

OCT 2018



Focal Point

Newsletter of the Arizona Optometric Association

AZOA GETS READY TO DESCEND UPON SEDONA, AZ FOR OUR 2018 FALL CONGRESS

This year Fall Congress will take us to Sedona again from November 2-4th - a great time to take in the beauty of the surroundings, AZOA networking events, and our informative CE running from Friday through Sunday afternoon.

This year's notable faculty includes:

- Dr. Michael Cooper
- Dr. Steven Ferrucci
- Dr. Blair Lonsberry

For those interested in enjoying a round of golf at the Sedona Golf Resort, The Dr. Bruce Bridgewater Tournament has been arranged for 9:00 Friday morning. Saturday evening brings the increasingly popular AZOA exhibit hall and casino night beginning at 6:00PM. We hope you will all come out to meet and greet with our ever supportive industry partners while rolling the dice with your fellow ODs!

We look forward to seeing you there! Please visit www.azoa.org/Connect for additional information. ■

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

All I have to say is “oh man! This is totally awesome!!” Last year when Dr. Dave Coulson and I first learned about an exciting new program, we knew we had to implement it here in Arizona. The Young Professionals Group just made



sense and we knew that the young docs in the AZOA needed this! In August, we held our second YPG function. It was held at the Henry, a hip urban restaurant in Phoenix, and was sponsored by Johnson and Johnson. Dr. Stephen Cohen entertained the group of young docs where by the end of the evening they were asking themselves “why.” (Golden Circle topic). We had 30 doctors and students in attendance who showed so much enthusiasm about this exciting new group that several asked how they can help set up the next one and be more active in the AZOA. This YP group is for those that have been practicing for 10 years or less, who are looking for a social and networking outlet, and are members of the AZOA. Watch for the notice of the next YPG event coming soon.

Last month, Dr. Stacey Meier and myself met the incoming class of 2022 at the AZCOPT where we welcomed them to the AZOA as student members. We encouraged them to be active in the AZOA activities and their state associations but also to have fun while

they’re here. These new students were full of questions and we enjoyed answering them. Well, we must have made an impression! Dr. Joshua Baker, Dean of the AZCOPT, later thanked the Association for coming and told us that one of those students commented on how great it is to have opportunities to work so closely with the AZOA. When I heard this, I had the biggest smile on my face!! It’s our goal to make the students feel that they are apart of the big picture from day one, so when they graduate, they will continue to be apart of the Association(s). By working closely with the College, we can make sure these students feel like they belong in Optometry from the get go! It is truly great to have built this relationship with the College and we look forward to fostering it even more. Thank you Dr. Baker and the AZCOPT for allowing us to be apart of their students lives.

These young up-in-comers are our future. I’m extremely encouraged and a bit excited to see these young professionals want to be apart of the AZOA. These are our next AZOA leaders! We look forward to seeing you at the next YPG event!! Come connect!

PS: If you would like to help or have ideas for the next YPG event, email me: phxeyez@yahoo.com

Connect, Evolve and Thrive.

AZOA President, Dr. Beth Pyle-Smith

AZOA Welcomes NEW MEMBERS!

(as of Sept 2018)

Andrew Abela

Jordan Bluth

James Flores

Anthony Gish

Angela Kargenian

Tyler Mullen

Phuong Celine Nguyen

Jeffrey Smith

Sarah Thomas

Kelsey White

Allison Wooten

2018 - 2019 Board of Directors

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LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

Legislation Committee Update by Annette Hanian OD, Chair

The AZOA Legislation Committee is a huge committee...it includes YOU! Every AZOA member is a member of the committee. Now is your time to participate, on your own schedule. A lot of research and brainstorming goes into our committee actions long before any bill or testimony happens. The months between legislative sessions are when we do that work. Since we all have different schedules and are spread out all over the state, we keep this committee a loose structure. The committee doesn't have regular meetings to attend or teleconferences, but we do need you to participate.

Specifically, we need everyone's input on the following:

1. What scope changes do you need in your daily clinical practice that we don't current have? Specific patient examples are REALLY advantageous. When you come across something in your day to day practice, just send a quick email to tell us about it.
2. What do you think are the best arguments for those changes? This is where the specific patient examples make a difference to legislators. Clinical and didactic arguments are both useful. Make your best case. Just a quick point form email will help.
3. We need published articles that support our position for scope expansion. If you see an article that would help our argument then please send it. More active participation can make for a larger database; a few of us can't read everything out there but together we can cover more publications.
4. If you have connections and contacts that can be useful, then let us know. You may run across someone that could be helpful at church, or your kid's school or on vacation...just let us know.

This is all it takes to be an active member of the AZOA Legislation Committee. Basically, if you see something, then say something. We need your experience. Send us your thoughts and ideas to drhanian@completevisioncare.com at any time, every time so that we can compile our best arguments and build merit for our position. We can all work together to make Optometry stronger.

PLEASE NOTE THAT THIS IS NOT AN AZOA SPONSORED EVENT



SHAW LENS®

2018 Fall Congress

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AOA-PAC UPDATE: BY DR. CHAD CARLSSON



Dr. C's "Always Fine" Wine & Fun AOA-PAC Wine Tasting Event

LOOK, SWIRL, SMELL, TASTE. Let's go wine tasting!.....Please join us for a wine/bourbon tasting event on Friday, November 2 at 8:30pm in Optovue's (room TBD) and Dr. Chad Carlsson's suites (room TBD) at the Hilton Sedona Resort & Spa. This is your chance to taste a selection of some of the finest wines (and aged bourbons) with all proceeds going to support the AOA-PAC. Please help us reach our goal of collecting \$10,000 this year during Fall Congress from our Members to benefit OUR PAC!

When: 8:30pm, Friday, November 2, 2018-@ AZOA Fall Congress

Where: Hilton Sedona Resort –room assignments are TBD

What: AOA-PAC Wine/Bourbon Tasting Event

Wallet: \$75 donation is requested (all proceeds to support your AOA-PAC)

This event is sponsored by Optovue



AZOA TPC UPDATE: DRS. GRIEGO & PAROT

AZOA 3rd Party Committee: Drs. Caroline Griego and Chris Parot

The AOA released an email on September 13th (Week in Focus). One of the topics is on coding “4 coding conundrums clarified” topics address were Keratoconus, vitreous, dry eye syndrome and vision therapy. Any coding question can be sent to the coding experts through the AOA online form.

Recent news from the AOA September 2018 is that members of Congress continue questioning the FTC’s Contact Lens Rule proposal. Where the AOA wants the FTC to cut its costly and unnecessary contact lens paperwork proposal and enforce the illegal substitutions and contact lens sales.

Every optometrist is advised to support HR 1606, the DOC access bill, by contacting their federal legislator. HR 1606 would complement state efforts by targeting federally regulated health and vision plans. Which restrict medical plan participation, limit doctors choice of labs and mandates non-covered services.

Also, on the AOA website anyone can use MyAOA to help patients and colleagues find you.

For MIPS 2018 the four areas of scoring are quality, cost, promoting interoperability and improvement activities. Quality is 50 percent and the score is derived from the clinical measures you listed and should include a high priority measure. Cost is 10 percent and measured using the TPCC and MSPB. Where the TPCC is defined as the Total Per Capita Costs measure and MSPB is defined as the Medicare spending per beneficiary measure. Promoting interoperability is 25 percent and is demonstration of the use of your EHR. Like patient access, transmission of information, educational material, secure messaging, health information exchange and medication reconciliation. The last measure is improvement activities which is 15 percent and measures the medium and high weighted activities that you are tracking. This activity is also based on small and large practices which CMS will determine based on your tax id number. Your EHR and CMS are resources for any information on (MIPS) the Merit-based Incentive Program System.

AOAExcel
American Optometric Association
243 N. Lindbergh Blvd., Floor 1
St. Louis, MO 63141
1 (800) 365-2219
www.ExcelOD.com



Webinar: Cyber-Security Crash Course for ODs

The increasingly digital healthcare landscape is presenting new challenges for health care professionals across the industry. Understanding how to protect your practice has become an essential part of maintaining your hard-earned reputation.

It's essential for AZOA members to take cyber-security protection seriously. If you already have protections in place, continuing education is a fundamental part of protecting yourself against data breaches and HIPAA violations. With the innovation and implementation of EHR systems, it's important to recognize the risks storing this data has and how the intersection of cyber-security and HIPAA compliance can protect you.

Unsure where to begin? There are several different components to cyber-security that can help protect your practice and your health care data. Some of the most effective things you can start doing right now include:

- Data encryption
- Email encryption
- Firewalls
- Anti-malware
- Anti-ransomware
- Security awareness training

Find out how to get started by joining AOAExcel's HIPAA compliance partner, Compliancy Group, for a special primetime webinar for AZOA members:

"Cyber-Security Crash Course for ODs" webinar

Tuesday, October 23rd at 6:00pm MST

VISIT <https://www.aoa.org/aoaexcel/webinars> to REGISTER

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 [ExcelOD.com/HIPAA-compliance](https://www.aoa.org/aoaexcel/webinars).

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How to choose the right malpractice coverage

Malpractice insurance, or professional liability insurance, is an essential component in every Doctor of Optometry's business portfolio. The right coverage will provide protection for the full range of treatments you offer, so you can focus on delivering excellent patient care without worry. Our insurance program administrator, Lockton Affinity, recommends you look for these three features when evaluating a malpractice policy:

- **Comprehensive protection:** A comprehensive policy will cover you for the full range of services permitted in Arizona's scope of practice, without common procedural exclusions that are considered "surgical." Not sure if your current policy offers comprehensive coverage? Visit <https://www.aoa.org/aoaexcel/business-and-liability-insurance> to request a complimentary policy review.
- **Lasting coverage:** There are two types of professional liability coverage available: claims-made and occurrence. Claims-made policies only provide coverage if the policy is in effect both when an incident took place *and* when a claim is filed, while occurrence policies provide coverage for any event that took place while the policy was in effect.
- **Savings:** Premiums can vary significantly among providers, so it pays to shop around and compare rates. AZOA members can receive a quote in seconds with no contact information required by visiting <https://www.aoa.org/aoaexcel/business-and-liability-insurance>

The malpractice insurance administered by Lockton Affinity provides guaranteed full scope of practice occurrence coverage with automatic updates, and no surgical exclusions. For more information on AOAExcel's program with Lockton Affinity for AZOA members, visit [ExcelIOD.com/business-liability](https://www.aoa.org/aoaexcel/business-and-liability-insurance).

The AOA Insurance Alliance program is administered by Lockton Affinity, LLC d/b/a Lockton Affinity Insurance Brokers, LLC in California. Policy benefits are the sole obligation of the issuing insurance company. The American Optometric Association may receive a royalty fee for the licensing of its name and trademarks as part of the insurance program offered to American Optometric Association members.

SAVE THE DATE FOR 2018 FALL CONGRESS!

NOVEMBER 2-4, 2018



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AZOA MEMBER NEWS - 2018 OPTOMETRY'S MTG IN PHOTOS



AZOA MEMBER NEWS - AZ STATE BOARD OF OPTOMETRY



Left: Congratulations to Dr. Brian Mach. He received a well-deserved award and thank you from Ms. Margaret Whelan, Executive Director of the Arizona State Board of Optometry for nine years of service. Brian is a past AZOA, GWCO and State Board President.

Right: Current members of the AZ State Board: Drs. John Chrisagas, Mark Peller, Marla Husz, Mike Lamb and Darcy Jones



AZOA MEMBER NEWS



OPTOMETRY HISTORY 101

October 10-12, 1989 was the AOA's first Congress and was held at the Broadway Central Hotel in New York City. Charles Lembke was the first president. In the early years an attendee would get a "medal" name badge. Pictured is a small collection of these badges that are on display at the AZOA office.

SAVE THE DATE FOR 2019 BRONSTEIN SEMINAR!

JANUARY 11-13, 2019



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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 FOR MORE INFORMATION AND TO REGISTER!