

AZOA



FOCAL POINT

THE NEWSLETTER OF THE ARIZONA OPTOMETRIC ASSOCIATION

CALL FOR 2010 AZOA AWARDS

It's that time of year - time to nominate an outstanding OD and Young OD. 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

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HELP US HELP OUR COMMUNITIES

As we enter 2010, many of our Arizona community members continue to struggle with basic needs. You can help by donating your time to our VISION USA program.

WE NEED YOU!
Nominate an outstanding colleague --- Be an outstanding volunteer.

With the assistance of community organizations who do our screening -- Salvation Army, Scottsdale HealthCare Outreach Division, Arizona Women's Education and Employment (AWEE), Wellcare Foundation, school nurses and the Lions Clubs-- we are able to provide vision care to our less fortunate citizens. Last year in Arizona, we were able to provide care for over 900 Arizonans with this program.

Our volunteer doctors donate the complete eye examinations and we are able to provide the glasses, when needed, at a cost of only \$20.00. We are able to do this with the assistance of our local labs that process the glasses at no charge and frame manufacturers who furnish new frames to us for use in the program.

Please consider joining our 150 member optometrists who participate in this yearly program. If interested, please contact the AZOA office at (602) 279-0055 or azoa@azoa.org. ■

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PRESIDENT'S MESSAGE: BY DR. NEHA AMIN



Many of you attended our conference in beautiful Sedona during Winter Congress. It was a great meeting with wonderful education, plenty of docs to catch up with, our semi-annual membership meeting and lots of fun beyond that.

The biggest take-away was the overwhelming opinion that there is an urgency to improve our status with insurers (public and private) and our prescriptive authority. I am summarizing the main areas and the progress since the meeting. Please get involved and help us succeed.

1. **Increase Fundraising:** Very successful Optometry only fundraiser hosted by Annette Hanian for Speaker of the House Kirk Adams. The same was done in Tucson for Rep. Frank Antenori organized and hosted by Bart Pemberton.
2. **Research state laws for preferred language in ours:** Desired language from many state laws provided by the AOA. ECBC, legislative committee members and others contributing thoughts about preferential language and processes.
3. **Make it easier for members to contribute to OPACA:** AzOA office working on contribution to OPACA capability on website. Will alter dues invoices to reflect changes voted in at the membership meeting.
4. **Start a phone tree/Improve communication:** Annette has done this and, in addition, she created a Facebook page for easy updates on the Legislative committee activities.

Please contact the AzOA office for more information or to get involved. There will be articles in this newsletter to explain why the current situations require our attention and action. Your contributions could seriously affect the future of Arizona Optometry. Let start 2010 out with a bang. Happy New Year! ■

Neha Amin, OD, AZOA President

2009 - 2010 Board of Directors

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Do you have questions about your membership? Need to change or confirm your contact information? Want to refer a colleague to the AZOA? Please contact us:

1702 E Highland Avenue, #213, Phoenix, AZ 85016
Ph: (602) 279-0055 Toll-Free: (800) 346-2020
Fax: (602) 264-6356 Email: azoa@azoa.org

www.azoa.org

Welcome '10 Associate Members (AS OF 1.31.10)

CONTINUED FROM PAGE 1

ABB CONCISE (CON-CISE CONTACTS)
ASPEN OPTICAL
CBD TOMEY
ESSILOR
HILLSPRING FINANCIAL
ISAACSON & MOORE
JAY SCHWARTZ
LENSCO
NAVA OPTICAL
PARAGON VISION
QVISION
SOUTHWEST EYE CENTER
SWAGEL WOOTON EYE CENTER
VEATCH

If you are interested in becoming an Associate Member or for information on benefits, please contact the AZOA.

AOA Increase in Dues

The AOA Board of Trustees has approved a \$32 increase in AOA dues for the 2010 membership year. Members' current dues payment options are on record and established for 2010 billing. For those not on auto-billing, statements have been distributed via hard copy and/or email. If you would prefer to have your dues paid by credit card automatically, or if you have changes to any of your billing options, please contact the AZOA office at 602.279.0055.

Attention AZ Licensed ODs:

The Arizona State Board of Optometry ("Board") considers the use of the phrase "Board Certified" or variations of such terminology in any communication, particularly in any media advertising or promoting the optometrist's services, in violation of the Arizona Administrative Code section R4-21-302.

You may view the rules on their website at www.optometry.az.gov under the "AZ Statutes and Rules" link.

Please ensure that you are utilizing all advertising terminology properly so that it is not in any way misleading to the public.

Please feel free to contact Margaret Whelan at the Board (602) 542-8155 with any questions regarding this issue.

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.

To submit a nomination, please contact the AZOA office via email: azoa@azoa.org, fax: 602.264.6356, or via regular mail: 1702 E Highland Ave, Ste. 213, Phoenix, AZ 85016.

ALL NOMINATIONS ARE DUE MARCH 1, 2010

Please call 602.279.0055 with any questions. ■

DENNIS HAM

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Pay it Backward

I am sure you are all aware of the popular phrase “Pay it forward” meaning to do good works and other good works will follow. This is a wonderful concept and I am sure we all do good works for our fellow citizens, but we also need to make sure that we are “paying it backward”.

Let us, more recent graduates from Optometry schools, not forget the effort, in hard work and money, that are older colleagues have performed on our behalf. It wasn't that long ago that an Optometry Doctorate degree did not allow the use of topical drops for diagnosis or treatment. It was a decade ago that we became licensed to use limited oral medications for the treatment of eye disease. Our profession has undergone immense changes in the last two decades and it was not by accident or just the natural progression. It was due to a lot of hard work by our predecessors. We need to respect and appreciate their work and understand that our profession has a long way to go and that the progression of Optometry is on our shoulders for the future generations. Many of us may be satisfied with our current level of practice, but the new graduates will not be. They will not be allowed to practice at the level to which they are being trained. It is our responsibility to legislate our profession to the level that it needs to be for future generations of optometrist. They may not appreciate the sacrifice and may overlook our diligence, but we owe it to the doctors who came before us to show our appreciation to them and in essence while we “pay it backward” we will be “paying it forward”.

Thank you to the following Doctor's for their last minute contributions:

Joel Ackerman
Pat Barry
Gail Bass-Dercheid
Jon Bundy
Chad Carlsson
John Chrisagis
Curtis & Amy Dechant
Beth Deemer
Tom Determan



SAVE THE DATE:

**The AZOA's 1st Annual:
“OPTOMETRY DAY AT THE CAPITOL”**

**Tues., March 30th, 2010
11AM-2PM on the Capitol lawn.**

----- More information to follow. ----

----- Please plan to attend! -----

Art Epstein
Marion Haligowski, III
Mike Hanley
Maury Kessler
Justin Kohls
Michelle Kohls
Tami Lang
Mike Lamb
Scott Mullane
Susan Reckell
Cheryl Schmitt
Todd Smith
Shannon Steinhauser
Matt Sullivan
Pam Theriot
Tom Wilson
Gilbert Wong
Serge Wright

The following people attended (and contributed) the Optometry Only fundraiser for Kirk Adams, held on Dec 8th, 2009:

Joel Ackerman
Neha Amin

Tom & Vasvi Babu
Gail & Allen Bass-Dercheid

Dave Coulson
Tom Czyz
Beth Deemer
Gary Greene
Caroline Griego
Mike Hanley
Ken Johnson
Michael Johnson
Mike Lamb
Al Levin
Stacey Meier
Christina Olivetti
Todd Smith
Jon Wold

Hector Santiago
Midwestern University

The Grassroots have been activated and the following people assisted in getting our application through committee:

Pat Barry
Gail Bass-Dercheid
Jeff Bergeson
Dave Coulson
Tom Determan
Monica Diamos
Caroline Griego
Robert Harper
Jack Hostetler
Don Jarnagin
Ken Johnson
Michael Johnson
Kohl's
Scott Mullane
Bart Pemberton
John Riley
David Rockwell
Cheryl Schmitt
Pam Theriot
Jon Wold

2009 Recap

The Legislation Committee has three main areas that we have been concentrating on this year:

- 1) Access to Medical Plans
- 2) Comprehensive Exams for Children
- 3) Pharmaceutical Expansion

The AZOA Legislative committee introduced into the sunrise process an application for pharmaceutical expansion (which includes oral anti-virals) Sept. 1, 2009. It has gone through the sunrise hearing process and passed on November 9, after 2.5 hours of testimony with a vote of 8 in favor-2 against in a committee made up of House and Senate Health committee members. As of Jan. 28, 2010 we have an official bill submitted that Senator Thayer Verschoor of Gilbert (District 22) sponsored for us. SB 1285. It is co-sponsored by the majority of both the House and Senate Health committees. For their testimony and support, THANK YOU:

Robert Pinkert
Ron Barnet
Caroline Greigo
Don Jarnagin
Pam Potter

Your Lobbyists, Legislation committee and your AZOA Board have been working hard to move this bill and get support from the legislators. Now we need your help.

PLEASE CALL ALL OF YOUR LEGISLATORS NOW!!! DON'T WAIT. LET THEM KNOW THAT YOU SUPPORT BILL 1285.

If you are interested in participating or contributing, please contact Dr. Annette Hanian at drhanian@completevisioncare.com or 623-202-9696.

"Remember to give generously to the Optometric Political Action Committee of Arizona (OPACA)"

Your Legislative committee represented by Don Isaacson, Norm Moore, Annette Hanian and Caroline Griego attended 42 political fundraisers, 3 meetings and one luncheon during the week of Jan 4-7th. ■

OD WANTED

■ OPTOMETRIST NEEDED: 2-3 days/week including Saturday morning. We are located just West of the 101/Camelback in the West valley. If interested, please email optompractice@yahoo.com or call Dr. Bruce Burns at 623-937-1655.

■ OPTOMETRIST NEEDED: Gilbert, AZ. One day/week. Email CV to: doctor@santaneyes.com.

OD AVAILABLE

■ Optometrist Available: Tucson. Available for Sunday work. DEA certified, EMR proficient, friendly, exams performed in English or Spanish, comfortable with high patient flow, proficient in medical billing. For resume, please contact Gary Baron, O.D. at 602-540-9567 (cell) or at gbaron4321@gmail.com. Thank you.

■ Fill-in OD available for weekends in Phoenix. Finishing residency year at Southwest Veterans Hospital. Full scope Optometric care. Currently looking for fill-in position and part time or full time position after June 30th. I can be reached by cell phone 510-364-8777 or by email inningchen@gmail.com Inning Chen.

■ OD Available for part time work in Phoenix area on Monday, Tuesday and Wednesday. Please contact Julie Lam by cell phone 480 241-7620 or e-mail at julielamOD@gmail.com.

■ TPA certified and VSP doctor with over 15 years of experience looking for FT or PF opportunities in Phoenix or east valley. Please contact cptmo2000@yahoo.com

■ TPA and VSP certified private practice Optometrist with established patient base and 16 years of experience is seeking employment in the east valley. Any practice setting and FT/PT/Fill In will be sincerely considered. Would also be very interested in options involving an associate leasing space/sharing expenses in my present location. Please call 602-625-0546 anytime

between 10 AM and 10 PM.

■ Professional Locum Tenens Coverage for your professional practice. Vacation, illness, "mental-health days", etc. Even last-minute! Regular PT also considered. 30+ yrs experience including 16 yrs with a large hospital/medical center. Available November-May. Range: Northern AZ as far south as (and including) Phoenix metro area. Phone 1-800-734-5804 or 1-206-498-0636, or email drpaulkanter@comcast.net

■ OD available: 2-3 days/week throughout AZ. Please contact Dr. Bradie Hopper at cell 602-628-4419.

■ OD AVAILABLE: Regular, part-time or fill-in. Twenty-four years in the valley doing full scope optometry. Residency trained. TPA certified. Familiar with Nidek system. Available seven days a week. Willing to travel. Please contact: Dr. Diana Wykes at 480-751-9630 or wykesod@juno.com.

OTHER OPPORTUNITIES

■ 1100 sf practice for sale in the metro Phoenix. Previously has been worked 3 to 4 days per week since 1999. Has a proven patient base and has great growth potential. Please email Kirk at kreed85297@yahoo.com.

■ Optical practice for sale in Chandler, AZ. Optician owned, \$225K yearly income w/no VSP insurance. Highly profitable business (with OD on site only two days a week (T/TH)) High traffic and visibility between Bashas and Starbucks. Time to retire! Call 480.726.9800 and ask for Jim.

■ Practice for Sale – Coconino County – Well designed practice. Established 20 years. Strip mall location. Has 1 exam lane. 11000 patient charts. Grossed \$374k, in 2008. Asking \$240,000. Financing available. Contact info@promed-financial.com or 888-277-6633.

■ Optician/Scheduling/Processing: Scottsdale, Tempe, Fountain Hills, Chandler. Private practice. Prev

optical exp, superior organization skills, ability to lead by example, ABO cert and Officemate knowledge a plus, desire for superior pt care and resolve cust issues. Excellent communications, computer skills, competitive salary + bonus

■ Optometrist Sublease Available: Family practice in Gilbert, AZ looking to sublease space to a licensed optometrist. A certified VSP optometrist with ocular disease, cornea, and/or pediatric residency trained preferred. Looking to establish a conducive, positive relationship with doctor to eventual partnership in practice. Practice interested in expanding and growing with potential partner. Terms of sublease to be discussed and negotiated with candidate. Please contact and submit CV to drc@carlssoneye.com

■ Need a fill-in doctor fast? Looking for extra fill-in work yourself? We match Phoenix optometry offices with great fill-in doctors, even on short notice! At no charge! yourfillindoctor@aol.com

■ Optometric Practice in Cottonwood, Az. Looking for full time optician or optical assistant. Please call Shellee @ 928-634-2883 or email kimk1986@msn.com.

YOUR HELP NEEDED

■ VOSH Arizona is in need of phoropters, auto lensometers and auto refractors for our trips to Mexico. If you can donate equipment, please call John Reed, OD at 480/545.9120 or Deon Whipple at 480/545.8985.

To place a classified ad, please email azoa@azoa.org



DR. NEHA AMIN, LENSICO PRESIDENT/CEO KEVIN LIPPERT & DR. FRANK AKERS AT THE 2010 BRONSTEIN SEMINAR

LENSCO, a distributor and manufacturer of a full-range of optical goods to Eyecare Professionals (ECP) since 1974, was honored with the Dr. Leonard Bronstein Memorial Award at the 36th Annual Bronstein Contact Lens Seminar. The Arizona Optometric Association presented the award for 35 years of outstanding service to the eyecare industry and the Arizona optometric community.

“LENSCO is extremely committed to the industry and our Eyecare Professional partners,” said Kevin Lippert, President/CEO of LENSICO. “I attribute our growth and success to the relationships we have fostered with ECPs; specifically with our local Arizona Optometric Association who has supported and endorsed us over the years. This award is an honor to receive and validates LENSICO’s continued dedication to the industry, not only over the past 35 years, but moving forward as well.”

About LENSICO: LENSICO is one of the top 10 authorized distributors in the United States for all major contact lens brands and optical supplies including Bausch & Lomb, CIBA Vision, CooperVision, and Vistakon. With over 35 years experience, LENSICO also offers an on-site lab specializing in quality precision gas perm lens manufacturing and fitting consultation. LENSICO partners with independent eye care practitioners throughout the United States offering the convenience of consolidated supply ordering including a self-service web portal for patient lens replenishment called DirectContactLenses.com. For more information, call 800. 528.1175 or visit www.lensco.com.

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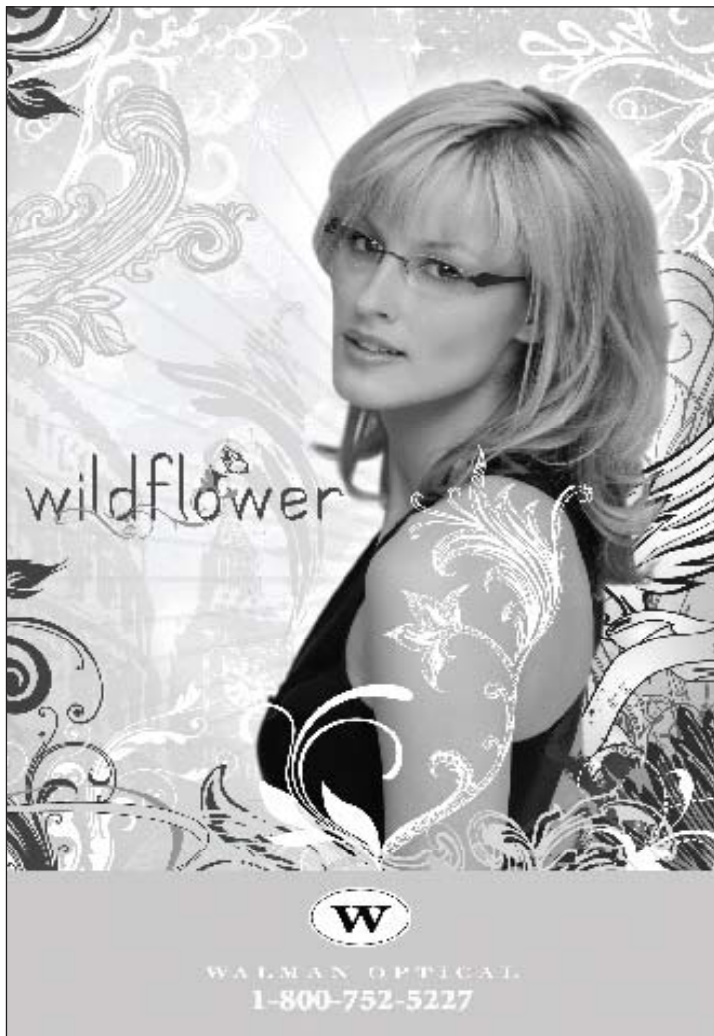
Update on Arizona SB1199

As you may recall, I am the optometrist who had a racial discrimination complaint filed against me in January, 2007. The complaint was dismissed in January, 2008. As a result of this complaint, I have had meetings with Senator Huppenthal, the Attorney General's office and the Civil Rights Division of Arizona. Senate Bill 1199 was introduced to the Senate Judicial committee in June, 2009 by Senator Huppenthal.

SB1199 states that if a small business does not fall under Federal Law Title VI, which most of us do not, you are not required to provide an interpreter for a non-English speaking person. The bill also addresses the issue of being governed by any board or agency that would supersede the discrimination complaint.

This bill will allow us to practice without the fear of a frivolous complaint because we do not speak another language.

John Schrolucke, O.D.



Good & Welfare

From Mike Sellers regarding John Hill:

I saw John Hill last night (January 19). He looked good, had a sense of humor, had an eye on the nurses and cannot wait to get back to work. He said he felt better yesterday than he had in over a year. They removed a strawberry sized kidney stone and he is also now on insulin. The nurses have him up and walking. He is now at the Kindred Rehab Hospital across from St. Joseph's on Wilmot. He welcomes anyone to visit him. He asked me to thank everyone who has helped him through this process especially those doctors covering his office. He set a goal to be back to seeing his patients by our next Vision Source meeting February 9th. Keep him in your prayers for a speedy recovery.

From Mike Sellers regarding his daughter, Stephanie:

Stephanie started her chemo/radiation treatment yesterday. The radiation treatment lasts six weeks and the chemotherapy 8 ½ months. MRIs will be done in March and October to see how much the treatment has suppressed the growth of the cancer cells. There is no cure for Glioblastomas so keep her in your prayers.

Good & Welfare

If you have any Good & Welfare notices that you would like published in upcoming Focal Point issues, please contact Kate at the AZOA office at:

602.279.0055 or via email: kate@azoa.org

GETTING TO KNOW OUR MEMBERS



Christian J Thompson, OD - Chief of Optometry, CSU

1. When/how did you first realize you wanted to be an optometrist?

As a Biology major at Penn State I knew I wanted to be a health care provider, but was unsure about the specific discipline. Through a series of circumstances, God directed my steps toward becoming an optometrist. The final confirmation was meeting the love of my life Maurie, whose father, grandfather & great grandfather were all optometrists.

2. Are you native to Arizona or did you move here from somewhere else? If you moved here, where are you originally from?

My wife and I are both originally from Pennsylvania. Following a short term mission trip to Haiti I felt compelled to practice in an underserved community, so we moved to Chile, Arizona in the heart of the Navajo Nation.

3. Early bird or night owl?

I am definitely a morning person. I really enjoy the sunrises in the Southwest.

4. What do you do to relax?

I love mountain biking and skiing, but nothing settles my mind and spirit like a long hike in the Grand Canyon.

5. Is there something you wish everyone knew about you?

Even after ten years, I still find a great sense of purpose in providing care at the Chinle Hospital. ■

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Tomey is also proud to offer a full line of the most economical, reliable, and accurate lensmeters on the market today.

Call for more information!

The advertisement features a large image of the Tomey RT-7000 multi-functional unit on the left. Below it, a row of four different Tomey lensmeter models is shown. The background is a grayscale image of a mountain range with a river valley.

Arizona Optometric Association

1702 E Highland Avenue, #213, Phoenix, AZ 85016

Ph: (602) 279-0055 Toll-Free: (800) 346-2020

Fax: (602) 264-6356 Email: azoa@azoa.org

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SPRING CONGRESS 2010



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April 23 - 25,
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