETRIC ASSOCIATION, INC.
ANNUAL MEETING
Oct. 20-22, 2006
Keenley, NE
402/474-7716
FAX 402/476-6547
naco@aoscliffs.net
www.aoa.org

NEW ENGLAND PROFESSIONAL CONFERENCES
Fall Optometric Seminar Oct. 22, 2006
Marbourn, MA
Janet Swartz
978/470-3500
nepc@comcast.net
www.aoa.org

OREGON OPTOMETRIC PHYSICIANS ASSOCIATION
AOT Hyattsville Course Oct. 18, 2006
Lloyd Center Doubletree, Portland, Lynn Olson
503/654-5036
FAX 503/659-1189
oapa@aoscliffs.net
www.oregonoptometry.org

COLLEGE OF OPTOMETRISTS IN VISION DEVELOPMENT
Pointe Hilton at Squaw Peak, Phoenix, AZ
330/393-0718
info@covid.org
www.covd.org

INTERNATIONAL LIGHT ASSOCIATION
ANNUAL MEETING, Oct. 16-22, 2006
Heidelberg, Germany
http://www.international-light-association.org
Dr. Jennifer Brailin, 800/814-3369

Doubletree Inn Bismarck, ND
701/258-6766
rdlamb@bismarck.net
www.ndeyeis.org

November

LIGHTHOUSE INTERNATIONAL
DVI – Pediatric Low Vision Care
Nov. 2-3, 2006
New York, NY
212/871-9437
czast@lighthouse.org
www.lighthouse.org/czast

AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL MEETING, Nov. 4-8, 2006
Boston, MA
www.apha.org

OEP CLINICAL CURRICULUM EXAMINING INFANTS AND CHILDREN THROUGH AGE 3, Nov. 4-5, Grand Rapids, MI
800/447-0370
www.baboo.org

MARYLAND OPTOMETRIC ASSOCIATION, INC.
CONVENTION AND CONTINUING EDUCATION FORUM Nov. 11-12, 2006
Hyatt Regency, Baltimore, MD
410/727-7800
www.marylandeyes.com

AMERICAN ACADEMY OF OPHTHALMOLOGY
Nov. 11-14, Las Vegas, NV

NEW YORK STATE SOCIETY OF OPTICIANS (NYSSO) AND THE OPTICIANS ASSOCIATIONS OF NEW JERSEY (OANJ)
A J OINT NEW YORK AND NEW JERSEY CONTINUING EDUCATION SEMINAR Nov. 15, 2006
Dave & Busters, at Palisades Center, West Nyack, NY
518-426-5959
nyso@opshil.com
www.nyso.org

PENNSYLVANIA OPTOMETRIC ASSOCIATION
GLACIOCA UPDATE 2006
Nov. 19, 2006
Harrisburg/Hershey, PA
Ilene K. Sauertieg
717/233-6455
ilene@sauertieg.org

SOUTH CAROLINA OPTOMETRIC ASSOCIATION, Nov. 30-Dec. 1, 2006
Hilton Head, SC
803/799-6721 or 800-868-0377
FAX 803/799-2305
Email: oep@ctl.com
www.sc-eyeis.org

December

MAINE OPTOMETRIC ASSOCIATION, INC.
Dec. 1, 2006
Freeport, ME
www.maineopticians.org

OEP CLINICAL CURRICULUM VT/VISION DISFUNCTIONS
Dec. 6, 2006
Phoenix, AZ
Theresa Krajci
800/447-0370
www.baboo.org

CALIFORNIA OPTOMETRIC ASSOCIATION
MONTEREY SYMPOSIUM (formerly known as the Fall Symposium)
Oct. 10-12, 2006
Montery Marriott Hotel & Convention Center, Monterey Palisades
800/777-5738, ext. 228

PORTLAND OPTOMETRIC SOCIETY FALL EDUCATION CONGRESS
Nov. 10-12, 2006
Grove Park Inn, Asheville, NC
212/821-9487
FAX 212/821-9781
czast@lighthouse.org
www.lighthouse.org/czast

AMERICAN ACADEMY OF OPTOMETRIC ASSOCIATION December 7-10, 2006
Denver, CO
Cathy Czast
212/821-8487
FAX 212/821-7978
czast@lighthouse.org
www.lighthouse.org/czast

January

EYE CARE ASSOCIATES, INC.
ANNUAL MEETING AND CE Jan. 13-14, 2007
Williamsburg Marriott, Baltimore, MD
702/776-5666
www.marylandeyes.com

BROOKLYN COUNTY OPTOMETRIC ASSOCIATION
WINTERMEETING RETREAT
Jan. 21, 2007
Hyatt/Par 66 Hotel, Ft. Lauderdale, FL
800/808-5018
772/483-3274
bro報導@eadeyes.com
www.brooneyes.com

PRESIDENTS’ COUNCIL January 25-27, 2007
St. Louis, MO

Scottsdale, Arizona
33rd Annual Invitational
33rd Annual Invitational
Rahsaan Suite Hotel,
Scottsdale, Arizona
Jean Lynch
800/328-0025
FAX 602/266-6336
jane@aoa.org

CONNECTICUT ASSOCIATION OF OPTOMETRISTS
Jan. 28-29, 2007
Mohagen Sun Casino, Uncasville, CT
Debra VanBuskirk
877/825-2020
www.AEOptometrists.org

For more meetings information, visit www.AOANews.org.

To submit an item, send a note to EventCalendar@aoa.org

February

MINNESOTA OPTOMETRIC ASSOCIATION, INC.
February 1-3, 2007
Brooklyn Park, MN

AEA CRUISE SEMINAR – Western Caribbean
Feb. 3-10, 2007
Star Princess
Dr. Mark Rosanova
888/638-6009
www.aecruises@aol.com

HEART OF AMERICA CONTACT LENS SOCIETY CONTACT LENS AND PRIMARY CARE CONGRESS, Feb. 16-18, 2007
Hyatt Regency Crown Center, Kansas City, MO
www.hoacls.org
registration@hoacls.org
316/681-0991

AWE CRUISE SEMINARS – South America
February 12-24, 2007
Golden Princess
Dr. Mark Rosanova
888/638-6009
www.aecruises@aol.com
www.optometriccruises4n.org

107TH TEXAS OPTOMETRIC ASSOCIATION ANNUAL MEETING
Feb. 16-18, 2007
Renaissance Austin Hotel, Austin, TX
512/701-0200
http://aota.org

SECO
Feb. 21-25, 2007
Albany, GA
www.seco.org

18 • AOA NEWS
CHIEF OF OPHTHALMIC SERVICES AND MATERIALS

The College has an opening for a Chief of Ophthalmic Services and Materials in The Eye Center, the on-campus optometric practice. Reporting to the Vice President for Clinical Programs as a key member of The Eye Center leadership. The Chief supports SCO’s mission through management of The Eye Center’s Optical, in addition to teaching, mentoring and supervising student clinicians.

- Supervises optical staff, provides optical services to patients, develops marketing strategies and tools, and has responsibility for optical fiscal integrity.
- Management areas include product selection and placement, inventory control, budgeting, personnel management and internal marketing.
- Must possess excellent communication and organizational skills, and ability to establish relationships with key constituencies.
- Position requires OD degree and five years of experience in a setting where services included the provision of optical services and materials.
- The successful candidate must demonstrate ability to articulate with enthusiasm and energy the value to patients of effective ophthalmic services and materials.
- Requires some travel and ability to attend evening or weekend events.

Excellent benefits include sixteen paid holidays; personal vacation; medical, vision, life and disability insurance; plus outstanding employer retirement contribution. Salary commensurate with qualifications and experience.

Email curriculum vitae to Dr. James Burke at jburke@sco.edu or fax to 901-722-3280.

SCO is an equal opportunity, affirmative action employer and encourages women and members of racial or ethnic minorities to enter into candidacy for this position.

DEAN OF THE COLLEGE OF OPTOMETRY
WESTERN UNIVERSITY OF HEALTH SCIENCES

Western University of Health Sciences (Western U), an academic health center in Southern California, is pleased to announce the addition of a College of Optometry and is seeking nominations and applications for the position of Dean for this new college.

The Dean serves as the chief academic officer of the college and is charged to develop a contemporary educational program, graduating a comprehensive family-practice optometrist with particular strengths in neuro-optometry to serve the increasing public need for those with developmental impairments, brain disorders and trauma, and the visual consequences of aging.

Candidates must show skills in leadership, be attuned to future trends in optometry, and be proactive in identifying program, research and clinical opportunities.

The ideal candidate will have an O.D. degree, or the equivalent, and have strong skills in program development. The Dean, as an advocate for the college and faculty, must provide positive change and be committed to advancing the unique role of Western University in optometric education.

Founded in 1977, Western U is a non-profit, graduate university for the health professions. The campus is located on 25 acres in historic downtown Pomona, California. Western U has over 2000 students who are studying toward degrees in osteopathic medicine, pharmacy, graduate nursing, physical therapy, physician assistant studies, health professions education and veterinary medicine. Programs in dentistry and podiatry are now under development. The new College of Optometry will be embedded within a rich milieu of health professions dedicated to innovative education and multidisciplinary health care.

Candidates must submit a letter of interest, a comprehensive Curriculum Vitae and professional reference information with the e-mail addresses of at least four references.

Please send applications to:
Dr. Benjamin L. Cohen
Executive Vice President for Academic Affairs/Chief Operating Officer
309 E. Second Street
Pomona, California 91766-1854
www.westernu.edu

Western University is an equal opportunity employer and is especially interested in receiving applications that will contribute to the diversity of the community.

How Did Your Practice Perform in 2005?

LIMITED TIME OFFER

Have you ever wondered how your practice compares to others of similar size? Here’s your chance. May & Company CPAs is offering a review of your 2005 tax data and our annual Industry Comparison Report.

This report allows you to anonymously compare your practice side by side to others in the eye care industry and our review may identify ways to save you money. May & Company prepares and reviews hundreds of OD tax returns each year; this is your chance to check us out.

This service has only been offered to our clients and is now available to you for $250, but only until November 30th. There is no obligation, so call us today to inquire about our Industry Comparison Report and see if we can save you tax dollars.

601.636.0096
kenhicks@maycpa.com
Arizona Optometric Association

Fall Congress
November 10-12, 2006
Hilton Sedona Resort & Spa
Sedona, AZ
Room Rate: $194
Reservations: 877-273-3762;
Reservations deadline is October 6, 2006
18 hours of COPE and Arizona Approved CE

Register now for Continuing Education and Golf Tournament
1702 East Highland #213, Phoenix, Arizona 85016
602-279-0055; 800-346-2020
Fax: 602-264-6356

Arizona Optometric Association

Broward County Optometric Association
GOLD COAST EDUCATIONAL RETREAT
Saturday/Sunday, January 20-21, 2007
Hyatt Regency/Pier 66, Ft. Lauderdale
17 hours CE, all COPE approved or approval pending, including:
Florida jurisprudence, Medical Errors; 8 hours Florida TQ
Featured Speakers include:
Kathryn Dumbleton, MSc, F.A.A.O. – silicone hydrogel lenses
John Flanagan, PhD, MCOptom, F.A.A.O. – glaucoma
Dennis Pardo, O.D., MPH – dry eye
Stephen Pascucci, M.D. – anti-infectives
For a brochure or more information, contact BCOA@browardeyes.org or Steve or Lynne at 800-808-5018.
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GWCO congress 2006
October 19–22, 2006
Portland, Oregon
Oregon Convention Center & Doubletree-Lloyd Center
NEW! One-day registration fees available
The popular breakfast seminars are returning
For further details, call 406.443.1160 or visit our website
www.gwco.org

The University of Alabama at Birmingham, School of Optometry, Department of Optometry invites applications for two full-time, tenure-track appointments at the rank of Assistant Professor or Associate Professor. The ideal candidate for each position is a clinician-scientist who holds the O.D. degree, has relevant post-doctoral research experience or a clinical residency, and a strong desire to engage in creative and contemporary clinical research. Candidates will be expected to establish or maintain a program of independently funded clinical research. A competitive salary, attractive start-up package, and ample research space will be provided. We are particularly interested in individuals with expertise in ocular disease, contact lenses, tear film physiology or cornea. The successful candidates will have ample opportunity to teach, provide patient care, and to participate in a supportive research environment.

Candidates for these positions must submit a letter of interest, current curriculum vitae, and a list of three professional references to:
Jimmy D. Bartlett, O.D., Sc.D., Chair, Department of Optometry, School of Optometry, 1716 University Blvd., University of Alabama at Birmingham, Birmingham, AL 35294-0010

Deadline for receipt of applications is December 1, 2006 or until the positions are filled.

Tenure Track Faculty Positions
Department of Optometry, School of Optometry
University of Alabama at Birmingham

GREAT WESTERN COUNCIL OF OPTOMETRY
Are you buying or selling a practice?

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Appraisals
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Classifieds

Professional Opportunities


ATLANTA, GA Optometrists needed Full time & part time positions available in the Atlanta, GA area. Excellent salary, benefits, plus commission. Please contact Dr. Mark Lynn, O.D. 1-800-250-4251 x009 or email drmarklynn@drmarklynn.com

A NEW VISION IN PRACTICE SALES - BUYING OR SELLING? Practice Concepts specializes in practice sales for eyecare professionals. Led by Alissa Wald, O.D. and Scott Daniels, our nationwide team combines over 75 yrs experience in finance, management and hands on practice ownership. We’re in practice to advance your practice. For more information and current listings visit www.practiceconcepts.com or call 877-778-2020.

Busy Refractive Practice in Southern California seeking a personal, outgoing Optometrist to work in our Surgery Centers. FT/PT positions available in Orange County, San Gabriel and Los Angeles. Please fax resume to 626-963-2544 Attn: Kimmery Burchfield

FLORIDA- FT/PT independent Optometry positions located throughout entire state Guaranteed lucrative per diem & bonus. Will pay travel. 954-679-6662/deshannon@fso.com


INDIANA – Southern. Solo Practice. Excellent location and excellent reputation. Fair Market Value - $85,000.00. CONTACT PRACTICE BROKER RICHARD S. KATTOUF, O.D., 800/745-3937

INDIANA – Southern. Solo Practice. Excellent location and excellent reputation. Fair Market Value - $85,000.00. CONTACT PRACTICE BROKER RICHARD S. KATTOUF, O.D., 800/745-3937

SOUTHWEST ILLINOIS - Optometric Practice Fair Market Value $183,000.00. CONTACT PRACTICE BROKER RICHARD S. KATTOUF, O.D., 800/745-3937

TENNESSEE – Two-part time opportunities available in the Madison (2-3 days), Wausau, Stevens Points (2-3 days), LaCrosse (2-3 days). We offer excellent compensation, established patient base and flexible schedule. If interested, please call Maria (toll free) at 877-724-4410 or email your CV to: newman5150@aol.com

TEXAS- Full-time motivated optometrist needed at a prominent refractive surgery center in Dallas. Work with an experienced corneal surgeon and a friendly staff. Offering an exceptional salary with excellent benefits including bonuses, vacation, 401K, and fully paid dental/medical/and life insurance. E-mail optometrist2006@gmail.com

VIRGINIA- A Great Opportunity for an experienced optometrist. 671-546-6999/888-277-6633 or email info@promed-financial.com

DO YOU WANT MORE VISION THERAPY PATIENTS? Are you tired of seeing patients walk out the door without getting the care that they need? Why wait until another patient says “If insurance doesn’t cover it…” Call today and find out how to ensure patients follow through with vision therapy regardless of insurance coverage. Expansion Consultants, Inc. – Specialists in consulting VT practices since 1988. Call toll free 877-248-3823, ask for Toni Bristol.

I NEED FRAMES, temples, bridges and/or stock, or Used. Full, Semi, or Rimless styles. Contact GF Specialties, Ltd. 800/561-6926.

VIRGINIA - Beautiful Shenandoah Valley. FT/PT optometrist needed for a fast growing, upscale, primary eye care practice. New, state-of-the-art equipment and facilities. Employee and partnership opportunities. www.marrowfamilyeye.com or 540.442.7742.

VIRGINIA- Central – Immediate opening for personable, hardworking full time optometrist in busy five location group practice for our Lynchburg, Virginia office. Purchase opportunity in several years. Please email CV to: newman5150@aol.com

WISCONSIN- Growing Optometry practice has part-time positions available in the Madison (2-3 days), Wausau, Stevens Points (2-3 days), LaCrosse (2-3 days). We offer excellent compensation, established patient base and flexible schedule. If interested, please call Maria (toll free) at 877-724-4410 or email your CV to: newman5150@aol.com

Miscellaneous

AMAZING - FINANCING - 100% - Acquisition, Debt Consolidation, Equipment, Real Estate, Working Capital. Fast Approvals, Low Rates, Terms – 15 Years. ProMed Financial, Inc. – 888-277-6633 or email info@promed-financial.com

Tennessee- Internal opening for a solo practice in a community in Central Tennessee.

Arizona- Unique opportunity to join a growing major eye care chain.

New Hampshire- Presenting an opportunity for an experienced optometrist.

South Carolina- Full time Optometrist needed to work at a new, busy practice.

Utah- Single practitioner practice for an optometrist.

California- New, state-of-the-art equipment and facilities. Offering an exceptional salary with excellent benefits including bonuses, vacation, 401K and fully paid dental/medical/and life insurance. E-mail optometrist2006@gmail.com

360 Park Avenue South - 9th floor, New York, NY 10010.

Effective the October 9, 2006 issue onwards, Classified advertising rates are as follows: 1 column inch = $50 (40 words maximum) 2 column inches - $100 (80 words maximum) 3 column inches = $150 (120 words maximum). This includes the placement of your advertisement in the classified section of the AOA Member Web site for two weeks. An AOA box number charge is $30.00 and includes mailing of responses. The envelope will be forwarded, unopened, to the party who placed the advertisement. Classifieds are not commissionable. All advertising copy must be received by e-mail at k.spurlock@elsevier.com or fax by 212.633.3820. Call Keida Spurlock, Classified Ad Sales Contact, 360 Park Avenue South, 9th Floor, New York, NY 10010.

Advertisements may not be placed by telephone. Advertisements must be submitted at least 30 days preceding the publication. All ad placements must be confirmed by the AOA - do not assume your ad is running unless it has been confirmed. Cancellations and/or changes MUST be made prior to the closing date and must be made in writing and confirmed by the AOA. No phone cancellations will be accepted. Advertisements of a “personal” nature are not accepted. The AOA NEWS publishes 18 times per year (one issue only in January, June, July, August, November, and December, all other months, two issues.) and posting on the Web site will coincide with the AOA NEWS publication dates. Call Keida Spurlock – Elsevier ad sales contact – at 212.633.3986 for advertising rates for all classifieds and showcase ads.

Classified Advertising Information

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READY FOR SCHOOL

C Series Pamphlet
C1 - Your Preschool Child’s Eyes
C2 - A Look at Reading and Vision
C3 - Your School-Age Child’s Eyes
C10 - A Teacher’s Guide to Vision Problems
C20 - Toys, Games, and Your Children’s Vision
C24 - Your Baby’s Eyes
AOA Member price: $16.00/100

Eyes Materials
WE-1 Be Wise About Your Eyes Activity Book
AOA Member price: $55.00/100
WE-2 Be Wise About Your Eyes DVD
AOA Member price: $20.00 (DVD or VHS)
WE-3 Be Wise About Your Eyes VHS
AOA Member price: $20.00 (DVD or VHS)
WE-4 Rainbow Stickers
WE-5 Eye Chart Stickers
AOA Member price: $10 per roll of 100

Spanish Q Series Pamphlet
Answers to Your Questions About
SPQ1 - Common Vision Conditions
SPQ2 - Astigmatism
SPQ3 - Glaucoma
SPQ4 - Cataracts
SPQ5 - Lazy Eye
SPQ6 - NearSightedness
SPQ7 - Farsightedness
AOA Member price: $14.00/100

Mail this completed order form to: American Optometric Association Attn: Order Department, 243 N. Lindbergh Blvd, St. Louis, MO 63141-7881 Telephone toll-free (800) 262-2210 FAX the completed form to: (314) 891-4101 E-mail your order to JRPayne@AOA.org

Name ____________________________ Name ____________________________
Title ____________________________ Corp. Name ____________________________
Address ____________________________ Address ____________________________
City/State/Zip ____________________________ City/State/Zip ____________________________
Phone (________) FAX (________) E-mail or Web site: ____________________________

SHIPS TO (if different) ____________________________

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All shipping, handling, and applicable sales tax will be added.

AOA Member Number ____________________________

Please send AOA membership information

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SUBTOTAL: ____________________________
STATE SALES TAX: ____________________________
TOTAL: ____________________________

NO RETURNS ACCEPTED AFTER 30 DAYS
Rejuvenating formula supports the health and well-being of your patients’ eyes

- Fortified with 4 beneficial electrolytes and taurine for healthy lens wear
- Only COMPLETE MoisturePLUS® Multi-Purpose Solution has 2 FDA-recognized demulcents:
  - PROPYLENE GLYCOL penetrates the lens
    - hydrates and keeps water inside the lens
  - HPMC coats the outer surface of the lens
    - conditions the lens and seals in moisture
    - slowly releases throughout the day
- Low cytotoxicity, protects corneal barrier function
- Helps maintain a healthier tear film

Experience the REJUVENATION


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