

## Escape the Desert Heat & Enjoy Fall Congress in the Cool of Sedona!

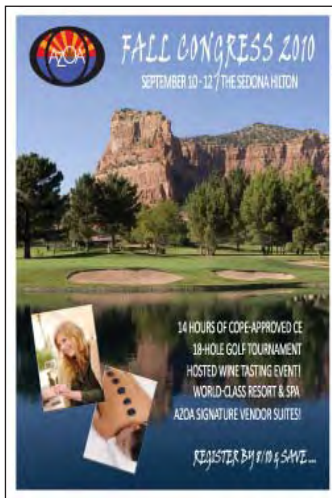
AZOA's Fall Congress returns to the always popular location of the Hilton Sedona Resort & Spa, with our program scheduled for September 10 - 12, 2010.

For those interested in "hitting the links" in Sedona, we will once again be hosting our golf tournament on Friday morning. If you love to play, this is a great opportunity to experience one of the most beautiful courses in Arizona.

This year a total of 14 hours of COPE-approved continuing education credits will be available to attendees, with courses presented by:

- Dr. Jeffrey Anshel;
- Dr. Mark Dunbar;
- Dr. Christine Sindt;
- Dr. Edward J. Quinlan.

AZOA will be hosting several social/networking events, including a wine tasting on Friday evening (7PM - 10PM). Join us for a unique experience with local wines presented by regional experts. This event is included in the registration fee and is a great opportunity to spend time with colleagues amidst the ambiance of Sedona. Also scheduled are our signature vendor Hospitality Suites, being held on Saturday evening (6PM - 10PM). Don't miss the opportunity to experience the latest and greatest from your favorite suppliers in a fun and informal atmosphere!



**Register Now for  
Fall Congress 2010!**

The AZOA Fall Congress registration brochure has been mailed and is available on-line at [www.azoa.org](http://www.azoa.org). We've also included it here as an insert!

Please join us for a weekend of networking, education and fun with your colleagues. If you have questions, contact the AZOA office at 602.279.0055 or [azoa@azoa.org](mailto:azoa@azoa.org).

*And coming soon....*

The Bronstein Contact Lens & Cornea Seminar 2011 will be held January 14 - 16 at the Doubletree Paradise Valley Resort. This preeminent national meeting will once again host a distinguished faculty and 18 hours of COPE-approved CE.

Registration materials for Bronstein will be available at the end of August. ■

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**Insert - Register for Fall Now!**

# PRESIDENT'S MESSAGE



Thank you to everyone who responded to the membership survey. We had a great response rate. Your input is essential in steering our association.

So what did we learn? On the lighter side, your favorite AzOA meeting is our Fall Sedona congress with nearly 2/3 of the respondents in attendance, you're about 50/50 on whether

or not spring congress should always be held in Tucson, you want more social events, you'd like health insurance added as a member benefit, and you'd like more discounts from endorsed vendors.

Which member benefit was most important to you? 85% responded advocacy for our profession. What was your top legislative priority? 61% chose "ensuring patient access". 91% believe passing legislation is a key activity for the AzOA. 73.5% believe contributing to legislative efforts is the responsibility of every doctor with nearly 56% responding they have contributed to a PAC fund or individual candidate this past year.

Our profession is a legislated one. Every medication you prescribe, every drop you've put in a patient's eye, every insurance claim you've been paid has come from the time, effort and money contributed by concerned and involved optometrists.

With the passing of national healthcare and the details yet to be hashed out, no one is going to magically hand us everything we need for our profession. We create our own reality. For that to happen, all of us need to be onboard. If you have colleagues who are non-members, encourage them to join. Our voice is stronger in numbers. If current economic times is making it difficult to contribute financially, contribute your time and effort. When called upon to contact your local representatives, take the time and send the email, send the fax. Every one of them counts.

We'll continue to keep you informed via email blasts and the Focal Point. Be prepared to act when called upon. Together we create the profession we want and keep Arizona optometry strong.

Onward and Upward! ■

*Dr. Shannon Steinhauser, AZOA President*

## 2010 -2011 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](mailto:azoa@azoa.org)

[www.azoa.org](http://www.azoa.org)

# COMMUNITY ASSISTANCE

## HeadStart Maricopa County Vision Screenings

HeadStart Maricopa County is looking for assistance with vision screenings at three upcoming Health Fairs. The covered population will be 3-5 year olds enrolled in a HeadStart program. Dates & locations are listed below:

- Mesa Care Partnership- 15 September (Mesa Drive and Broadway)
- North Tempe Multicultural Center- 28 September (Rural and Lilac)
- First Preb. Church— 22 October (Mesa Drive and 1st Street)

If you would like to volunteer, please contact:  
*Chrisanda DeBois, Health Supervisor*  
*Maricopa Head Start Program*  
*(480) 464-9669, ext. 294 (office)*  
*deboisc@mail.maricopa.gov*

## Do You Provide Home Visits?

The AZOA office has recently received numerous inquiries for ODs that are able to do home visits for bedridden or otherwise disabled patients who are unable to be seen in an office.

If you or any of your colleagues are able to provide services in nursing homes or private homes, please contact the AZOA office at: [azoa@azoa.org](mailto:azoa@azoa.org) or 602.279.0055.

This is a valuable service to our community and we appreciate any resource information you can provide.

## VOSH In Need of Equipment

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.



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Callaway Sunwear have exclusive NEOX™ Transitions® SOLFX™ lens technology that precisely balances light transmission and enhances visual contrast and depth perception for ultimate outdoor vision. Available in prescription and plano.



WALMAN OPTICAL

For more information please contact:  
Margie Roehm at Walman Optical  
619-890-8806  
[mroehm@walman.com](mailto:mroehm@walman.com)

# LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

## School's Out for Summer...

### So Is This Session at the Capitol.

The Legislation Committee is staying active and has set a very aggressive agenda for the summer. We have been setting up several meetings and are getting everything set in place for the start of session 2011, for both non-discrimination and scope expansion. We are working on several behind the scenes projects that should facilitate our efforts during the fall election and winter session.

Thank you to all the Doctor's that have attended and contributed to our recent optometry-only fundraisers and OPACA since our Annual Congress in April (listed below).

You have a simple opportunity to assist the AZOA Legislative efforts within Arizona by writing letters for us to use in our efforts to legislate non-discrimination by insurers and efforts to expand scope of practice.

We need you to write two letters: the first one explaining why you and your patients need you to have access to medical insurance plans AKA non-discrimination (details, without giving HIPAA protected information) & a second letter explaining why you and your patients need optometrists to have authority to prescribe a full arsenal of medications (again no HIPAA protected examples).

Letters are for Legislators to read, so they don't have to be complex and can be addressed to: "To whom it may concern". Letters can be mailed c/o Annette Hanian 4717 E Berneil Dr, Phoenix, AZ 85028 or faxed to 480-443-7393 or emailed to drhanian@completevisioncare.com.

Thank you to the following Doctor's that have already sent letters: Jon Bundy, Bob Esposito, Jetal Patel, Bart Pemberton, Todd Smith, Amanda Mendez Roberts and Chad Burton.

Thank you to the following for attending fundraisers & contributing to campaigns since Spring Congress:

Dave Coulson, Stacey Meier, Rob Pinkert, Caroline Griego, Hector Santiago, Stuart Greenberg, Tom Czyz, Amy Czyz, Bob Maynard, Gary Shapiro, Steven Kantor, Heather Thompson, Jim Frank, Justin Johnson, Maury Kessler, Pat Barry, John Crisagis, Charles Fornara, Gary Morgan, Marion Haligowski, Rich Glonek, Susan Reckell, Larry Holle, Chris Parot, Cathy Hollenbach, Don Jarnagin, Jan McVey, Ric Rios, Gilbert Wong, Jim Abbott, Joel Ackerman, Mary Anderson, Kenneth Bouas, Aleta Gong, Tami Lang, Michelle Kohls, Justin Kohls, Mike Lamb, Tim McAuliffe, Mike Hanley, Shannon Steinhauser, Neha Amin-LaCorte, Marc Bloomenstein, David Rockwell, Ken Johnson, Jack Hostetler, Jackie Wyman, Gail Bass-Derscheid, Tom Determan, Gary Greene, Bill Schiff, Cheryl Schmitt, Serge Wright, Greg Meek and Caveo Labs. ■

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For more information, contact  
Debra Pivnicka at 602.953.3424  
or [debra.pivnicka@hps.com](mailto:debra.pivnicka@hps.com)

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# CLASSIFIEDS

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## OD WANTED

■ Part-Time OD needed one afternoon per week. \$60/hour (private contractor status). Choose Tues, Weds or Thurs. High-end professional setting. Can lead to buy-out. Contact Dr. MP Carlino, OD at 3059 N 44th St, Phoenix, AZ 85018 or at 602.840.2479.

■ Optometrist wanted FT / PT: Fiesta Mall area in Mesa, Arrowhead Mall in Glendale. Salary with bonus, full benefits package. Full trained technicians, paperless electronic records, full scope care; OCT, fundus camera, topography, VF, Pach, large contact lens inventory. Send resume to: admin@pearsoneyecare.com

■ CIGNA is currently recruiting for an Optometrist Lead and an Optometrist for our Clyde Wright Healthcare Center in Phoenix (755 E. McDowell Rd.) I can gladly forward the job descriptions to you if helpful, but wondering if you could attach to your Doctors wanted classifieds. Candidates can email me at janna.trevino@cigna.com or go to www.cigna.com to apply online.

■ Optometrist needed for 3-5 days / week in Tucson. Could lead to FT in the future. If interested, please email tshowash@me.com or call Dr. Tom Sowash at 303-882-8235.

■ Looking for full time Optometrist. Preferably some fluency in Spanish. We are flexible with hours and days for someone interested in part time. We are a private/ family practice in Somerton, Az. and have been in practice for over 10 years. For more information, please contact Nancy at 928-627-4525.

■ OD/MD practice seeks full time or part time associate, Tucson. Fax resume to 520 615-8168.

■ Ever Dream of having your own practice? This is your chance to make dreams come true. We are looking for Fulltime and Part Time Optometrists/ Ophthalmologists for New practices opening in busy Arizona malls. Exciting Employment. Ownership Opportunities - 100% Financing Available! For more information

please call Alan at (480) 797-7066 or email alansinger@cox.net

■ Phoenix / Tucson: FT & PT OD help needed starting in July. Large, busy, multi-location Practice with surfacing labs on site. Salary with full benefits package. New grads welcome. Contact Dr. Tom Sowash at 303.882.8235 or email CV to Tshowash@me.com

## OD AVAILABLE

■ Optometrist Available: Looking for FT/PT/Fill-in opportunity within East Valley or Scottsdale/Phoenix. Contact Amanda Misinco, OD at amanda.misinco@gmail.com or (714) 793-7464.

■ OD Available: Looking for full-time/ part-time position. Will consider fill-in if available. Residency Trained. Please contact Scott Klemens @ (805)907-2427 or sdklemens@gmail.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.

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

■ Fill in OD available on some Fridays and Saturdays in the Tucson area or So. Eastern AZ. Full scope Optometry. Contact Yvonne Lee OD cell phone at 310-686-7890 or by email at: dryvonne1999@yahoo.com.

■ My name is David Czerny. I am a fourth year student at MCO, and I would like to practice in Arizona upon graduation in May 2011. (Specifically I am interested in Flagstaff, Sedona, Payson, and any of the suburbs surrounding Phoenix) I am a hard

working, highly motivated student, and I am very certain that I would be a valuable asset to any practice. I am interested in pediatrics, vision therapy, and specialty contacts. For more info on how I can help build your practice please contact me. CV's, more info about me, and letters of recommendation are all available upon request. drczerny@hotmail.com.

## OTHER OPPORTUNITIES

■ FOR SALE: Reliance Model optometry chair located in central phoenix. It is an older model, do not know year, but is in full working order. Asking price is best offer. Person who buys it must pick it up. Located on 12th ave in Phoenix, AZ. For more information call Eric Clyde at (719)-210-3652.

■ Optometric Technician/ Manager: FT/PT optometric technician positions available Fiesta Mall or Arrowhead Mall, optometric manager Arrowhead Mall. All positions include salary, bonus, benefits. Experience helpful, training available. Contact admin@pearsoneyecare.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.

■ For Sale - Paragon Corneal Molding Set. Everything you need. Will see for 50% off retail. Also for sale, like new scout corneal topographer. Will sell 50% off retail. Never used. Please call Dr. Tom Babu @ 480.231.9235 or email: drtbabu@2020image.com.

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**To place a classified ad, please contact the AZOA at [azoa@azoa.org](mailto:azoa@azoa.org) or by calling 602.279.0055.**

## AOA Statement Regarding Circle Contact Lenses

Patient safety and access to adequate eye care is always our concern. With the growing interest in “circle lenses,” colored plano and prescription contact lenses imported primarily from Asia, the AOA is once again working to inform consumers of the risk of these illegal lenses. And, last month, AOA staff led one of the largest meetings of federal officials concerned about the illegal sale of these and other decorative contact lenses, convened by the Food and Drug Administration (FDA).

“With the FDA’s focus of ‘Protecting and Promoting Health,’ the recent gathering served as an outstanding platform to brainstorm with FDA officials,” states Joe E. Ellis, O.D. President of the American Optometric Association. “We found that FDA officials were shocked, as well as dismayed, by how easy these lenses can be obtained, and how aggressively adolescents and young adults are targeted.”

The AOA is responding to numerous requests for information and interviews from media outlets across the country. “We are working with the consumer media to encourage people to visit an eye care professional and get a proper prescription. A beauty fad is not worth causing problems with your sight,” adds Dr. Ellis.

Consumers should not use any contact lenses, whether they are circle lenses, or otherwise, without a proper examination and prescription by an eye care professional. Risks associated with the improper use of decorative contact lenses include conjunctivitis, corneal swelling, eye infection, allergic reaction and corneal abrasion due to poor lens fit and/or improper lens care. Additional problems may result in a reduction of visual acuity, diminished contrast sensitivity, or reduced peripheral vision and other general eye and vision impairments. Optometrists are encouraged to report any violations of the sale of contact lenses, or any adverse health consequences, to AOA’s Washington office. ■

## AOA Offers New Value-Added Member Benefit

The AOA is proud to announce an exciting partnership with the PRS Network, a leading provider of physician reimbursement services. This relationship offers active and renewing members the benefits of AOACodingToday, an online, Optometric-coding and reimbursement resource tool at no cost. This is a \$349 value!

AOA members may access this tool in two ways:

1. [www.AOACodingToday.com](http://www.AOACodingToday.com) – login using their existing

AOA.org username and password.

2. [www.aoa.org](http://www.aoa.org) – accessible through several locations on the site, including the AOA Practice Resources section

The site features Frequently Asked Questions (FAQs), Reimbursement News and Coding Tips. Free training sessions and tutorial videos are available for new users. The site is continuously being updated with new content and the database of frequently asked questions will be updated soon with many more FAQs. ■

## Opportunities for National Press Exposure

The national trade magazine ‘Optometry Times’ is interested in profiling Arizona ODs in an upcoming series. “Driving Growth” will profile an individual or practice that has found success with a new marketing/ad campaign or with the introduction of new or expanded services.

The magazine is also looking for on-going articles on topics addressing the business side of running a practice.

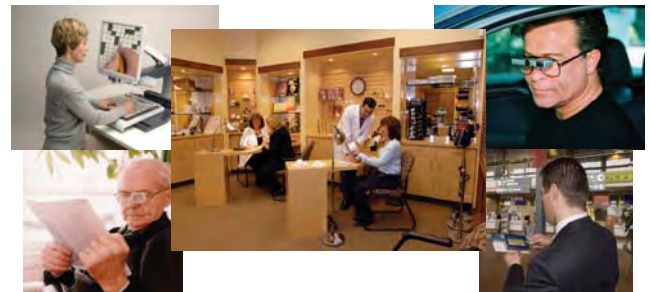
*For additional information, contact the AZOA! ■*



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# LENSCO APPOINTS RICHARD CHESNEY TO NATIONAL FIELD MANAGER



Phoenix, Arizona – (July 8, 2010) – LENSICO, a distributor and manufacturer of a full-range of optical goods to the eyecare professional since 1974, announced today the appointment of Richard Chesney to National Field Manager. He will be responsible for assisting in the daily operations of the sales division, covering all U.S. Sales Territory Regions for LENSICO.

Richard joined LENSICO in April 2006 as a Territory Manager and has been very instrumental in growing the sales volume in the state of Arizona. Richard's 25 years of sales and management experience has played a vital role in his success of various sales channels.

Commenting on his appointment Mr. Chesney stated, "We have a solid business model and foundation that will allow us to grow our company. The landscape and technology of optometry has changed over the past five years and I am excited with what lies ahead and the opportunities this industry will bring LENSICO." ■

## About LENSICO

*LENSICO is one of the top 10 authorized distributors in the United States for all major contact lens brands including Bausch & Lomb, CIBA Vision, CooperVision, and Vistakon. LENSICO also distributes ophthalmic solutions, optical supplies, and operates LENSICO GP Laboratories, producing Gas Perm lenses including the popular brands Formcon™ for Keratoconus and PrimeLife™ Aspheric Multifocal. LENSICO has consistently received the annual Seal of Excellence from the Contact Lens Manufacturing Association, which is indicative of the high level of manufacturing quality and expertise that LENSICO provides. Headquartered in Phoenix, Arizona, LENSICO partners with independent eye care practitioners throughout the United States offering the convenience of consolidated optical supply ordering including a self-service web portal for patient contact lens replenishment called DirectContactLenses.com. For more information, visit [www.lensico.com](http://www.lensico.com).*

A large advertisement for Bayer Arizona LENSICO GP Laboratories. The word "Bayer" is written in its signature script at the top left. Below it, the word "ARIZONA" is rendered in large, 3D block letters, each containing a different scene: a desert landscape, a basketball player, a golfer, a person in a boat, a person in a wheelchair, and a person in a wheelchair. Below "ARIZONA" is the word "LENSICO" in large, bold, white capital letters. Underneath "LENSICO" is "GP LABORATORIES" and the phone number "800.528.1175 ext. 205". At the bottom, it says "Your Local Authorized GP Manufacturer" and "An AZOA endorsed vendor of choice for GP Lens Manufacturing." There are two circular logos: one on the bottom left for "SEAL OF EXCELLENCE 2010-2012" and one on the bottom right for "AZOA". The background is a dark, textured image of a desert canyon.

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# 2010 FALL CONGRESS REGISTRATION

Name: \_\_\_\_\_ OE Tracker #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Additional Guests: \_\_\_\_\_

**PACKAGE INFORMATION:**

**Complete Package:** *(All CE and Meals Included)*

Optometrist

Student

**Daily Rate (Includes all meals offered for the day(s) selected.)**

**Fri** Sep 10

**Sat** Sep 11

**Sun** Sep 12

<u>Received Before Aug. 10th</u>		<u>Received After Aug. 10th</u>	
<u>Member</u>	<u>Non-Member</u>	<u>Member</u>	<u>Non-Member</u>
\$375	\$525	\$475	\$595
FREE	N/A	FREE	N/A
\$150	\$190	\$150	\$190
\$275	\$325	\$275	\$325
\$150	\$190	\$150	\$190

**RSVP** Wine Tasting (no charge) – Friday, Sep 10       I will attend       I will not attend

**Individual Guest Meals**

Saturday Continental Breakfast      \$35 x \_\_\_\_\_ = \$ \_\_\_\_\_

Saturday Luncheon      \$45 x \_\_\_\_\_ = \$ \_\_\_\_\_

Sunday Continental Breakfast      \$35 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Golf Tournament (8:30 AM Shotgun Start)**

(Includes greens fees)      \$120 x \_\_\_\_\_ = \$ \_\_\_\_\_       I will need to rent golf clubs.

**TOTAL REGISTRATION:**      \$ \_\_\_\_\_

**Payment Information**

Enclosed is my check payable to the AZOA in the amount of \$ \_\_\_\_\_

Please charge my credit card:       Visa       Mastercard       American Express       Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ VCode: \_\_\_\_\_ Zip: \_\_\_\_\_

**Mail Completed Form to:** Arizona Optometric Association  
1702 E Highland Avenue, #213  
Phoenix, AZ 85016

**OR Fax Completed Form to:** (602) 264-6356  
**QUESTIONS? Call us at:** (602) 279-0055

**NOTE - TO RECEIVE EARLY REGISTRATION RATE:** Registrations must be received on or before August 10, 2010.

**CANCELLATION POLICY:** All cancellations must be in writing. In order to receive a refund of 100% of the registration fee (less a \$25 cancellation fee), cancellations must be received prior to 08/10/10. No refunds after that date.



## 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](mailto:azoa@azoa.org)

[www.azoa.org](http://www.azoa.org)

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**-- SAVE THE DATE FOR UPCOMING AZOA CE OPPORTUNITIES --**

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### ***FALL CONGRESS***

September 10 - 12, 2010

Sedona Hilton Resort

Featuring: 14 Hours Cope CE

### ***BRONSTEIN CORNEA & CONTACT LENS SEMINAR***

January 14 - 16, 2011

Doubletree Paradise Valley Resort

Featuring: 18 Hours Cope CE

