

DEC 2018



# Focal Point

*Newsletter of the Arizona Optometric Association*

## JOIN US FOR CE IN THE BEAUTIFUL ARIZONA DESERT!

**18 HOURS OF COPE CE TO BE OFFERED**

The 2019 Bronstein Contact Lens & Cornea Seminar will be held January 11-13 at the beautifully-appointed Hilton Scottsdale Resort & Villas in Scottsdale, AZ.

Hilton Scottsdale Resort & Villas is located in the heart of Scottsdale, Arizona, within minutes of shopping, dining, world-class golf, and business districts. Set in the shadow of the majestic Camelback Mountain, this AAA Four Diamond Scottsdale resort combines a relaxed ambience with decor inspired by the Sonoran Desert.

Unique from other Scottsdale resorts are our spacious two-bedroom villas that can sleep up to eight with a full kitchen and dining area. Upgrade to one of these secluded villas and enjoy beautiful views from your private patio, and access to the private pool dedicated solely to villa guests. Stay connected with free WiFi in every Scottsdale hotel room.

Take advantage of the many amenities at our Scottsdale hotel without a resort fee. Spend your days relaxing poolside with cocktail in hand, experiencing a BodyWalking treatment at our spa or indulging at one of our three onsite restaurants, including Fleming's Steakhouse.

The 2019 Bronstein Seminar promises to offer an outstanding line-up of education including courses on scleral topography, multifocal CLs, corneal dystrophies, managing corneal disease and so much more. Please join us for perfect weather in the heart of Scottsdale, AZ!

This year's notable faculty includes:

- Mr. Patrick Caroline
- Dr. Robert Fintelmann
- Dr. Robert Kelly
- Dr. Clarke Newman

Please visit [www.azoa.org/Connect](http://www.azoa.org/Connect) for more information ■

# PRESIDENT'S MESSAGE: BY DR. BETH PYLE-SMITH

Since our last newsletter, I attended several meetings in Portland, OR and Arlington, VA and our Fall Congress in Sedona. The following are summaries of the meetings.



Besides the exceptional continuing education courses offered, the main topics of discussion at GWCO this year revolved around the AOA and what they are working on: Telehealth, Future Practice Act, Think About Your Eyes Marketing (TAYES), DOC access, Illegal CL sales, and the new Bill HR 6639 Diabetic Vision Loss and Prevention Act. The AOA and OPACA are staying vigilant. There is a lot on the forefront. Remember, our profession is a legislatively ruled one, so if we want to continue to perform and expand what we do, we must also protect what we have so far. Its time to Donate to AOA PAC to fight the national battles AND the OPACA for our state ones. We will need strong PAC funds for both. Log on now to the [www.AZOA.org](http://www.AZOA.org) and donate to OPACA and [www.AOA.org](http://www.AOA.org) to donate to the AOA PAC.

In Arlington, VA this past October, Drs Stacey Meier, Chris Parot, Caroline Griego and myself attended the Health Care Payor Advocacy Meeting. Key walkaway points were: HR 3635 the local coverage determination clarification act. This requires MACs CAC meeting to

be open to the public and on the record to provide more transparency. CMS is proposing changes on or after January 2019 regarding the Medicare Physician Fee Schedule. Simply put, the CPT proposed changes are on the 99000 E/M codes, where they plan to consolidate from 10 E/M procedure codes to only four (2 new and 2 established) with add on/additional payment codes. (see CMS.gov website for more information) There are also MIPS proposed changes which state currently that any doctor billing less than \$90k or seeing fewer than 200 Medicare patients can qualify for an exemption. The new proposal will add a third part, if you are billing fewer than 200 billing procedures, then you can be exempt. This means fewer doctors will be eligible for the exemption. Sign up for AOA MORE. If your EHR is not compatible for MORE, the AOA website has directions for a paper filing.

If you missed the Fall Congress in Sedona, then you were one of the few. We had record breaking attendance, superb continuing ed lectures, a short membership meeting (yay!), super fun Casino night with several high rollers winning great prizes donated by our terrific vendors, and lots of opportunities to network and have fun. The weather was great and extremely difficult to stay indoors. If you asked anyone who attended, they'd tell you it was the funnest Congress yet and they plan to return again next year. The 2019 Bronstein Contact Lens & Cornea Seminar is this coming January and you can register on the AZOA website.

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Our recent Cope and Cocktails event, held at the Culinary Dropout, was a great way to catch a few extra CE hours. Co-Sponsored by Avedro and the AZOA, Dr. Kevin Tozer had everyone up to date on the latest treatments for Keratoconus and Fuchs. Our Cope and Cocktails events are held quarterly, watch you emails for the next one!

An important note, as of July 2018, Gov. Doug Ducey signed the law that states all physicians must have 3 hours of Opioid training in order to renew [your] license. The State Optometry Board is still working on the verbiage, but has worked with Midwestern AZ College of Optometry to provide a course for those that need their license renewed this year or in the next several months. On December 12th, you can attend this 3 hours course at Midwestern College to get this requirement. Log on to [www.midwestern.edu/opioidce](http://www.midwestern.edu/opioidce) to register.

As the holidays fast approach us, I would like us all to remember the reasons we do what we do, what made us chose this profession, and those that have helped us get there. Memories are the greatest gifts no one can ever discard, love those that are with you and think of those that are not. Thank you all for allowing me to serve as your President this year, it has been an honor thus far.

Happy Holidays!

Connect, Evolve and Thrive.

**AZOA President, Dr. Beth Pyle-Smith**

## 2018 - 2019 Board of Directors

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# AZOA MEMBER NEWS

## 2019 AZOA Awards - NOMINATIONS DUE JANUARY 28th

It's that time of year - time to nominate an outstanding OD and Young OD to be presented at our 2019 Spring Congress being held April 5-7 at JW Marriott Tucson Starr Pass - NEW LOCATION!. Nominations are accepted from the entire membership, and any AZOA member in good standing is eligible for nomination. Please note that all nominations are confidential. Final selections will be made by the committees and voting block as defined in AZOA policy.

Please consider the following criteria when making your nominations:

OD of the Year - This professional service award recognizes an individual for outstanding participation and contributions to organized optometry in his or her community. It is intended that this award be used to indicate one person whose cumulative service up to the time of presentation exemplifies the tradition of unselfish service for the betterment of his or her profession and community.

Nominees should be evaluated on the following criteria: 1. Public Service to the country or state, education, community, religious or service organization, charitable cause; 2. Service to the vision welfare of the public with sight-saving groups, legislative activities, participation in a health care program, participation in public service programs such as screenings; 3. Service to the profession of optometry; and 4. Service to AOA or AzOA.

Young OD of Year - This professional service award recognizes an individual for outstanding participation and contributions to organized optometry in his or her community. It is intended that this award be used to indicate one person whose cumulative service up to the time of presentation exemplifies the tradition of unselfish service for the betterment of his or her profession and community.

Nominees for "Young OD of the Year" should be selected for: 1. Their special leadership; 2. Innovative thinking; 3. Organizational skills; and 4. Substantive contributions and efforts in the community. 5. In practice for less than ten years.

To submit ONE (for OD and Young OD) nomination by January 28, please contact the AZOA office via email: [kate@azoa.org](mailto:kate@azoa.org), fax: 602.264.6356, or via regular mail: 1702 E Highland Ave, Ste. 213, Phoenix, AZ 85016.

YOUR NOMINATION MUST INCLUDE THE NOMINEE'S NAME AS WELL AS A FEW SENTENCES DESCRIBING WHY YOU ARE NOMINATING HE/SHE. YOU CAN EMAIL YOUR NOMINATION TO

[KATE@AZOA.ORG](mailto:kate@azoa.org)

ONE NOMINATION (FOR OD AND YOUNG OD) PER PERSON PLEASE.



# SAVE THE DATE:

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

**Tuesday, March 26th, 2019**  
Serving corndogs, chocolate-dipped strawberries and fresh-squeezed lemonade from 11AM-1PM on the Capitol Lawn.

***Volunteers are needed. Set up (9am-11am) & clean up (1pm-3pm)***

***Please contact Annette at [drhanian@completevisioncare.com](mailto:drhanian@completevisioncare.com)***

Dues invoices for 2019 will soon be mailed to AZOA Members. Please note the following:

Dues Amount:

AZOA Dues were not increased in 2019. Dues for the AOA (the portion paid to the national office) were increased by 2.2%

Good news! You can pay your dues online! Once you receive your 2019 dues invoice, please visit [www.azoa.org](http://www.azoa.org) and select Pay Your Dues from the drop down menu under the Membership Tab or paste the following link to your URL: <http://www.azoa.org/page-1075210>

**Please be sure to log-in with your email address and password.**

You can still mail in a check to the AZOA office for your 2019 dues or pay with a credit card by sending back the form enclosed with your invoice.

Want to be hassle free? Please contact JoAnne at the AZOA office to set up automatic payments to your credit card. If you are already set up with reoccurring payments you do not need to do anything for 2019. You will not receive an invoice. How easy is that?!

Tax Deductibility:

Contributions or gifts to the American Optometric Association (AOA) and the Arizona Optometric Association (AzOA) are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. The AOA estimates that the non-deductible portion of your AOA 2019 dues – the portion allocable to lobbying – is 11%. The AZOA portion is estimated to be 30%. You should contact your own accountant to confirm your specific situation.

Arizona Optometric Association

1702 E. Highland Ave.

Ste. 213

Phoenix, AZ 85016

602-279-0055 Phone

800-346-2020 Toll-Free

602-264-6356 Fax

<http://www.azoa.org>

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**HELPING YOUR PATIENTS MAINTAIN THEIR INDEPENDENCE SINCE 1992**

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# AOA-PAC UPDATE: BY DR. CHAD CARLSSON

Dear AZOA Members,

This is Dr. Chad A. Carlsson, your AOA-PAC Chairman for the AZOA and now AOA-FAR liaison for the AOA. This roll was recently designed to develop a more one-on-one communication between our PAC donors and communication about what the AOA-PAC is up to in Washington, DC.

The Acronym “FAR” stands for Federal Advocacy Representative and it will be my responsibility to develop a strong bond between our donors and the AOA-PAC. In part what this will entail is reaching out to a reliable source of donors to raise \$1000 3-4 times per year on behalf of our State and that money raised will specifically go to an Opticrat that has been a big supporter of Optometry. The idea is for the AOA to reliably raise “last minute monies” for a particular Opticrat from any State in our country to help with their campaign fund raising!

How impressive that will look for us as a profession if we could raise up to \$50,000 at a time if all State AOA-FAR reps could accumulate \$1000 in each one of our 50 great States at a given

time. This grassroots effort is imperative for us to succeed as a profession and “move the ball forward” when it comes to the AOA agenda on Capitol Hill. When we collectively as a professional association can hand over a check for \$25,000 or more to a Congressman; that sends a Statement about our Association’s strength and support for that Congressman, which will only lead to them “batting for us” when need be to move our own agenda forward!

Unfortunately, less than 10% of our Members contribute to the AOA-PAC and over 50% are above the age of 50! This means we need to get new donors into the mix to help offset the ones we lose each year due to retirement or death for that matter! If you haven’t already done so, please consider becoming an annual donor Member of the AOA-PAC and AOA-FAR! There are 3 levels we’re hoping a lot of our Members will consider joining on an annual basis and of that group, we could also put together a smaller group of 20 OD’s that would give an additional \$50 to \$100 at any given moment for our new AOA-FAR program!

The 3 Levels of annual contributions is as follows:

**Visionary Level-** \$2000-\$5000 per year (That’s only \$166.67 to \$416.67 /month)

**Presidential Level-** \$1,000-\$1,999 per year (That’s only \$83.34 to \$166.59 /month)

**Congressional Level-** \$500-\$999 per year (That’s only 41.67 to \$83.25 /month)

When you sign up for automatic withdrawal on the AOA website or AOA App with your credit card or checking account for any one of these monthly donations, then you don’t even see it let alone notice it after a while since it’s a small price to pay to help protect and advance our profession! At the very least, consider the dollar-a-day donation which is only \$30.42 /month. If more of our Members participated in this program set-up by the AOA-PAC and even our State PAC (aka OPACA) then we could really “move mountains” for our profession and stop our adversaries from advancing their own agenda to put us out of business and frankly existence since our profession was founded through LEGISLATION!

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# AZOA TPC UPDATE: DR. CHRIS PAROT

This update is coming after listening to two days of third party briefings at the Health Care Payer Advocacy conference in Arlington, Virginia. The AOA is advocating for our profession. Every OD practicing in Arizona should be a member of the AOA/AZOA. There is national legislation that could impact all OD's in Arizona.

Capitol hill activity HR 3635 the local coverage determination clarification act passed in September. This bill requires MACs CAC meetings to be open to the public and be on record. Ensure that MACs include a discription of the evidence considered when drafting a LCD, as well as the rationale they are relying on to deny coverage. create a meaningful reconsideration process, prohibit MACs from simply adopting LCDs from other jurisdictions without first independently evaluating and considering the qualifying evidence, and last establishing an ombudsman to provide administrative and technical assistance in filling appeals.

CPT there are some interesting changes being proposed to the 99000 E/M codes. Where there may be changes to consolidate the 10 E/M procedural codes to only four codes. Two new and two established codes.. There would also be additional payment codes that can be added to the consolidated E/M codes, for example a \$67 increase for time of 30 minutes above the E/M visit. The AOA will keep its membership up on these possible changes.

MIPS is still around and any doctor billing less than 90k or seeing fewer than 200 Medicare patients can qualify for an exemption for 2018. The newer proposal is the same as this year, with the addition of a third part which would include fewer than 200 billing procedures or services

billed. These include 92000, 99000 and testing procedural codes. Which means fewer doctors will be eligible for the exemption. This is why you should start some active participation in this system now. Currently about 4800 OD's are required to report MIPS data. The new penalty is up to 5% for 2020. Your EHR system should have tutorials to assist in MIPS participation or the AOA has guidelines on its website, a 2018 MIPS guidebook. Any member can obtain this information to start the process of data collection in your practice.

If you only have paper records, you are not excluded, the AOA has a 2018 MIPS guidebook for non-ehr users. This can be obtained on the AOA web site. This guideline will assist the non-ehr user to qualify. This will require AOA More registration and manually uploading data.

The topic of NDPP coverage and reimbursement that public and private insurers are offering was discussed. Only 17 states are included in this program. Arizona is not a participant. Shared values in chronic diseases was explained with an emphasis on Diabetes. The point is that optometry can contribute to promoting diabetes health with improvement in diabetes patient outcomes. The topic of professional liability and malpractice insurance was addressed in whether or not your policy will cover you in using 60000 codes. The AOA's policy does include these procedural codes in its coverage.

Medicare audits were discussed with MAC carrier reviews, ZPIC, CERT, and RAC reviews. Common coding mistakes are incorrect diagnosis codes, omitted modifier, improper coding pairs, lack of NPI number and use of deleted CPT codes.

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## AZOA Members: Download Your Complimentary HIPAA Compliance Checklist!

With HIPAA violations, fines, and data breaches making headlines day after day, the average patient is more educated about HIPAA compliance and data security than ever before. HIPAA compliance can strongly differentiate your practice by demonstrating to your patients that you take their data security and privacy seriously — all while fulfilling your federal requirements.

HIPAA compliance can be a challenge for new and established optometry practices alike. That's why AOAExcel's endorsed HIPAA compliance partner, Compliancy Group, has compiled a simple HIPAA Compliance Checklist for AZOA members.

How well have you addressed federal HIPAA requirements within your practice? Find out where you stand against the regulatory requirements with this exclusive HIPAA checklist: <https://www.aoa.org/aoaexcel/hipaa-compliance>

Compliancy Group gives eye care professionals confidence in their compliance with a total HIPAA solution to address the full extent of the regulatory requirements. With guided support, clients are given the tools they need to maintain the privacy and security of health care information, all while growing their business. As an AZOA benefit, members receive three additional months free, included with a one-year subscription. Compliancy Group is dedicated to helping eye care succeed.

For more information about Compliancy Group, and the HIPAA resources available to AZOA members through AOAExcel, please visit <https://www.aoa.org/aoaexcel/hipaa-compliance>.

Achieve HIPAA compliance in your practice. Get your FREE demo and learn more. **AOA MEMBER BENEFIT** HIPAA SEAL OF COMPLIANCE COMPLIANCY GROUP **Sign Up Now** **AOAexcel** Your Business Advantage

## AZOA members: Save up to 50% while reaching candidates nationwide

If you've been considering hiring a new doctor of optometry in your practice, it's important to ensure that you're using the most effective tools to maximize outreach to potential candidates.

Please visit <https://www.aoa.org/aoaexcel/career-center> which is the official career center of the American Optometric Association, provides opportunities to reach candidates on a national scale. This nationwide approach expands your candidate pool, attracting those who may not live in Arizona but are willing to move to your community for the right opportunity.

Optometry's Career Center offers AZOA member discount pricing on all postings and posting enhancements, including the "Featured Job" promotion and the AOAExcel Career Spotlight e-newsletter, designed to maximize your opportunity in Arizona in front of more passive seekers. By posting on Optometry's Career Center, you'll also gain access to the free resume database allowing you to contact potential candidates directly.

To start your candidate search today, visit <https://www.aoa.org/aoaexcel/career-center>.

Seeking or Hiring? Look Here First. **AOA MEMBER BENEFIT** Maximize your search with a nationwide approach. **Get More Info** **Optometry's Career Center**



# AZOA TPC UPDATE CONT'D: DR. CHRIS PAROT

Medicare fraud and abuse was explained. Chart documentation was explained on what a clear assessment includes. Orders for all testing and procedures with clear rationale, clinical impression and diagnosis, progress and treatment responses, care plan with or without change , support for CPT and ICD 10 CM. Documentation should include clear indication of chief complaint/ exam reason. Negatives and positives of history, Records reviewed/ where information was obtained , interpretation and reports when required, doctor signature and date.

Negotiating a health care contract was explained. Perform a SWOT analysis and research before beginning this process. The biggest take away from this is that losing money on the front end and hoping to make it up on volume will never work.

The third party committee will keep the AZOA up to date on all new activities. Remember if you need any help look at your EHR vendor website first and the AOA's website to answer any questions. If you still have any questions I would be happy to try to answer your question.

Thank you,  
Dr. Chris Parot  
AZOA TPC Co-Chair

## 2019 SPRING CONGRESS IS FAST APPROACHING!

APRIL 5-7, 2019 - NEW LOCATION FOR 2019!



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

ROOM RATE: \$179

RESERVATIONS:  
1-877-622-3140

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

As always, thanks for taking the time to read this very important article and to really consider making an annual donation to the AOA-PAC. This simple action would make me and the rest of our AZOA and AOA Members proud of what you do to give back for our profession and the future of Optometry! Talk about setting a great example for future OD's to follow!

With that, please enjoy the Holidays with your family and friends and consider this a new year's resolution for your profession and its Members in 2019!

God Bless,  
Dr. Chad A. Carlsson  
AOA-PAC & AOA-FAR Chairman for the AZOA



## SAVE THE DATE FOR 2019 FALL CONGRESS! NOVEMBER 15-17, 2019



**HILTON SEDONA GOLF  
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90 RIDGE TRAIL DRIVE  
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ROOM RATE:  
\$239

FOR RESERVATIONS:  
1-877-273-3762

# 2019 Bronstein Schedule

## Friday, January 11

8AM	Registration & Breakfast (Please note registration does not open until <u>8am</u> )
9AM - 10:40AM	What went wrong? Case Reports From a Specialty Contact Lens Clinic/Kelly/ PENDING (2 hours)
10:40AM - 11:00AM	Break with Exhibitors
11:00AM - 11:50AM	What We Know About the Shape of the Human Sclera/Caroline/59476-CL (1 hour)
12PM - 1:00PM	Lunch/Exhibit Hall
1:00PM - 2:40PM	The Challenges Associated with the Fitting and Management of Patient with Soft Multifocal Contact Lenses/Caroline/58804-CL (2 hours)
2:50PM - 4:30PM	The Indications and Fitting of Custom Soft Lens Designs in Clinical Practice/Caroline/ 59475-CL (2 hours)

## Saturday, January 12

8AM	Registration & Breakfast
9AM – 10:40AM	Contact Lens Case Histories A Grand Rounds Presentation/Caroline/ 59378-CL (2 hours)
10:40AM - 11:00AM	Break with Exhibitors
11:00AM - 11:50AM	An Overview of Corneal Dystrophies/Newman/PENDING (1 hour)
12PM - 1:00PM	Lunch/Exhibitors
1:00PM - 1:50PM	The Incredible History of Contact Lenses Part 2/Caroline/50515-CL (1 hour)
2:00PM - 2:50PM	Using an Amniotic Membrane Contact Lens to Manage Corneal Disease/Newman/ PENDING/(1 hour)
3:00PM - 4:40PM	We Can Make it Fit/Fintelman/PENDING (2 hours)
4:45PM - 6:00PM	AZOA Cocktail Reception in Lobby Bar

## Sunday, January 13

7AM	Registration & Breakfast
8AM - 9:40AM	Great Expectations/Fintelman/PENDING (2 hours)
9:50AM - 11:30AM	Billing, Coding and ICD-10 for Medically Necessary Contact Lenses/Newman/ PENDING (2 hours)

PLEASE VISIT [WWW.AZOA.ORG/CONNECT](http://WWW.AZOA.ORG/CONNECT) FOR MORE INFORMATION AND TO REGISTER!

# AZOA 2018 Fall Congress Brings Largest Attendance in Over a Decade!

Over 200 ODs and 25 exhibitors traveled to the Hilton Sedona Resort for the AZOA's 2018 Fall Congress held November 2-4. On Friday attendees enjoyed an evening fireside cocktail reception sponsored by CooperVision and Saturday night everyone gambled the night away while mingling with our valued industry sponsors and learning about the latest innovations in Optometry at our Casino Night Exhibit Hall.

Our noted faculty presented 16 hours of COPE-approved CE, and included: Dr. Michael Cooper, Dr. Steven Ferrucci, and Dr. Blair Lonsberry

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

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## **SAVE THE DATE FOR 2019 BRONSTEIN SEMINAR!**

**JANUARY 11-13, 2019**



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

**ROOM RATE: \$199**

**RESERVATIONS:  
480-948-7750**