On September 26, optometry gathered in our capital city to educate Senators about our profession and HB 838. Over 170 optometrists, students, paraoptometric staff and friends attended the day-long event.

Dr. Bobby Jarrell and Dr. Bill Reynolds, both members of the AOA State Government Relations Center, and Brian Reuwer, advocacy staff at the AOA Washington, D.C., office, presented grassroots training to kick-off the event. The information they provided was not only valuable for Senate visits on September 26, but also for long-term relationship-building between optometrists and their legislators.

Attendees were introduced to our new lobbying team, Long, Nyquist & Associates, and heard the latest information on HB 838 from POA leadership. Throughout the day, optometrists, students and paraoptometric staff met with every Senator or their staff to educate them about optometry and HB 838.

Please see POA President Dr. Daniel Russell’s President’s Editorial on page 2 for a detailed recap of the day.

HB 838 Resources

If you have not visited the POA’s Legislative Priorities page recently, today is the day. POA has developed extensive resources to help you educate yourself about HB 838 and communicate with your Senator. Make your voice heard. As always, please forward a copy of all correspondence sent and received to the POA office by fax at (717) 233-6833 or to Ilene@poaeyes.org.
President’s editorial

Optometry at the Capitol Day a success
By Daniel F. Russell, O.D.

It is amazing what can be accomplished when we all work together. A collaboration of 170 optometrists and students, in addition to several paraoptometrics and POA staff, helped make Optometry at the Capitol Day a big success.

We kicked off the day with a grassroots advocacy program focused on visiting with legislators and raising money for PAC. Presenting were Brian Reuwer (AOA legislative staff, Washington office), Dr. Bobby Jarrell (AOA State Government Relations Committee chair, from New Mexico) and Dr. Bill Reynolds (Legislative Affairs Committee chair, Kentucky Optometric Association). They presented information on the “dos and don’ts” of interacting with legislators. In addition, they provided strategies for getting more comfortable with your legislator and how to grow and maximize that relationship.

I addressed the group with our new Legislative Affairs Committee chair, Dr. Bob Bittel, to provide some history on HB 838 and its predecessors in the Pennsylvania House of Representatives. We were able to introduce the newest members of our lobbying team, the firm of Long, Nyquist & Associates. They have already proven effective in strengthening relationships with Senate leadership.

We also featured a guest speaker – Senator John Gordner, vice chair of the Senate Consumer Protection and Professional Licensure Committee. He has been a supporter of organized optometry and our issues for many years. He shared some personal stories as he looked out into the audience and located his optometrist, Dr. Bob Albertson. Senator Gordner also made some remarks about how we can most effectively support our legislators as we oppose HB 838.

Finally, I would like to thank everyone involved in Optometry at the Capitol Day: the POA Board of Directors, each of whom had a role; the POA staff, who put an enormous amount of effort into coordinating each visit for the optometrists and students; PCO and its administrators, for transporting 85 students to Harrisburg and excusing them from clinic and other educational activities so they could participate in this critically important event; our lobbying team, for everything they are doing on behalf of optometry; and last but not least, all of the optometrists who closed their offices and came to Harrisburg to join together to advocate on our behalf.

Thanks again for the honor of being your POA president and for lending me your ear.

imvaod@comcast.net
Over 170 optometrists, students, paraoptometric staff and friends learn about grassroots advocacy from Drs. Bobby Jarrell and Bill Reynolds at the Hilton Harrisburg during Optometry at the Capitol Day.

From left, Georgietta Gdovin, O.D.; Rick Spross, optician; Karen Wrigley, O.D., Min Son, PCO student intern; and Avital Feldman, PCO student intern, gather outside the entrance to the Capitol.
E-Prescribing: It’s not too late to participate in the 2011 incentive program

There is still time for optometrists to start e-prescribing (eRx) and receive the 2011 CMS E-Prescribing Incentive Program bonus. E-prescribing allows optometrists to electronically send an accurate, error-free and understandable prescription directly to a pharmacy from the point-of-care. All Medicare providers who write at least 25 eRxs are eligible for a 1% bonus on their 2011 approved Medicare billings. Optometrists can utilize free web-based software to earn the bonus if they do not own an electronic health record (EHR) program with an integrated eRx system, making this program easy for optometrists to participate. The eRx program is currently optional for optometrists but may become mandatory in the near future, so it is important that all optometrists adopt eRx into their practice now.

What is eRx?
E-prescribing improves the overall safety and efficiency of the prescribing process by allowing providers to prescribe the most medically-appropriate and cost-effective prescription at the point-of-care. E-prescribing can allow your practice to access your patients' formulary, eligibility and prescription history information, and securely exchange prescription information with pharmacies electronically, rather than by fax, phone or on paper. Pharmacies are then able to send refill requests to providers electronically, significantly reducing pharmacy phone calls and faxes and ensuring patient safety. There has never been a better time to e-prescribe. Government programs – such as the Medicare Electronic Prescribing Incentive Program and the Health Information Technology for Economic and Clinical Health (HITECH) Act – are designed to provide support for prescribers that wish to adopt eRx and electronic medical record (EMR) technology by providing providers a transition period and some financial support to make the transition. The ultimate goal of this program is to improve patient safety by moving away from paper-based medical records.

How to start:
1. If you currently have EHR technology, check with your software vendor to see if they have an eRx solution. It will most likely be an integrated solution and have an associated annual fee. Integrated solutions are typically worth the expense compared to having a stand-alone solution.
2. If you do not currently have an EHR program, check out the stand-alone solutions that are available. The National E-prescribing Safety Initiative (NEPSI) was created with the goal of providing free stand-alone eRx to every physician in the country.

If you need a free stand-alone solution and you are ready to begin:
Register at https://erxnowregistration.allscripts.com. This typically takes a very short time. For your initial application, you need a copy of your:
1. NPI Enumerator, the official form that shows your NPI number.
2. Valid State License, which must show the expiration date
3. Valid Driver’s License

Once you fill out your application online, you will be able to print out a confirmation page, which is actually a fax cover sheet with specific instructions. You will fax this cover sheet, with the above three items, to the number indicated on the fax cover sheet. Administrators will complete your registration and you will receive an e-mail with instructions to then begin eRx. Most applications are completed the same day.

To participate in the 2011 Medicare eRx Incentive Program:
1. Have a working eRx solution in place, either integrated or stand-alone.
2. Verify your solution is a qualified eRx system at http://surescripts.com/certification-status.html.
3. For Medicare patients who need medication prescriptions, create at least one eRx during the encounter, document you did it, and transmit it electronically using your qualified eRx system. You must be seeing the patient for a visit and billing a procedure code – not just a patient requesting an authorization or refill by phone.
4. On your CMS-1500, include the code G8553 on the same form with the supporting procedure code.

Code: G8553 Description: At least one Rx created during the encounter was generated and transmitted electronically using a qualified eRx System and use the amount: $0.00 or possibly $0.01 if your system won’t allow zero charges.
5. Verify this code on EOBs to make sure it gets to Medicare, processed and returned.

See eRx on page 5
TRICARE update

Health Net Federal Services agrees that optometrists should be paid for higher level E&M services

In the last issue of the Keystoner, we reported that Health Net Federal Services (the contractor for the TRICARE North Region) was rejecting higher level evaluation and management (E&M) claims submitted by optometrists. AOA recently met with a senior Health Net Federal Services official regarding its denials of these services provided by optometrists. Health Net has confirmed to AOA that reimbursement for certain upper-level Evaluation and Management Services (CPT codes 99204, 99205, 99214, 99215, 99244, and 99245), when billed by optometrists, has been inappropriately denied since April 1, 2011 even though the services fall within the scope of practice for optometrists and are covered by TRICARE. Health Net is in the process of developing policy and internal communication to clarify that these services are covered by TRICARE; that they are within optometrists’ scope of practice; that they can be billed by optometrists providing services to TRICARE beneficiaries/Health Net members; and that they should be paid when regular coverage and payment criteria are met.

AOA is working with Health Net to fully resolve the situation and plans to have more information for members soon.

As a reminder, POA’s Electronic Claims Service screens claims for accuracy prior to submission to eliminate common errors that cause rejections and necessitate time-consuming tracking and resubmission. ECS also provides assistance for claims that have been rejected or delayed.

For more information about POA’s Electronic Claims Service, call (717) 234-2119.

Malpractice and Professional Liability

As optometrists have expanded their scope of practice in recent years, lawsuits against them have increased. Although no practitioner is completely immune to malpractice suits, you can follow certain steps to reduce the chances of facing a claim against you and against your practice.

- Follow the standard of care of the profession. Get a thorough case history, do any necessary tests and provide an accurate diagnosis.
- Stay current with the latest developments in optometric practice and use this information for the diagnosis and treatment of your patients.
- Address the patient’s complaints. Have you fully addressed what the patient is concerned about, and does your conclusion explain the findings and the concern?
- Do a thorough job of explaining procedures prior to performing them and discuss their results after performing them.
- Let the patient know of risks and treatment options beforehand and have the patient acknowledge it in writing. It’s useful because an informed patient is less likely to be unpleasantly surprised by a treatment outcome and, therefore, less likely to bring a lawsuit in anger. Also, a signed informed consent agreement can serve as valuable evidence that a patient received the information necessary to make an informed decision.
- Follow co-management procedures and don’t be afraid to make referrals when needed, as a reluctance to do so can lead to malpractice claims.
- Don’t add or delete information from a chart, even if you think that you are doing it appropriately. What is not documented will be assumed to be not provided.
- If you make additions or deletions to a chart, you should make it clear that an alteration has been made by initialing and dating the changes.
- The other simple rule is to polish up your chair side manner. Patients rarely sue doctors they like unless the doctor does something blatant.
- Good communication is important and can defuse negative feelings should problems or complications arise. If a patient gets a new pair of glasses and comes back saying he still can’t see properly, be understanding, not defensive.

Contact Spodek Insurance for more information on your business insurance needs!

4349 Murray Avenue
Pittsburgh, PA 15217
412-521-8600
412-521-8755 fax
www.spodek.com

Mercantile Insurance Group*
FALL POA CE PROGRAMS

Board Certification & Optometric CE Program in October in Altoona

The POA Board of Directors is pleased to have contracted with Optometry Board Certified to present a 16-hour board certification preparatory program. This program, to be held October 29 & 30 at the Blair County Convention Center in Altoona, will benefit both those doctors of optometry who are planning on obtaining board certification status, as well as those doctors who would just like to obtain 16 hours of COPE-approved continuing education in one weekend.

Registration forms have been mailed to all POA members and can be found on our Meetings & CE Programs page. Sleeping rooms are available at the Courtyard Marriott Hotel adjacent to the Convention Center. Reservations at the Courtyard Marriott Hotel can be made by calling (814) 312-1800.

POA Presents:
Imaging Technology in the Primary Care Setting

On Sunday, November 20, POA will offer a new program designed and presented by Drs. Alissa Coyne, Michael Rebar and Mark Street of the Pennsylvania College of Optometry at Salus University. The course includes four hours of lecture followed by two hours of hands-on instruction with various pieces of equipment found in optometric offices.

Imaging Technology in the Primary Care Setting: Optical Coherence Tomography

This two-hour lecture will enable the practitioner to develop an understanding of the emerging and rapidly-evolving technology of optical coherence tomography. Theoretical concepts, instrumentation and interpretation will permit the participant to understand OCT platforms, their setup and practical applications.

Imaging Technology in the Primary Care Setting: Heidelberg Retinal Tomographer and Glaucoma Diagnosis Instrumentation (GDx)

This two-hour lecture will enable the practitioner to develop an understanding for both retinal tomography (surface analysis) and nerve fiber layer thickness analysis. While these technologies have been used over the past ten years, they remain valuable and relevant. Theoretical concepts, instrumentation and interpretation will permit the participant to understand instrumentation platforms, their setup and practical applications.

Imaging Technology in the Primary Care Setting: Practical Applications

In this unique two-hour laboratory setting, ophthalmologic imaging technology will be available for personalized instruction. Instrumentation setup, instrumentation familiarization, software familiarization and serial studies of subjects with image acquisition, manipulation, analysis, interpretation, storage and printing covered in its entirety.

Registration Fee

Registration fee includes six hours of CE, breaks and lunch. Handouts must be downloaded from POAs Meetings & CE Programs page (available in late-October).

AOA Members: $150  Non-AOA Members: $300
Staff: $75  Students: $40

Registration and hotel information has been mailed to doctors and is available online. If you have any questions please contact Ilene Sauertieg at Ilene@poaeyes.org or (717) 233-6455.

Decorative Contact Lenses

Distribution requires a valid prescription and registration to sell medical devices

As Halloween approaches, you may see an increase in decorative, plano contact lenses being sold in your community. The sale of all contact lenses – including plano lenses – is regulated by several state and federal entities to ensure that they are only distributed with a valid prescription and by an establishment registered to sell medical devices.

Contact lenses, including plano lenses, are medical devices regulated by the Federal Food and Drug Administration (FDA). As such, it is illegal to distribute any contact lens without a valid contact lens prescription.

The Federal Trade Commission (FTC) also enforces laws on selling contact lenses without a valid prescription via the Fairness to Contact Lens Consumers Act (FCLCA), which requires that contact lens sellers verify with a patient’s optometrist or other eye care provider that the consumer has been given a valid prescription for all contact lenses, including cosmetic lenses that do not correct vision. Resources for reporting the illegal distribution of contact lenses to the FTC can be found at www.aoa.org/x4843.xml.

In Pennsylvania, the Pennsylvania Optometric Practice and Licensure Act requires that a prescription by an optometrist or licensed physician is needed for contact lens fitting. Complaints and questions regarding decorative contact lenses being sold without a valid prescription may be directed to the Pennsylvania Department of State at (800) 822-2113 or www.dos.state.pa.us/portal/server.pt/community/file_a_complaint/12406.

Any Pennsylvania business that is manufacturing, distributing or retailing contact lenses, including decorative lenses, must register with the Department of Health (DOH), unless the business is a licensed optometrist or physician lawfully writing a prescription. Individual doctors may file a complaint against Pennsylvania businesses not registered to sell medical devices with the DOH. Questions and complaints may be directed to Theresa Ritchie, Department of Health, at (717) 783-1379.
Join C&E today and earn $300 when you bill $1,000 in the first 30 days of official start date. (use code: 300new)

Current C&E members earn $25 each time they add a new vendor to their account and bill $300 in their initial month. (use code: poa25)

Pennsylvania Optometric Association
Members earn .75% towards dues credits on all net ABB Con-Cise purchases

2% towards dues credits on all net buying group purchases

Reasons to Make C&E Vision Your Buying Group

• Dues Credits & Society sponsorship
• 8 Uniquee services Free with Membership
• Never any membership fees
• Exclusive incentives and discount programs.

The official Web Enhanced Buying Group of Choice for the POA

1-800-346-2626 www.cevision.com
Kodak Lenses give private practices a high-quality option to stand out from the crowd. A recent progressive lens wearer study showed that patients draw a line in favor of Kodak Lenses because of their high performance, trusted brand and unmatched value.

For more about Kodak Lenses or the consumer study, call Signet Armorlite, a POA Business Partner, at 800-950-5367.
Committed to a perfect fit

ALLERGAN IS PROUD TO BE A PART OF THE OPTOMETRY COMMUNITY, offering quality products, educational programs, and practice support. As the field of optometry evolves, we’ll be with you every step of the way. When you thrive, we thrive; that’s how opportunity brings us together.

Visit our optometry-dedicated website for more information
www.allerganoptometry.com

©2011 Allergan, Inc., Irvine, CA 92612    ™ and ® marks owned by Allergan, Inc.    ZYMAXID® is licensed from Kyorin Pharmaceutical Co., Ltd., Tokyo, Japan.    www.allergan.com    110474
Practice for sale

West York. Fifty-year-old practice for sale. Ninety-five-year-old building with 1,000 square-foot upstairs apartment. Some owner financing available on building. Turnkey, $250K, includes building, business equipment and some inventory. If interested, contact (717) 465-0258.

Belleville. 30-plus-year-old optometry practice for sale due to retirement. Nice community near Penn State. Free standing building, parking, handicapped access, two exam rooms, fully networked with EMR’s, HFA, HRT, finishing lab, website (www.eyecareyoutrust.com). If interested, call Mike at (814) 880-4127.

West Central PA. Forty-four year old practice for sale. Excellent location with high visibility. Building with ample parking included in sale. A complete primary eye care facility with 1,800 sq. ft. Call (814) 535-8697 between 4-4:30 or (814) 255-1644 after 6:00 PM.

Optometrist wanted

Pittsburgh. Full-time sublease available with Pearle Vision in Monroeville. Great opportunity for business minded optometrist looking to start their new practice with the safety net of Luxottica beneath them. If interested, please send resume to nhindman@luxotticaretail.com.

State College. Part-time sublease (3-4 days/week) available with Pearle Vision. Fantastic opportunity with huge growth potential. If interested, please send resume to nhindman@luxotticaretail.com.

Berks County. Well-established private practice seeking part-time associate optometrist. Nice office location with full optometric support staff. No weekends. New graduates welcome. Position has potential for future growth. Please e-mail resume or any questions to meg526@comcast.net.

Craberry Township. Fill-in needed for Target Optical location. If interested, e-mail dr.t@zoominternet.net or call (724) 816-0951.

Northwestern PA. Continued success can be yours! 2 Large volume for a small town, private optometry/ophthalmology practices 35 miles apart. Prefer experience, however, recent graduate great opportunity. Do you, or do you know someone who wants this truly exceptional opportunity? Two private practices in a wonderful recreation area. Enjoy world class fishing, hunting, skiing and cultural events. Well-equipped, well staffed, exceptional practices, to an ambitious candidate. Great location to raise a family. Bradford and Warren, PA. Contact fehc2@verizon.net, visit our www.eyecarecoda.com or call (814) 368-6333.

Pittsburgh. Part-time optometrist needed in the South Hills on both Wednesday morning and all day Friday. If interested, please call (412) 344-8691.

Northeastern PA. Great opportunity for an energetic optometrist. Experienced or new graduate interested in private practice optometry 2-3 days a week with potential to partnership in near future. E-mail fjwernerod@prodigy.net.


West Mifflin. Part-time opportunity in high-volume primary care private practice. Candidate must be personable and have ability to manage and treat various ocular pathology and post surgicals. If interested, contact aulicino3@comcast.net.

Stroudsburg. OD needed for 3-4 days per week split between commercial and private practice. If interested, please contact eyedoc@ptd.net or (570) 476-1114.

Berks County. Busy and growing ophthalmology group practice located in Wyomissing, PA seeks an Optometrist. For additional information on our physicians/practice, review our website www.berkseye.com. Send letter and resume to Kathy Bell, Practice Manager at bellk@readinghospital.org.

Wayne County. Part-time OD needed. Full service private OD practice needs part-time OD for 1.5-2 days per week. Excellent staff, new equipment and friendly atmosphere. Must have TPA license and malpractice insurance. Call (570) 228-1040 for details.

Washington, PA. Great opportunity for an energetic TPA. Experienced in private practice optometry 2-3 days a week with potential in purchasing practice in the future. Call Tammie Durila at (724) 225-4410 or e-mail tammiedurila@ymail.com.

Milford. Fill-in optometrist needed for 1 to 2 days a week at the Walmart Vision Center.

The days and hours available are flexible to your schedule. If interested, please contact Lisa at (570)491-5334 or e-mail llandry00@hotmail.com.

South Central PA. Optometrist wanted, full-time preferred. Good pay and benefits. Therapeutics a must. Call (717) 593-4521, e-mail alleganyopt@comcast.com, or fax (717) 593-4525.

Lebanon. Full and part time TPA certified optometrists wanted for busy ophthalmology practice in Lebanon. Excellent opportunity to practice full scope optometry. E-mail resume to aalley@comcast.net or contact Beth at (717) 273-0662.

Optometrist available

Pittsburgh. Experienced optometrist pursuing FT and PT opportunities in the Pittsburgh area. I would also be interested in purchasing a practice from a retiring optometrist. Please contact me via e-mail at pittpaod@gmail.com.

Berks County. TPA optometrist available for part-time position on Tuesdays and/or Thursdays in Berks County and surrounding areas. Please e-mail bweyedoc@yahoo.com.

Equipment for sale

Roto-Table $750, Topcon TR-7000 Auto Refractor/keratometer $1,700, B&L Keratometer Cat #71-21-35 manual $350, Reichert Non-Contact Tonometer $250, all are in excellent condition. Call Dr. Henry at (717) 412-7452.

Autorefractor/Autokeratometer for sale. Canon RK-F1. Purchased in 10/2009 with a three year warranty. Perfect condition. Call or e-mail Dr. Hemler at (717) 630-2922 or hemlerfamilyeye@comcast.net.

Kowa Genesis-D fundus camera. One year old, like new. $7,500 or best offer. Contact bmillis@comcast.net.

Ultramatic minus cylinder phoroptor, $2,500; Burton keratometer, $300; Woodlyn Nexus Ultravision 23” touch screen (6 months old), $1,750; Woodlyn Nexus Ultravision 23” touch screen (new in box), $2,000; Burton slit lamp with tonometer, $600; Reliance 6200 chair and stand, $2,500; Keeler Vantage Plus wireless BIO (6 months old), $1,400; Keeler Vantage Plus wireless BIO (new in box), $1,750; Burton phoroptor, $1,400; HFA

See Classifieds on page 11
Calendar

October 23, 2011
Second Annual Northeastern PA Optometric Society CE Seminar. Hilton Scranton Conference Center, Scranton. Eight hours of COPE-approved CE featuring Dr. Kelly Malloy (4 hours of neuro) and Dr. Richard Bennett (4 hours of glaucoma). Registration at 7:30 AM; lectures at 8:00 AM. Cost is $75 for AOA members; $150 for non-AAO members. RSVP by October 5 to Dr. Sherry Winn at eyedoc2015@yahoo.com or call (717) 586-3228.

October 29-30, 2011
POA Board Certification Preparatory/Optometric CE Program. Blair County Convention Center, Altoona. Offering 16 hours of COPE-approved CE. Details have been mailed to members and are available online on the Meetings & CE Programs page. Contact llene@poaeyes.org for information.

November 20, 2011
POA Presents Imaging Technology in the Primary Care Setting. Hershey Lodge & Convention Center, Hershey. Six hours of CE; 7:30 AM - 4:00 PM. Featuring Alissa Coyne, O.D., Mark Street, O.D., and Michael Rebar, O.D. Registration fee: AOA Members, $150; Non-AAO Members, $300; Staff Members: $75; Students, $40. Registration includes 6 hours of CE, breaks and lunch. For more information or to register, visit POA’s Meetings & CE Programs page.

Any time, any place!
POA Webinar Series: Glaucoma or Oral Medications. On-demand online via POA’s website on the Meetings & CE Programs page. Each webinar provides one hour of CE at a cost of $25 for members; $50 for non-members. Format is 50-minute presentation followed by a 10-minute Q&A period. Contact llene@poaeyes.org with questions.

March 11, 2012

Classifieds
Continued from page 10

7401 Series 2, $13,000; Burton Belo autoref/K, $3,000; Canon CR1 with EyeQ laptop and table, $13,000; Burton chair and stand, $1,500; Nikon slip lamp, $3000; trial lens set, $100. For more info, call Dr. Stephen Holloway at (724) 493-6370.

Heidelberg HRT-II, Tomographer all inclusive with printer, excellent condition, $4,000. PatchPen handheld pachymeter, $1,500 OBO. Call (610) 258-6666 and ask for Pat.

Reichert NCT II non-contact tonometer with stand. Good condition. $500. Call (717) 866-1400 or e-mail mdb67ch@verizon.net.

Excellent condition: Heine BIO Omega 180, trial Lens Kit, Volk Lenses 20, 90, 78, 3-mirror Gonio no flange, Randot test, trial lens frame, occluders and more. Please e-mail eyeequip@gmail.com for details and prices.

Free to members!

Forget about the red eye in photos...
It’s FREE by an InfantSEE® OPTOMETRIST!
Pay attention to the WHITE eye.
Don’t delay! Have your baby checked today!
To find an InfantSEE® Optometrist near you Visit www.InfantSEE.org Or call (888) 396-EYES (3937)

Repetitive photos of a child with a white pupil may indicate a significant vision disorder such as:
• Amblyopia (lazy eye)
• Strabismus (eye turn)
• Or even a serious medical problem, including Cataract or Retinoblastoma (eye cancer)

Other vision issues may not be so obvious. A comprehensive eye health and vision assessment is the best way to ensure that a baby has healthy eyes and is developing good vision.

Don’t delay! Have your baby checked today! It’s free by an InfantSEE® OPTOMETRIST!
Visit www.InfantSEE.org Or call (888) 396-EYES (3937)

E-mail Deb@poaeyes.org to request copies

Advertise in the Keystone
Free of charge to members; $1 per word, minimum $25, for non-members. Ads must be submitted in writing via e-mail to Deb@poaeyes.org or via fax at (717) 233-6833. Please indicate the number of months you want your ad to run, up to a maximum of three months. The deadline to submit classified ads is the 1st of the month preceding publication. (Example: January 1 for the February issue.) POA/C&E members can also post classified ads at www.cevision.com.
You & eye

New members
We are pleased to announce the following new POA members. Please welcome these doctors to their professional association:

Erin J. Bender, O.D. (CPOS)
Leah N. Steele, O.D. (WPOS)
Alice Wong, O.D. (MCOS)

In Memoriam
We extend our sympathy and prayers to the family of

Martin Hafter, O.D.

Memorial Cards
Show your patients you care with memorial cards. All funds are used to support vision education and research.

Each pack contains:
10 memorial cards
10 matching envelopes
10 pre-addressed post cards.

Cost:
Members: $40
Non-members: $60

To order, e-mail Deb@poaeyes.org
or call (717) 233-0925

ARE YOU SHARING THIS NEWS WITH YOUR STAFF?
Most of the information in the Keystoner is not only valuable for you, but also for your staff. We encourage you to share your Keystoner with your office manager, paraoptometrists and other staff.

OFFICE ROUTING FORM

☐ Doctor
☐ Office Manager
☐ Para
☐ Para
☐ Para
☐ Para

Join us on Facebook & Twitter

Facebook
Twitter
Welcome to another edition of the PPA ParaEyes, please take the time to read through this issue to see what is new in the wonderful world of Paraoptometry.

I would like to take this opportunity to address the doctors. Many of you have approached me with the same question, “How do I get my staff to come to education?” WHAT!? Here we are members of the PPA board, pushing you to send your staff to education, get certified and to be involved, and it’s your staff that’s holding themselves back! If an educated, certified staff is your ultimate goal for your practice then you need to make it happen. Offer incentives i.e. raises with certification, offer an allowance to be used towards registration costs, lodging, travel, etc. you don’t need to go overboard but showing an interest in their education should motivate them. Show pride in your certified staff, display their certificates for your patients and the rest of the staff to see. Your paraoptometrics need to see that their “job” is more of a Career and education will get them there.

Paraoptometrics, do you realize how valuable you can be to a practice? Your abilities in the office do not have to stop at checking VA, or checking insurance, or dispensing glasses, you CAN go beyond all of that making you an invaluable asset to any optometry practice. Start thinking of Paraoptometry as a Career and see just how far you really can go.

Have Time to Make a Difference?

There are many opportunities to volunteer your time, your knowledge and your experience within the PPA. If you are interested in making a difference, review these committee descriptions, and contact the PPA!

ParaEyes CE Committee, obtain a 1500 word article authored by a doctor or a para with 10 questions pertaining to the article to be placed into the ParaEyes. CE requires CPC approval. Contact Roberta at rmbeers@windstream.net

Recording Committee, responsible for maintaining and recording CE hours and CE slips for PPA members, and awarding members for hours achieved. Contact Sarah at sarahowens76@yahoo.com

Continuing Education Committee, assist the VP of Education in the planning and coordinating of all educational events. Contact Sarah at sarahowens76@yahoo.com

Charm Lanyard Committee, obtain required charms and lanyards for gifting and keep record of charms given to PPA members. Contact Felicia at icaretech@yahoo.com
Upcoming Events

**November CE Program**
November 20, 2011
Hershey Lodge and Convention Center

**May Congress**
May 18-20, 2012
Bedford Springs, Pa

---

**Report of the Secretary / Treasurer**

Vera J. Kohler, CPOA

PPA’s checking account balance is $3,377.73 (three thousand three hundred seventy seven dollars and seventy three cents). The savings account balance is $8,687.50 (eight thousand six hundred eighty seven dollars and fifty cents). We have one hundred and forty four members including two honorary members.

PPA would like to welcome Jen Speel, Penny Smart, Deborah Oswald, Melissa Innaurato, Karen Kinney, Amber Maurer, Brenda Glanski, Nicole Poole, Beth Labenz, Trish Petrillo, Sharon Kamnik, Denise Hurler, Tammy Christoph, Lizetta Guzman, Leticia Ocasio, Steven Boyd, Erin Donohoe, Danielli Kieger, Meghan Morton and Anita Rice.

The Pennsylvania Paraoptometric Association offers Education, Recognition and Involvement. New members and existing members can visit us on our web site at poaeyes.org and click on the para section or like us on face book. Please feel free to contact any board member with any concerns or questions.

**Report of the VP of Continuing Education**

Sarah Owens, CPOA, CPOC

September 25th education at Salus University was a great success this year! Mary Jameson, BHS, COA, CPOT kept us moving with hands on workshops using the schools lab facilities. Attendees had lots of laughs practicing on each other with soft and gas permeable contact lenses, and the slit lamp instruction with Mary and the Optometry students was very informative. Advanced slit lamp operators even had a chance to practice Goldmann Tonometry! We look forward to education at the school again.

PPA education November 20th is held along with the POA at the Hershey Lodge and Convention Center this year. See the website for more details. This will be a great time to build relationships with other paras, doctors and equipment vendors. We look forward to seeing everyone in Chocolatetown USA!
Do you Know a Girl Scout?
Camille Seganos, CPOA

The Vision Awareness Girl Scout Patch can be earned by completing activities that educate Girl Scouts about vision, the eyes and many other related topics. For a complete list of activities and patch request form, visit our website at poaeyes.org or contact me at: Camilivanili@yahoo.com
814-266-7611 (phone)
814-266-3532 (fax)

Para Spotlight
Roberta Beers, CPOT

The PPA is proud to announce that our very own Roberta Beers, CPOT has risen through the ranks and is now the AOA Para Section Chair. Roberta has been in the paraoptometric field for 29 years and has been employed as an optometric technician for Dr. Hedlund for 19 years. She has served on the AOA Paraoptometric Section Council as Member-at-Large, secretary, vice-chair, and trustee. She has been a PS member for 20 years. She has been a member of the Pennsylvania Paraoptometric Association for 21 years and has served on our board for many years and continues to serve on many of our committees. She has helped write articles for the AOA Online CE program and co-authored chapters of the Self Study Course for Paraoptometric Certification, 3rd edition and has lectured at State Meetings. She has coordinated the Special Olympics Eye program and supports the InfantSEE® program in her community. When not serving in an elected position, she is volunteering her services and expertise and is a prime example of the type of individual who epitomizes the ideal paraoptometric. We are so proud of Roberta and of all of her accomplishments and her representation nationally as a PPA member. Roberta is our AOA liaison, if you have any questions regarding the AOA or any aspect of paraoptometry Roberta would be happy to answer them for you. Thank you Roberta for your dedication to the PPA, Optometry and Paraoptometry, you’ve certainly made the PPA PROUD!
STAND OUT among your peers
Camille Seganos, CPOA

Are you thinking about studying for a certification? The PPA loaner library has many resources to help you study, including study guides, all series of study flash cards (CPO, CPOA, CPOT), and much more! All materials are available for loan for up to 8 weeks. For a complete list of material available through the PPA library please refer to our website at poaeyes.org or contact Camille directly at: Camilivanili@yahoo.com, 814-266-7611 (phone), 814-266-3532 (fax)

2012 Para of the Year Nominations

The PPA is now accepting nominations for the 2012 Paraoptometric of the Year award. This award is given annually to the Paraoptometric that has shown outstanding service to paraoptometry and the community. The nominee must be a member in good standing of the Pennsylvania Paraoptometric Association. To download the complete nomination form with rules and details please refer to our site at poaeyes.org or use the following form and email or send to:
Felicia Kauffman icaretech@yahoo.com 2152 Cleveland Ave West Lawn, Pa 19609

Nominee

Name ________________________________________ Address ____________________________________________________________

Office Phone: ____________________________ Home Phone: ______________________

Nomination Submitted by:

Name ____________________________________________________________ Date ________________________________

Find us at www.facebook.com/pennsylvania paraoptometric association
Charm Lanyards

Recognition for your achievements and dedication to your career is very important to the PPA. May Congress was the first time the PPA used the Charm Lanyards, giving every member in attendance a football charm to go along with our theme “Friday Night Lights”. The Charms are a symbol of your involvement with the PPA and your community. Charms are given for attendance at May Congress and for accomplishments listed below. The charms are to be placed on your lanyard and worn to every PPA meeting for all to see. Remember to bring your charm lanyard with you to all PPA meetings. The PPA will be holding a “Charming Ceremony” at our next May Congress in Bedford Springs. You can access the form online at poaeys.org or fill out the following form and return it to:

Felicia Kauffman, icaretech@yahoo.com, 2152 Cleveland Ave West Lawn, Pa 19609

1. Have you ever served on the PPA Board of Directors? Y N
   If yes, what position(s)?

2. Have you ever been honored with the PPA Para of the Year Award? Y N
   If Yes, When?

3. Are you a CPC approved speaker? Y N

4. Are you a PPA Honorary Member? Y N

5. Please list any community service activities you are involved with personally and / or professionally:

6. Do you serve on the board of your local society? Y N
   If Yes, what position and which society?

7. Are you a Certified Paraoptometric? Y N
   If Yes, CPO / CPOA / CPOT / CPOC (please circle)

8. Are you an AOA member? Y N

New Career Center Online

Did you know that you can view employment opportunities or post your resume on our webpage at www.poaeys.org? This is a fantastic new tool available online and is useful to doctors and paraoptometrics looking for work. Posting your ad or resume is simple, email your posting or resume to, Camilivanilii@yahoo.com, and we'll take care of the rest! This added feature to our webpage is FREE to view by everyone but only PPA and POA members can post for FREE, just another benefit to being a member!
All Aboard  Tips on how to approach your OD with a request to attend state conferences  
From the American Optometric Association

The American Optometric Association (AOA) Paraoptometric Section provides programs, services and resources for paraoptometrics. Many paraoptometrics inquire about state, regional and national meetings, and associates expenses for attending them.

Attendance to these meetings may help you discover and implement ideas that deliver results, train your mind to search for innovative solutions, and provide opportunities to make valuable connections with other optometric professionals. But how do you approach your OD to gain support for your attendance at them?

In today’s economy, funding to attend conferences and meetings may not be available, or at the very least, may not be significantly reduced. So how do you justify the expense of attending a state, regional or national meeting?

Consider what the return on investment (ROI) will be for the practice. Focus on what you will specifically bring back to the practice as “payback” for the investment.

Benefits of attendance

- What education courses have relevance to your specific job responsibilities? Will this knowledge enable you to perform additional tasks or better serve your patients?
- Will you be able to meet vendors with tools you or the practice may use in the future? Will you have the opportunity to compare costs and features with several competing vendors?
- Will there be “hands on” training that may not be available in your area to learn new skills that will benefit the practice?
- Will you have opportunities to network with other optometric professionals to gain additional knowledge that will immediately benefit the practice?
- You may offer to provide a short presentation to your coworkers on the information you learned at the meeting. You may have handouts that allow your coworkers to benefit from your attendance.

If you need continuing education (CE) credits for your re-certification, attendance at these meetings provide a great way to earn many hours of CE without having to pay registration fees for separate conferences.

Staffing during your absence

Prepare a plan for staffing during your absence. It would be beneficial for you to discuss with other staff members who might be available to cover your hours and responsibilities during your absence. If you have a plan in place for staffing, your OD will know the practice will not be inconvenienced.

Discounts

Thoroughly read the registration brochure to make sure you are receiving all the discounts available for attending. You may want to consider finding a roommate to share hotel expenses. Some meetings provide functions such as breakfasts, lunches, or receptions that assist with the costs of meals. Many meetings such as AOA’s Optometry’s Meeting provide reduced registration fees for members.

Identify the Expenses

You will need to identify the expenses associated with your attendance at the conference. You should not assume your OD will send you without knowing the cost for investment. It would be beneficial to provide your OD a detailed cost breakdown of all expenses. Some of the costs involved will be for roundtrip airfare, ground transportation, baggage fees, hotel accommodations, registration fees, meals, and education course fees. You may want to compare the cost of attending this conference to the costs for attending a 90 minute training webinar.
Justification Letter

Once you have broken down the benefits and cost it’s time to approach your OD to see if the practice will support your attendance at the meeting. It might be helpful to write a letter to your OD requesting to attend the conference; include the benefits to the practice, comparisons of other types of CE, and the total cost involved. Also provide the conference brochure for review.

Regardless of the merits of a conference, you will need to justify expense. By having all your ducks in a row before approaching your OD, you will have a better chance in securing support for your attendance. If presented in a prepared, professional manner, your OD will know you are taking this investment seriously.

Finally, it is important to remember to than your OD for supporting your attendance. The best way to do that is to make sure you are utilizing every opportunity to listen and learn, so you may have many things to share with the practice upon your return. Make their ROI a big one!

For more information on AOA Paraoptometric Section membership benefits, continuing education, or education materials, contact ps@aoa.org or become a face book fan.

Coding Certification

This open book examination consists of 150 multiple choice questions related to anatomy and physiology medical terminology, CPT and ICD-9-CM codes, medical records, claim filing, and compliance matters. Candidates have 3 hours in which to complete the examination. The full content outline is shown in the CPOC Handbook for candidates.

Questions? Contact the CPC at cpc@aoa.org

CPC Offers Recognition Plaques to Optometric Offices

Certification is an important aspect of the modern optometric practice. Many optometrists have already recognized the value of paraoptometric certification and encourage and reward their staff for attaining certification, which is a voluntary achievement. As more and more optometrists realize the benefit of staff education and certification and actively support and participate in the goal of 100% certification, improvements in quality of care, patient satisfaction and staff retention rates will continue to increase. Achieving the level of knowledge and skill required to become certified is a worthwhile endeavor that should be acknowledged by peers, patients and doctors. Achieving 100% certified staff is indeed an achievement worthy of recognition. For information on how paraoptometric staff can become certified, contact the CPC at 800-365-2219 ext. 4210.

The Commission on Paraoptometric Certification (CPC) is excited to offer an idea that may help bring attention and recognition to your certified paraoptometric staff and your practice. Those in the profession are recognizing how much certification illustrates a commitment to quality of care. Many offices display the certificates of their certified staff, but your patients may not understand what certification means, how it affects the quality of patient care provided by your staff, and what effect it has on them directly. Creating a “pride wall”, a display of your staff’s CPC certificates along with the newly designed “Certified Paraoptometric Staff” plaque, accomplishes two things. The plaque emphasizes pride in the knowledge and accomplishments of certified staff and explains to the public what certification means. It is also an opportunity to demonstrate to staff that you value their certification.

If your office currently employs 100% CPC certified staff and would like to be recognized, a copy of the office staff survey may be downloaded at http://www.aoa.org/documents/CPC-100-Certified.pdf. Completed surveys can be emailed to cpc@aoa.org or faxed to the CPC at 314.991.4101. A certificate suitable for framing will be provided to qualifying offices. In addition, qualified offices may purchase the “100% Certified” plaque. To view and order, visit www.aoa.org or contact the CPC at 800.365.2219 ext. 4210
### Order Form

- **Box:** PPA Paraoptometric Reference Manual
- **Name:** ________________________  **Phone:** ________________________
- **Address:** ________________________

<table>
<thead>
<tr>
<th>QTY</th>
<th>Price Each</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>$25.00</td>
</tr>
<tr>
<td></td>
<td>Non-Member</td>
<td>$40.00</td>
</tr>
<tr>
<td></td>
<td>S&amp;H</td>
<td>$4.00 (each)</td>
</tr>
</tbody>
</table>

**Total Amount Due:** ____________

- **Box:** PPA Pin
- **Name:** ________________________  **Phone:** ________________________
- **Address:** ________________________

<table>
<thead>
<tr>
<th>QTY</th>
<th>Price Each</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>____</td>
<td>$7.00</td>
</tr>
</tbody>
</table>

**Checks payable to:** Pennsylvania Paraoptometric Association