Spring 2014

A MESSAGE FROM THE PRESIDENT

I hope everyone is enjoying a little bit of spring weather after our crazy long winter!!!

The meeting and education at the Nittany Lion Inn in St. College was well attended. Thank you for attending and for your suggestions on the education you would like PPA to offer in the future.

The PPA board presented a donation of two thousand five hundred dollars to Dr. Stuckey POA Executive Director at The House of Delegates in support of VCI. VCI supports public awareness of Diabetes, Infantsee, and Kids Welcome Here. The donation was made possible thru the hard work of the PPA board, committee members and your support of PPA. We all deserve a pat on the back.

One of PPA’S goals this year is to promote the Girl Scout Patch. The Girl Scout Patch has been approved by the Girl Scout Council. We believe the activities required to earn the patch will make the scouts more aware of the importance of vision and good vision care. The girl’s efforts may even spark an interest in Optometry or related fields. You can locate the information on our web page poaeyes.org, Para Section or contact Camille Seganos at camilivanili@yahoo.com.

Dr. Tony Diecidue’s name had been placed on the ballot for the primary election to the PA State House of Representatives. Dr. Diecidue is a former POA Board member and President. Please help spread the word to support his campaign.

Our own, Roberta Beers CPOT is the National Para of the Year for 2014. She has worked hard for several years on the local, state and national level promoting optometry/paraoptometry. She will receive her award in Philadelphia at Optometry Meeting June 25th. Congratulation’s Roberta!!! Join us in Philadelphia to celebrate.

Yours in paraoptometry,

Vera J Kohler CPOA
The PPA board presented a donation of two thousand five hundred dollars to Dr. Stuckey POA Executive Director at The House of Delegates in support of VCI.

General Business Meeting
Picture of new PPA members attending the general business meeting and received their own Paraoptometric Reference Manual.
After the election of Officer at the PPA general business meeting for 2015 PPA board was sworn in by our POA Liaison Dr, Rebecca Wincek-Bateson. Right to left; Vera Kohler, CPOA; President, Sarah Owens, CPOC; April Stewart, CPOVP Continuing Education; April Condi; VP Publish Relation/Communications; and Cindy Whitman, CPO, Secretary/Treasurer

Message from the President Elect:
Sarah Owens CPOC

It was nice seeing everyone who attended State College education in March. Thank you to all the members who attended the General Membership Business Meeting and Elections. Your support of the organization keeps me energized and in focus!
Don’t forget to check out the Pennsylvania Paraoptometric Association Facebook page for photos from the conference. Our page is also a great place to ask questions, share ideas, get industry updates and catch up with your fellow paraoptometrics in PA.
See you in Philadelphia for Optometry’s Meeting, June 25th-29th!

Message from the Vice President of Continuing Education:
April Marshall, CPO

Thank you to all of the Paraoptometrics that attended the 2014 Spring Education at the Nittany Lion Inn in State College, PA.
We had two impressive speakers, Susan Hennault and Jill Luebbert. Continuing education classes in Best Strategies for Successful Dispensing: The Key to Patient Satisfaction, Customer Service: A Critical Differentiation, Developing the Ideal Staff, Multiple Pairs, Technicians Role in Medicare Compliance, Contact Lens Workshop and Performing Reliable Visual Fields.
I received feedback from several paraoptometrics regarding education they would like to see presented. These include: Insurances, Specialty Contact Lenses, Front Desk, Frame Adjusting, Dealing with Vendors, Hand on Workshop for OCT, VF, HRT, Optomap, Billing and Coding, Meaningful Use, How to Present Upgrades to Lenses without sounding like a Salesman, Create & Maintain a teamwork environment, dealing with children and some others.

We are planning a day of Paraoptometric Education in November in Hershey, PA. Please feel free to email me your ideas for education or if you know of a speaker that you would like to hear. My email address is mrsstew11@gmail.com.

Message from Secretary/Treasurer
Cindy Whitman, CPO

2014 Membership to date is 103 with 3 honorary members.
We are proud to announce new members’ as 2014:
Michael Hill, Amy Hoover, Carl McIntosh, Lindsay Miller, Jackie Nichels, Kendall Perry, Joyce Shaw, Melissa Summers, Mary Umbenauer, Anita Waldron, Stacy Folks, Anita Rice, Jessica McAuley, Joan Morgan, Alexia Harman, Jessica Mason, Tammy Taylor and Natalie Craig.
Message from Vice President Communications and Public Relations:
Roberta Beers, CPOT

The ParaEyes newsletter is how we stay in touch with our members. What are your needs and wants in this ever changing time in the optometric field? That said, forward all suggestions to me by May 21 so we can address them in the next newsletter.

Message from the AOA Liaison Report:
Roberta Beers, CPOT

Enrollment for all optometric staff/paraoptometrics is open. As a new AOA member optometrist benefit, ODs may enroll their staff as AOA Associate members. This is free to the paraoptometric, and membership dues did not increase for the OD’s. Access programs and services that will advance your career and enhance your skills. Over 4300 paraoptometrics have enrolled since January 2014...don't be left out! Contact PRC@aoa.org to find out more details.

To enroll staff:
1. Log-in to www.aoa.org
2. Under the Optometrist tab, click on My Profile/My AOA
3. Click on the "Manage Staff" tab
4. Enter information for each staff person (non-OD)

You will need:
- Legal name of staff (as appears on Driver's License)
- Date of Birth
- Unique email address for each staff person
We are pleased to be the host state this year!

Optometry's meeting®
Philadelphia, PA June 25-29, 2014

ARE YOU GOING? PIN IT!
We have a Pinterest page for you to pin your photo if you are going to Optometry's Meeting®. See who else will be attending. Connect with your friends or someone attending from your state. Click here to view.

“Spin to Win” Prize Wheel
Visit our Paraoptometric Group kiosk in AOA Central to spin the wheel for prizes. Some of the items you may win are:
• Jute tote bags
• Flip flops
• Digital desk organizer
• “Paraoptometrics are...” T-shirt
• Notebooks
• PRC education products
• And lots more

Items of Special Interest at Optometry’s Meeting®
• Learn about AIR OPTIX® COLORS, new from ALCON
• How to sign up for Google Glass training?
• Where may you hear Benjamin Franklin speak?
• Where to get your SightQuest Game cards to win $250 - $500?
• How to receive free $15 lunch coupons?
• Where’s the photo booth location?
• Enter the dance contest

“Like” us on Facebook to find out the answers to these questions.

Resource:
Travel Justification
Download what you need to know BEFORE asking your OD to help you attend.

Paraoptometrics at this year’s OM

WEDNESDAY, JUNE 25, 2014
• Intriguing & Innovative Community Events Part 1 & 2 - mini-presentations 4:00pm - 4:30 pm (non-CE) FREE give-away to all attendees
  • Opening General Opening Session moves to Wednesday evening from 5:00pm – 6:30pm
  • OD courses open to paraoptometrics/optometric staff from Wednesday thru Saturday

THURSDAY, JUNE 26, 2014
• Paraoptometric “Voice of the Profession” Kick-Off Rally 12:00pm – 1:30 pm (Gift and lunch coupon included) Reservations Required

• Exhibit Hall opens 4:00pm – 7:30pm. Visit our kiosk for great prizes!

FRIDAY, JUNE 27, 2014
• Paraoptometric Awards Celebration, “Dancing With Our Stars” – 6:00pm - 10:00pm
  Dinner from 6:00pm - 7:00 pm Reservations Required. Photo Booth, Dance Contest, Prizes, & DJ from 7:00pm -10:00pm

Saturday, JUNE 28, 2014
• Paraoptometric Idea Exchange 8:00am- 9:00am.
  Gift and “Breakfast on the Go” bags for all attendees! Reservations Required

• Celebration of Optometry 7:00pm -10:00pm
  (President’s Celebration)

  • Education at the Paraoptometric Recourse Center (PRC) Kiosk:

Optometry's Meeting® + STAFF + Increased Knowledge = More Patient Referrals

Optometric staff may be the extra eyes and ears for the OD and the practice. When ODs bring staff with them to Optometry's Meeting®, they increase the number of education courses attended (knowledge gained), networking opportunities with industry representatives (questions answered), and marketing ideas (increased revenue) to use when they get back to the office. Don't miss this opportunity to gain a lot of knowledge in a short period of time! Talk to your OD about registering TODAY!

Here are a few events you won't want to miss that may increase your patient referrals

4:00pm-4:15pm

Build your practice by generating new patient referrals at community health fairs. Learn about some fun ideas for engaging and educating individuals. Stop by the Paraoptometric Resource Center (PRC) kiosk in AOA Central, and receive a **desk organizer** after the presentation. (limited to the first 25 attendees) Plan to stay for Part 2 immediately following this presentation and receive a $15 lunch coupon. This is a Free Learning Experience for all Optometry's Meeting® attendees.

**INTRIGUING & INNOVATIVE COMMUNITY EVENTS - Part 2 (non-CE)**

Wednesday, June 25, 2014

Group Paraoptometric Kiosk

4:15pm-4:30pm

Attend another mini-session addressing how to build a strong presence in your community by offering special events and creative activities for patients. Discover some fun ideas you can bring back to the office! Meet us at the PRC kiosk in AOA Central. Stop by to get your **flip flops and $15 lunch coupon** after the presentation. (Limited to the first 25 attendees). This is a Free Learning Experience for all Optometry's Meeting® attendees.

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**2014 American Optometric Association Paraoptometric of the Year**

Roberta Beers, CPOT
Girl Scout Patch

Girl Scouting offers a variety of opportunities and challenges.

With this in mind, the Pennsylvania Paraoptometric Association would like to offer the Girl Scouts the opportunity to earn a Vision Awareness Patch, which has been approved by the Girl Scout Council. PPA is an organization committed to enhancing eye care. We believe the activities required for the girls to earn the patch will make them more aware of the importance of vision and good vision care. The girl’s efforts may even spark an interest in Optometry or related fields. The patches are $1.00 each. If you know a troop interested in the vision Patch please contact:

CAMILLE SEGANOS, CPOA

Email: camilivanili@yahoo.com

Phone: 814-266-7611

Fax: 814-266-3532

PPA's Paraoptometric Reference Manual

The Pennsylvania Paraoptometric Association is pleased to offer the 3rd Edition of the Paraoptometric Reference Manual. The manual is available for distribution to anyone interested in a great reference tool for staff, new and previous. The manual consists of 264 pages of training and reference material, including the following: possible duties of the optometric assistant:
ParaEyes

As a non-profit organization, the income from the sale of these manuals is reinvested in furthering the education of Paraoptometrics throughout Pennsylvania, and the United States.

The manual can be purchased for $40.00, plus $7.00 S/H for any non-PPA member, or $25.00 plus S/H for PPA members.

If you are interested in purchasing a manual, or would like additional information, please contact:

Theola Amundson, CPOT
118 Scotland Avenue,
Punxsutawney, PA 15767
phone (814) 938-7697
e-mail: theam123@verizon.net
The human cornea has five (possibly six) layers. Corneas of other primates have five known. From the anterior to posterior the layers of the human cornea are:

1. Corneal epithelium: an exceedingly thin multicellular epithelial tissue layer (non-keratinized stratified squamous epithelium) of fast-growing and easily regenerated cells, kept moist with tears. Irregularity or edema of the corneal epithelium disrupts the smoothness of the air/tear-film interface, the most significant component of the total refractive power of the eye, thereby reducing visual acuity. It is continuous with the conjunctival epithelium, and is composed of about 6 layers of cells which are shed constantly on the exposed layer and are regenerated by multiplication in the basal layer.

2. Bowman's layer (also known as the anterior limiting membrane): when discussed in lieu of a sub epithelial basement membrane, Bowman's Layer is a tough layer composed of collagen (mainly type I collagen fibrils), laminin, nidogen, perlecan and other HSPGs that protects the corneal stroma. When discussed as a separate entity from the subepithelial basement membrane, Bowman's Layer can be described as an acellular, condensed region of the apical stroma, composed primarily of randomly organized yet tightly woven collagen fibrils. These fibrils interact with and attach onto each other. This layer is eight to 14 micrometers’ (μm) thick and is absent or very thin in non-primates.

3. Corneal stroma (also substantia propria): a thick, transparent middle layer, consisting of regularly arranged collagen fibers along with sparsely distributed interconnected keratocytes, which are the cells for general repair and maintenance.[8] They are parallel and are superimposed like book pages. The corneal stroma consists of approximately 200 layers of mainly type I collagen fibrils. Each layer is 1.5-2.5 μm. Up to 90% of the corneal thickness is composed of stroma. There are 2 theories of how transparency in the cornea comes about:1. The lattice arrangements of the collagen fibrils in the stroma. The light scatter by individual fibrils is cancelled by destructive interference from the scattered light from other individual fibrils. (Maurice, 1957) 2. The spacing of the neighboring collagen fibrils in the stroma must be < 200 nm for there to be transparency. (Goldman and Benedek)

4. Descemet's membrane (also posterior limiting membrane): a thin acellular layer that serves as the modified basement membrane of the corneal endothelium, from which the cells are derived. This layer is composed mainly of collagen type IV fibrils, less rigid than collagen type I fibrils, and is around 5-20 μm thick, depending on the subject's age. Just anterior to Descemet's membrane, a very thin and strong layer, the Dua's Layer, 15 microns thick and able to withstand 1.5 to 2 bars of pressure, may exist according to one study.

5. Corneal endothelium: a simple squamous or low cuboidal monolayer, approx 5 μm thick, of mitochondria-rich cells. These cells are responsible for regulating fluid and solute transport between the aqueous and corneal stromal compartments. (The term endothelium is a misnomer here. The corneal endothelium is bathed by aqueous humor, not by blood or lymph, and has a very different origin, function, and appearance from vascular endothelia.) Unlike the corneal epithelium the cells of the endothelium do not regenerate. Instead, they stretch to compensate for dead cells which reduce the overall cell density of the endothelium, which has an impact on fluid regulation. If the endothelium can no longer maintain a proper fluid balance,
*Eye Myths and Fun facts:

Sitting too close to the TV is bad for your eyes. Sort of wrong! There’s no evidence that sitting too close to the TV will damage your eyes permanently, but it could be an indication that you need glasses!

Do carrots really make you see better? Sort of. Eating carrots won’t give you 20/20 vision, but the beta-carotene (a derivative of vitamin A) found in carrots can boost your eye health.

*All about Vision, Winter 2014

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You deserve good things!

The secret?
A simple but life-changing shift in vocabulary.
Trading “I can’t”
For “I can.”
Replacing
“Maybe” with “definitely”
Switching out
“Not me” for
“Why not me?”
Believe in yourself and that
Confidence will
Carry you toward
Your dreams.
Don't forget to join our group on (Pennsylvania Paraoptometric Association) It's a great place to share ideas/photos and keep in touch with the other PPA members. Also, Pennsylvania Optometric Association, Paraoptometric

PS E-Newsletter

Quarterly ParaEyes E-News

One of the great benefits of membership is the quarterly Pennsylvania Paraoptometric newsletter, (Para-Eyes) E-News. The newsletter features a message from your Chair, information on happenings within the Association, as well as in you, CE opportunity listings, and much more. Deadlines to submit information for the newsletter will be announced two weeks before it goes to print. We are always looking for input from you and the local societies.
## Order Form

- **PPA Paraoptometric Reference Manual**
  - QTY
  - Price Each: $25.00
  - S/H: $7.00
  - TOTAL

- **Non-Member**
  - QTY
  - Price Each: $40.00
  - S/H: $7.00
  - TOTAL

- **PPA Pin**
  - QTY
  - Price Each: $7.00
  - TOTAL

Name_________________________ Phone_________________________
Address________________________________________________________________________

Checks payable to: Pennsylvania Paraoptometric Association  
Send to: Theola Amundson, CPOT  
118 Scotland Ave.  
Punxsutawney, PA 1576