Why is membership in optometric organizations so important?

Our future depends on it.
because our profession will change…
either by us or by external forces.

We (that means all of us) must be proactive and have a say – *either yea or nay* – on the issues that affect our practices and influence those external forces in ways that will be positive both for us and the patients we serve.

In a group effort through our membership in optometry’s organizations, we can be heard and have an impact on those decisions that affect us. Those organizations are the…
American Optometric Association, the Pennsylvania Optometric Association, and our local societies, through which we

*promote the highest quality eye and vision care by optometrists;

*represent optometry to federal and state governments, regulatory agencies and third party payers;

*provide members with post-graduate education and membership benefits; and

*conduct activities in the interest of the visual welfare of the public.
American Optometric Association

Primary focus is on the national level while providing assistance to states

The AOA Vision

The American Optometric Association is the acknowledged leader and recognized authority for eye and vision care in the world.

The AOA Mission

“Advocate for the profession and serve optometrists in meeting the eye care needs of the public.”

The objectives of AOA are centered on improving the quality and availability of eye and vision care. The AOA fulfills its missions in accordance with the following goals:

– Health care and public policy related to eye care will uniformly recognize optometrists as primary health care providers and ensure the public has access to the full scope of optometric care.
– Optometrists and other professionals will look to the American Optometric Association for professional standards, research and education leadership which serve to enhance and ensure competent, quality patient care.
– The public, optometrists and other professionals will turn to the American Optometric Association for reliable and current information related to optometry, eye care and health care policy.
Pennsylvania Optometric Association

Primary focus is on a state level with legislation, regulatory agencies and third party payers

POA Mission Statement
The purpose of POA is
• to promote delivery of the highest quality eye/vision care by doctors of optometry:
  – by representing optometry to state government and all other entities,
  – by serving as a resource on all other matters pertinent to optometry,
• to provide professional interaction.

POA Vision Statement
The Pennsylvania Optometric Association envisions a Pennsylvania where:
• All citizens have access to high-quality eye and vision care, and are free to choose to receive that care from a Doctor of Optometry, without restriction by third-party payers or government regulations.
• Doctors of Optometry and other health care providers work together to ensure that our citizens receive the best possible eye and vision care.
• Doctors of Optometry are licensed to practice to the fullest extent of their training.
• State laws, regulations and policy are designed to attract the best practitioners in the field of optometry to the Commonwealth.
• All Doctors of Optometry participate in their professional associations, in the political life of their community, state and national; in continuing optometric education, in providing pro bono services to our less fortunate citizens, and in interprofessional relations and fellowship with their colleagues.
• The Pennsylvania Optometric Association will strive to fulfill this vision to the fullest extent possible.
Local Societies

- Affiliated with the Pennsylvania Optometric Association and located geographically throughout the commonwealth, local societies provide a community of colleagues assuring us that we’re not alone.

- Provide continuing education on a regular basis.

- Give us a network of colleagues from whom to gain insight and share solutions on a multitude of subjects and challenges related to our practices.
Our Gains
Successes
Privileges
* New Occupational Therapy Licensure Act amended during session to require OD or OMD referral, prescription, supervision, or co-management of low vision rehab or VT services provided by Occupational Therapists
In CT, DC, NV, NH, TX, and WY oral drugs may be administered to treat glaucoma in an emergency with immediate referral to an ophthalmologist.

As of July 2008

1 In CT, DC, NV, NH, TX, and WY oral drugs may be administered to treat glaucoma in an emergency with immediate referral to an ophthalmologist.
Uniformity – An Ever Continuing Push:

• It is undeniable that optometry has come a long way since 1901 when the first practice Act was enacted
• The legislative battles and victories are legendary
  – In fact, since 1971 there have been 172 scope “wins”
• Based on this history, other professions have come to the AOA seeking guidance on how to develop strong state grassroots legislative powerhouses that consistently accomplish so much
• But, let’s stop patting ourselves on the back for a minute and objectively take a look at...
Our challenges yet to be met...

The Increasing Aggressiveness of Anti-Optometry Attacks:
- New Mexico - Cut off payment for 60,000 (surgical) codes
- Oklahoma - Constant attempts to roll back scope
- Massachusetts - Belittlement of optometric education
- Numerous anti-comanagement battles

We need everyone’s help by building personal relationships with legislators:
- The “key” to all grassroots politics
  - **Personal relationships, personal relationships, personal relationships**
- Legislators want relationships with supportive constituents/friends
- Schedule an initial meeting over coffee, lunch, a golf game, a hunting or fishing trip... whatever your common ground interest

*It is important that we know our legislator(s)*
*but it is more important that he/she knows us!*
Our Practice Resource Centers provide these additional member benefits.
Continuing Education

• POA (per credit hour) – average of 15-20 credits offered per year

• Additional non-credit Practice Management Courses on a periodic basis

• Local Societies - some as many as 8 FREE credit hours per year plus some additional programs at reduced fees

• AOA (per credit hour) – average of 164 credits offered per year of which 36 can be taken
Electronic Claims Service

MEDICARE, RAILROAD, DME & PRIVATE INSURANCE CLAIMS SUBMITTED ELECTRONICALLY

REIMBURSEMENT IN HALF THE TIME
CUT DOWN ON REJECTIONS
MEDICARE CLAIMS SUBMISSION MADE EASIER
PERSONAL HELP WITH CARRIER REGARDING CLAIM PROBLEMS
WE HELP IN KEEPING UP WITH THE LATEST MEDICARE CHANGES
NO SIGN UP FEE
Billing & Coding Consultations

4 hours (2 hours of presentation and 2 hours of Q&A)

Your Choice

Group of 10 offices with maximum of 40 people (your location*) - Per office charge plus pro-rated travel expenses

Individual office (your location) – Flat rate plus travel expenses

Individual office (POA Office) – Flat rate

Two (2) reference manuals provided for each office – additional manuals are available for purchase.

*Someone from your area must set up logistics and take care of billing all offices for all expenses incurred; POA will send its bill to that person.
Reduced Ophthalmic Supplies Costs

- Ordering ophthalmic supplies direct from supplier via the Internet
- Reduce chances for human error

www.visionweb.com

- Credits toward dues based on your purchases
- Ophthalmic supply discounts
- Non-dues income to POA to keep dues low

www.cevision.com
Insurance Protection

- Accidental death & dismemberment
- Disability-guaranteed renewal & non-cancelable
- Employee salary protection
- Group term life
- Hospital indemnity
- Long term care
- Overhead
- Cancer care

- Malpractice/ professional liability
- Business owners

Henderson Insurance Agency, Inc.
Independent agents for over 30 years!
Help with finances

Credit card programs for optometric offices
  Discover
  Visa/MasterCard

☑ Credit union membership
☑ Debt collection service
☑ Retirement 401(k)

Equipment Leasing
Forms

- Rx Pads
  - Contact Lens
  - Spectacle
  - Drug (including tamper-resistant anti-forgery)
- CMS 1500
- Excuse Forms
- Eye Exam Report
- Stationery
Resource Guide for New Licensees

This guide, originally designed to assist new licensees with virtually every aspect of getting started in practice, includes resources valuable to every practitioner.

Underwritten by

C&E Vision

Buying Group

Your Buying Group of Choice™
AND MUCH MORE
including but not limited to...

✓ Resource Guide for Employed/Affiliated Optometrists
✓ Dr. Locator on the web site – an online referral directory
✓ HIPAA Resources
✓ Loaner library - borrow for two weeks at no charge
✓ Optometric Procedure, CPT & ICD-9 Manuals
✓ Overnight package delivery - UPS
✓ Pennsylvania Magazine – complimentary professional copy for our waiting room
✓ QPOP (Quality Program for Optometry in Pennsylvania)
✓ “Members only” sections of POA, AOA and Local Society web sites
✓ WebSystem2 for easy electronic newsletters to promote our practice
Public Relations,

Communications

and

Community Outreach
Vision Conservation Institute
and
Hill & Knowlton

- The Vision Conservation Institute here in Pennsylvania addresses our PR activities on a variety of subjects including
  - general and seasonal eye care & vision safety public education
  - Save Your Vision Week materials including the coloring sheets shown at right

- Hill & Knowlton, hired by AOA, provides a wealth of PR services on a nationwide basis.
Encourage good vision care for pre-schoolers.

Thanks to the generosity of

all POA members receive free brochures for distribution to patients and educators as well as a poster for display in the office.
InfantSEE™

- Protect the sight of the newest members of our communities. Participation brings the youngest patients into our office along with their families.
- This is not a charitable program, but a public health initiative designed to change the way parents think about eye care for their infants. It encourages vision care as an integral part of infant wellness care to improve a child’s quality of life. Importantly, it visibly places us, the optometrist, in the role of the primary eye care professional.
- a one time no-cost eye and vision assessment in the first year of life.

InfantSEE® is grateful for the generous support of

THE VISION CARE INSTITUTE™, LLC
a Johnson & Johnson company
Providing free eyecare & eyewear to America’s working poor through the generosity of ODs and optical suppliers.
Memorial Cards

The Pennsylvania Vision
Conservation Institute

gratefully acknowledges
a memorial bequest
in the name of

__________________________________________

This bequest will be used to support
vision education and research.
It is offered by

Dr. ______________________________________

on behalf of the
Pennsylvania Vision Conservation Institute
218 North Street
Harrisburg, PA 17101

A Memorial Bequest in the name of

__________________________________________

has been made to the
Pennsylvania Vision Conservation Institute
for vision education and research by

Dr. ______________________________________

Postcard mailed back to VCI for inscribing into Memorial Book

Mailed to patient’s family in provided envelope

Remember the patients who looked to us for their vision care needs
with a tax-deductible memorial contribution with proceeds going to the
Donald H. Evans, O.D., Scholarship Fund.
and our newest program …

PDEHA is an optometric initiative to increase communication between health care providers for the needs and timely care of diabetic patients.
Networking

Collegiality

A wealth of knowledge and experiences available just for the asking
Pennsylvania Paraoptometric Association

Staff training

Paraoptometric certification

Manual available for new employees or reference
Yes, membership is an investment

But the cost of not keeping up to date on government, regulatory and third party payer changes is staggering!

✓ What are the options?
✓ How much will it cost?
Membership Categories (practicing)

**Active Member:** A licensed Doctor of Optometry who is practicing in the Commonwealth of Pennsylvania and who is a member of an affiliated society and the American Optometric Association.

**Partial Practice Member:** A Doctor of Optometry who works in the Commonwealth of Pennsylvania three (3) days or less per week in compensated optometrically related activities. This category is specifically for those individuals who are not practicing full time whether cutting back on hours when heading toward retirement, raising a family or as a result of economic situations that reduce the number of hours in practice.

**Federal Service Member:** A Doctor of Optometry who is working in a federal facility or serving in the military.

**Associate Member:** A Doctor of Optometry whose primary practice is in another state and is a member of that state optometric association and the American Optometric Association.

(Retired and Life membership categories available to individuals who have held membership for an extended period of time.)
Membership Categories
(not practicing)

Special Class Member: A Doctor of Optometry who is not engaged in the industrial, clinical, private or group practice of optometry and not in the federal service.

Educator Member: A Doctor of Optometry who holds a full-time faculty or administrative position at an accredited school or college. This would also include multiple positions at more than one institution as long as the total amount of time is “full-time”. An Educator member may practice part-time on the side as long as the faculty/administration position is full-time.

Post-Graduate Member: A Doctor of Optometry who is a full-time student in an accredited institution, or resident or fellow in a residency program.

Student Member: An optometric student at any school or college of optometry

(Retired and Life membership categories available to individuals who have held membership for an extended period of time.)
### 2009 Membership Dues

<table>
<thead>
<tr>
<th>Year of Licensure</th>
<th>1st calendar year after licensure</th>
<th>2nd calendar year after licensure</th>
<th>3rd calendar year after licensure</th>
<th>4th calendar year after licensure</th>
<th>5th calendar year after licensure and thereafter</th>
</tr>
</thead>
<tbody>
<tr>
<td>AOA</td>
<td>Free</td>
<td>73.60</td>
<td>147.20</td>
<td>368.00</td>
<td>551.25</td>
</tr>
<tr>
<td>POA</td>
<td>Free</td>
<td>63.50</td>
<td>127.00</td>
<td>317.50</td>
<td>476.25</td>
</tr>
<tr>
<td>Local Society</td>
<td>Free</td>
<td>2.00 - 7.50</td>
<td>4.00 - 15.00</td>
<td>10.00 - 37.50</td>
<td>15.00 - 56.25</td>
</tr>
<tr>
<td>Total (low local)</td>
<td>0</td>
<td>139.10</td>
<td>278.20</td>
<td>695.50</td>
<td>1042.50</td>
</tr>
<tr>
<td>Total (high local)</td>
<td>0</td>
<td>144.60</td>
<td>289.20</td>
<td>723.00</td>
<td>1083.75</td>
</tr>
</tbody>
</table>

*the same since 1999

**Payment plans allowed**
- *Quarterly (based on high local)* – payments in December, March, June and September
  - 36.15  72.30  180.75  270.94  361.50
- *Monthly (based on high local)* - 10 payments (December thru September)
  - 14.46  28.92  72.30  108.38  144.60

Or other schedule as long as 25% is paid by end of March, 50% by end of June, and 100% by end of September.

Reduced dues are applicable to a number of the membership categories on the preceding pages.
## Member vs Non-member

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-20 hours of CE (POA) per year</td>
<td>25.00 per credit hour</td>
<td>50.00 per credit hour</td>
</tr>
<tr>
<td>Optometry’s Meeting - 36 hours of CE (AOA) per year can be taken from the 164 hours offered</td>
<td>125.00 registration fee plus 30.00 per credit hour</td>
<td>495.00 registration fee plus 30.00 per credit hour</td>
</tr>
<tr>
<td>Up to 8 hours of CE (Local Society) per year</td>
<td>Included in membership</td>
<td>NA</td>
</tr>
<tr>
<td>Other Local Society CE programs</td>
<td>Varies</td>
<td>NA</td>
</tr>
<tr>
<td>Billing &amp; Coding Consultation (individual office)</td>
<td>600.00 plus travel</td>
<td>900.00 plus travel</td>
</tr>
<tr>
<td>Billing &amp; Coding Consultation (group of 10 offices)</td>
<td>250.00 plus travel</td>
<td>375.00 plus travel</td>
</tr>
<tr>
<td>Electronic Claims Submission</td>
<td>2.50 per claim</td>
<td>3.75 per claim</td>
</tr>
<tr>
<td>Memorial Cards (1 packet of 10)</td>
<td>40.00</td>
<td>80.00</td>
</tr>
<tr>
<td>Kids Welcome Here® materials</td>
<td>Included in membership</td>
<td>Not Available</td>
</tr>
<tr>
<td>InfantSee™ participation &amp; materials</td>
<td>Included in membership</td>
<td>Not Available</td>
</tr>
<tr>
<td>PA Diabetic Eye Health Alliance materials</td>
<td>Included in membership</td>
<td>Not Available</td>
</tr>
<tr>
<td>Monthly Practice Tips and updates on government, regulatory agency and third party payer activities</td>
<td>Included in membership</td>
<td>Not Available</td>
</tr>
<tr>
<td>Up to date notices of changes to laws, regulations and third party payer activities</td>
<td>Included in membership</td>
<td>Research on your own</td>
</tr>
<tr>
<td>Resources for practice on web site</td>
<td>Included in membership</td>
<td>Research on your own</td>
</tr>
<tr>
<td>Listserve</td>
<td>Included in membership</td>
<td>Not Available</td>
</tr>
<tr>
<td>Disaster Relief Fund grants</td>
<td>Included in membership</td>
<td>Not Available</td>
</tr>
<tr>
<td>Answers to your questions</td>
<td>Included in membership – just call or write</td>
<td>Research on your own</td>
</tr>
</tbody>
</table>
It’s our future!
Can we really afford not to?

Online membership applications

For online submission for Active, Partial Practice, Federal Service and Associate, copy and paste the following URL into your web browser:

http://pennsylvania.aoa.org/x7712.xml

To download and print applications for Post-graduate, Special Class, and Educator (or to print any of the above applications), scroll down the page on the above link.

Note: In addition to other possible dues reductions, we prorate dues based on the quarter of joining – January, February or March 75%; April, May or June 50%; July, August or September 25% and October, November or December “Free”
Thank you for taking the time to learn more about us.

How can we help?

Have questions? Contact us at:
POA
218 North Street
Harrisburg, PA 17101
Phone: (717) 233-6455
Fax: (717) 233-6833
E-mail: mail@poaeyes.org
www.poaeyes.org