January is National Glaucoma Awareness Month
Each January, Prevent Blindness America sponsors National Glaucoma Awareness Month. Joining the education effort, POA has distributed a press release on glaucoma to all Pennsylvania daily and community newspapers.

Kids Welcome Here® materials and presentation CD
POA has available a CD containing four presentations on children's vision and POA's efforts to ensure that all children receive comprehensive eye examinations.

To order a CD or Kids Welcome Here brochures for your office, contact Deb@poaeyes.org. Don't forget that Kids Welcome Here materials are FREE to POA members thanks to the generous sponsorship of Marchon Eyewear.

InfantSEE™ brochure
AOA has a great brochure, Protecting Your Baby's Windows To The World, available at no charge for participating InfantSEE doctors. The brochure discusses the program and what happens during an InfantSEE exam. To order, contact orders@aoa.org.

Join us as POA launches THE PENNSYLVANIA DIABETIC EYE HEALTH ALLIANCE with 5 hours of CE

INTER-PROFESSIONAL MANAGEMENT OF YOUR DIABETIC PATIENT

SUNDAY, FEBRUARY 22, 2009
HOTEL HERSHEY, HERSHEY, PA

INTRODUCTION BY
Lonnie Fuller, Jr., M.D.
Medical Director for the Pennsylvania Medicaid ACCESS Plus PCCM-DM Program

FEATURED LECTURERS
Robert A. Gabbay, M.D., Ph.D.
Andrew Gurwood, O.D.
Marc Myers, O.D.
Josh Greene, M.D.

BONUS SESSION
Charles Stuckey, Jr., O.D., POA executive director; and Joanne Cope, POA claims specialist, will present a review of the ICD and CPT I codes used for billing diabetes and diabetic retinopathy, as well as a discussion of the ICD and CPT II codes to be used with the PQRI initiative.

Interspersed during the day will be breaks and a lunch in the exhibit hall.

In conjunction with the launch of POA's new initiative, the Pennsylvania Diabetic Eye Health Alliance, we will be offering five hours of continuing education programming aimed at improving your diabetic patient care and communication with primary care providers. The program, presented by MDs, ODs and members of POA staff, will give you a look at diabetes in the health care delivery system, the clinical care of your diabetic patients, and the billing and coding for these procedures.

Since part of this initiative involves improving interaction between diabetic care providers, representatives of the Pennsylvania Dental Association, Pennsylvania Pharmacy Association and Pennsylvania Podiatric Medical Society have been invited for the opportunity to have meaningful discussion among the various providers.

At this seminar, POA members will get their first view of the materials developed by our various committees to assist in the management of the diabetic patient, including marketing materials and forms to be utilized to improve communications between the patients’ medical management team.

Registration forms have been mailed to members and are available at www.poaeyes.org.
President’s editorial
POA: A resource for members
By Robert P. Bittel O.D.

The year 2009 begins with the promise of anything but the routine. How will the national health care scene impact optometry and your practice? Should you move your practice forward with optimism or do the economic times dictate a more cautious approach to expansion, hiring and technological upgrades? PQRI reporting, e-prescribing and electronic medical record keeping are here to stay. Will a largely refractive practice survive in the face of decreased revenues from contact lenses and eyewear? Should you hire a billing service or go it alone? These questions do indeed cause one to pause and consider his or her own position relative to the primordial ooze of eyecare from which we will surely continue to evolve.

I believe the profession of optometry has every reason to be optimistic, and you need only take notice of what is being accomplished at the POA to understand my optimism. I have watched Pennsylvania optometry redefine our role in the eye and vision care world over the last two decades. Market forces have embraced our dedication to the patient care-first approach, which is defined by quality, cost effective, accessible eye and vision care. The third party medical insurers have learned the value-added aspect of optometric care for their subscribers through optometric advisory committee interactions. These committees continue to expand all over the state and you will find it easier to submit and be paid for claims because of these efforts.

The POA has resources available for members on e-prescribing, electronic medical records and PQRI reporting, and even provides an electronic claims submission service to help members improve billing efficiency and accuracy.

POA also has two current legislative efforts, one to expand scope of practice, and the second to level the playing field relative to vision plan contracts are ongoing.

The POA’s diabetic initiative is a voluntary program that has stemmed from our members’ commitment to serve the eye and vision care needs of our diabetic patients. Doctors who sign on agree to see diabetic patients in a timely fashion, in most cases less than one week. Our Diabetic Task Force, co-chaired by Drs. Greg Caldwell and Marianne Boltz, has a mission statement and has named the initiative “Pennsylvania Diabetic Eye Health Alliance.” The official kickoff will be at the POA’s February 22, 2009 meeting and the CE will be dedicated to this subject. A diabetes mellitus primer is being developed for distribution in February.

As a POA member, you should be proud. POA membership gives you a competitive advantage to succeed in every aspect of optometric care. The POA is on the cutting edge and ready to serve our members. I am proud to be an optometrist and honored to be your president. Together we will not just survive but we will thrive.

Elmira, NY 800-847-9357 Macedon, NY 800-426-9114

Crizal® glare-free products now available through our in-house Crizal® Coating Center.

In Memoriam
We extend our sympathy and prayers to the family of
Karl J. Kaufman, O.D.

Letters to the Editor
As always, we welcome your comments to this and any other editorial, and will run “Letters to the Editor” in the Keystoner as they are received. We want to know what’s on your mind.

DEA Numbers: ODs can now register for Schedule V

The United States Department of Justice, Drug Enforcement Administration has determined that optometrists have the authority to use certain Schedule V controlled substances in the practice of optometry. Subsequently, when doctors apply for or renew their DEA numbers, they should register for the categories of Schedule III, IV and V.

Optometrists’ authority to prescribe Schedule V controlled substances is limited to codeine and hydrocodone in combination with other non-controlled active ingredients. Although codeine and hydrocodone are in Schedule III, when these substances are in combination with other non-controlled active ingredients, a combination codeine or hydrocodone product is also classified in Schedule V.

Information regarding DEA numbers is available on POA’s Web site at http://pennsylvania.aoa.org/x7843.xml.
As noted in the November/December 2008 Keystoner, POA has a number of new legislators for whom we don’t have keypeople. These new legislators will be voting on issues of importance to POA: vision plan legislation, children’s vision, scope of practice expansion, and myriad other issues. They need to know that you are available and knowledgeable on these issues when they vote on them, so they can be properly informed when they have to make a decision. They rely on experts, and YOU are the expert in eye care. Make sure it is you they think to consult before they vote.

If you have a relationship with new legislators, or would be willing to get to know them, please let the POA office know. Dawn Keefer is working hard to update and solidify our keyperson lists, and she needs all POA members to help out. For information or to volunteer as a keyperson, contact Dawn at dawnwkeefer@comcast.net.

**New Legislators**

**Pennsylvania House of Representatives**

- **Tom Houghton** (D, Chester, District 13)
  - Replacing Art Hershey
- **Jim Christiana** (R, Beaver, District 15)
  - Replacing Vince Biancucci
- **Rob Matzie** (D, Beaver, District 16)
  - Replacing Sean Ramaley
- **Dom Costa** (D, Allegheny, District 21)
  - Replacing Lisa Bennington
- **Daniel J. Deasy, Jr.** (D, Allegheny, District 27)
  - Replacing Tom Petrone
- **Steve Santarsiero** (D, Bucks, District 31)
  - Replacing David Steil
- **Tim Krieger** (R, Westmoreland, District 57)
  - Replacing Tom Tangretti
- **Mike Reese** (R, Westmoreland, District 59)
  - Replacing Lisa Beilstein
- **Kathy Dahlkemper** (D, Erie, District 3)
  - Replacing Phil English
- **Lloyd Smucker** (R, Lancaster, District 13)
  - Replacing Gib Armstrong
- **Daylin Leach** (D, Montgomery, District 17)
  - Replacing Connie Williams
- **Gene Yaw** (R, Lycoming, District 23)
  - Replacing Roger Madigan
- **Richard Alloway** (R, Franklin, District 33)
  - Replacing Terry Punt
- **Kim Ward** (R, Westmoreland, District 39)
  - Replacing Bob Regola
- **Elder Vogel** (R, Beaver, District 47)
  - Replacing Jerry LaValle

**Pennsylvania Senate**

- **Lawrence M. Farnese, Jr.** (D, Philadelphia, District 1)
  - Replacing Vincent Fumo
- **Lloyd Smucker** (R, Lancaster, District 13)
  - Replacing Gib Armstrong
- **Daylin Leach** (D, Montgomery, District 17)
  - Replacing Connie Williams
- **Gene Yaw** (R, Lycoming, District 23)
  - Replacing Roger Madigan
- **Richard Alloway** (R, Franklin, District 33)
  - Replacing Terry Punt
- **Kim Ward** (R, Westmoreland, District 39)
  - Replacing Bob Regola
- **Elder Vogel** (R, Beaver, District 47)
  - Replacing Jerry LaValle

**United States Congress**

- **Kathy Dahlkemper** (D, Erie, District 3)
  - Replacing Phil English
- **Glenn W. Thompson** (R, Venango, District 5)
  - Replacing John Peterson
News you can use

Electronic Prescribing (E-Prescribing) Incentive Program update

The Centers for Medicare & Medicaid Services (CMS) has announced that the specifications for the e-prescribing measure, which will be used to determine whether an eligible professional is a successful e-prescriber and may qualify for a 2% incentive payment for the 2009 reporting period, has been posted to the CMS Web site. The measure specifications may be found in the “Downloads” section of the E-Prescribing Incentive Program Web page at [http://www.cms.hhs.gov/PQRI/03_EPrescribingIncentiveProgram.asp#TopOfPage](http://www.cms.hhs.gov/PQRI/03_EPrescribingIncentiveProgram.asp#TopOfPage) on the CMS Web site.

The e-prescribing initiative is designed to improve efficiency and safety when doctors order drugs for patients with Medicare. CMS anticipates that widespread adoption of electronic prescribing can eliminate medication errors that result from the misreading of handwritten prescriptions. Medicare beneficiaries may also have reduced out-of-pocket costs as e-prescribing facilitates communication between prescribers and pharmacies on lower-cost generic alternatives.

Eligible professionals, including optometrists, do not have to enroll in order to participate in the E-Prescribing Incentive Program. Furthermore, eligible professionals do not need to participate in PQRI in order to participate in this incentive program.

Beginning January 1, 2009, eligible professionals may participate in the E-Prescribing Incentive Program by submitting information required by the e-prescribing measure on their Medicare Part B claims.

Detailed information on the implementation of the E-Prescribing Incentive Program for 2009 may be found in the final 2009 Medicare Physician Fee Schedule rule with comment period that was published in the Federal Register on November 19, 2008. A copy of the final rule with comment period is on display at the Federal Register and can be viewed at [http://www.cms.hhs.gov/center/physician.asp](http://www.cms.hhs.gov/center/physician.asp) on the CMS Web site.

AOA has also posted information about e-prescribing and the Medicare incentive program on the AOA Web site at [http://www.aoa.org/HIT.xml](http://www.aoa.org/HIT.xml).

2008 PQRI measures must be received by February 28, 2009

The Physician Quality Reporting Initiative (PQRI) for 2008 will end on December 31, 2008. If you have participated in 2008, all applicable measures must be received by February 28, 2009. The final list of qualified registries is posted on the PQRI Web site.

To submit measures via a qualified registry, contact any registry on the list via their Web site to ensure that they will be submitting quality data to CMS using the reporting period, the option, and the specific measures or measures groups that you would like to report.

The Medicare Improvements for Patients and Providers Act (MIPPA) contains several new authorities and requirements for quality reporting for 2009 and beyond. These changes include the addition of “qualified audiologist” in the definition of eligible provider. For 2009 and 2010, eligible professionals shall be paid a two per cent incentive of total allowable charges submitted no later than two months after the end of the reporting period. The rule allows nine reporting options with some changes in the reporting options from 2008. There are two reporting periods for 2009 which include the entire year and the alternate reporting period beginning July 1, 2009 through December 31, 2009.

The final rule includes 153 quality measures for 2009. Some measures are to be reported via registry only. Several measures groups were added including coronary artery bypass graft (CABG) surgery, rheumatoid arthritis, perioperative care, and back pain.

For more information about the measure specifications, go to the PQRI Web site at [http://www.cms.hhs.gov/pqri](http://www.cms.hhs.gov/pqri).

Medicare enrollment available online

CMS has announced that physicians and practitioners in 15 states, including Pennsylvania and the District of Columbia, can now enroll or make changes to their Medicare enrollment information online. Through the Internet-based Provider Enrollment, Chain and Ownership System (PECOS), doctors can also view their Medicare information on file with Medicare and check the status of a Medicare enrollment application. To access PECOS, visit [https://pecos.cms.hhs.gov](https://pecos.cms.hhs.gov).

Additional details about PECOS, including information that providers should know before submitting a Medicare enrollment application via PECOS are available at [www.cms.hhs.gov/MedicareProviderSupEnroll](http://www.cms.hhs.gov/MedicareProviderSupEnroll).
Keynote speaker urges collaboration between ophthalmology and optometry

As keynote speaker during the 2008 Opening Session of the Joint Meeting of the American Academy of Ophthalmology and European Society of Ophthalmology held recently in Atlanta, Harvey V. Fineberg, MD, PhD, president of the Institute of Medicine, urged his colleagues to consider more collaboration with optometry while creating more value in their own specialty.

“It’s time for a truce in the hundred years’ war between ophthalmology and optometry,” Dr. Fineberg said. “It’s time to stop harping endlessly on what optometrists cannot do and to begin thinking critically and effectively and working to begin figuring out what optometrists can do.”

In his address, Seeing the Future of Health Care, Dr. Fineberg laid out the paradox that is health care in America today. The United States has the most expensive health care system in the world. Americans spend $2 trillion a year on health care, double the amount spent in European countries, but leave tens of millions without health insurance and millions more without adequate health care. The United States also ranks below many industrialized nations in terms of infant mortality and life expectancy.

As health care faces various economic and demographic changes and challenges, ophthalmology is poised to take the lead in meeting those challenges, he said. “I believe that ophthalmology has an opportunity not only to play a part in the solution, but to be an exemplar for health care moving ahead to meet these challenges.”

He also noted that the Academy’s habit of using lots of euphemisms when it speaks about optometry should stop. “It’s time to start talking not only about optometry, but to optometry. It’s time for a truce in the 100 years’ war between ophthalmology and optometry,” he said. We should be talking about cooperation not just with optometrists but the whole range of paraprofessionals to ensure the efficient delivery of eye care, he said.

Pennsylvania optometry appreciates Dr. Fineberg’s comments and looks forward to opportunities for collaboration.

Optometrists can now bill for level 4 and 5 office visit procedure codes

Effective January 1, 2009, the Pennsylvania Department of Public Welfare will allow optometrists to bill for the level 4 and 5 office visit procedure codes. DPW will also announce the removal of the prior authorization requirements for polycarbonate lenses in an upcoming MA Bulletin.

In addition, DPW recently added the epilation code for optometrists to bill, which was announced through MA Bulletin number 18-08-07. Doctors can access this MA Bulletin on DPW’s Web site at http://www.dpw.state.pa.us/PubsFormsReports/NewslettersBulletins/003673169.aspx. Once on the Web site, type in the bulletin number at the top of the page where indicated, and it will provide you with the electronic version of the bulletin.

The fee schedule for optometrists can be accessed online at http://www.dpw.state.pa.us/PartnersProviders/MedicalAssistance/Schedules/003675750.aspx. Once at the site, accept the user agreement to enter the outpatient fee schedule section. Scroll down and enter the optometrist provider type (18) and the provider specialty (180). All of the procedure codes and details related to the place of service, required modifiers, prior authorization requirements and fees are available at this site. When DPW issues new MA Bulletins to update the fee schedule, the online version of the fee schedule is also updated.

Therefore, the online fee schedule is the best source for complete and up to date fee schedule information.

Would you like to receive your Keystoner via e-mail?

If you would prefer to receive your Keystoner electronically as a PDF instead of via USPS mail, please e-mail Deb@poaeyes.org.
Classified Ads

Practice for sale
South suburban Pittsburgh. Long-established general optometric practice answering the same phone number for the past 45 years. Located next to a large new shopping center. A turn-key opportunity. Please e-mail office4133@gmail.com for details or phone (412) 897-7610.

Practice for sale
Indiana. Long-established practice for sale due to retirement after more than 36 years. Optometrist is relocating to North Carolina. Single standing building with parking lot; and optometric location for over 50 years. Turn-key opportunity for an enthusiastic young doctor. Reasonable. If interested, call (724) 349-4646.

Optometrist wanted Northeast Philadelphia. PT or PT optometrist needed to fill an 8-10 week maternity leave beginning in December at a LensCrafters’ sublease practice. If you have even one day/wk available to fill in, please give us a call at (215) 332-7228 or e-mail drbrewer99@hotmail.com.

Optometrist wanted Williamsport & Lock Haven area. Full- or part-time optometrist needed. If interested, please call Tom Kmitter, O.D., at (570) 323-8000.

Optometrists wanted Central and Eastern PA. Senior Health-care Associates is seeking qualified optometrists for our growing nursing home practice. Optometry evaluations/eyeglasses provided to our contracted facilities. Earn ancillary income by using your day off from your private practice to earn extra income. No emergency calls or evenings. We contract with the nursing facilities and handle all patient lists (consents for treatment) and billing. Must be licensed and insured, background checks must be completed. Senior Health-care Associates has been providing services to over 700 residential care facilities in PA, OH, MO, KS and WV for more than 20 years. Interested parties may fax a CV to Lisa Gearhart, office manager, (724) 347-4901 or e-mail lgearhart@choiceonemail.com.

Optometrist wanted Harrisburg/Camp Hill/York. Full-time position available. Benefits and $401K available. If interested please call Dr. Angela Chango at (717) 657-7792. Part-time fill-in/vacation coverage position also available.

Optometrist wanted Lancaster. Part-time optometrist position for 2 days per week. Location practice expanding. Tuesdays are essential; other day flexible. Must be TPA/glaucoma certified, and have experience in ocular disease, glaucoma, and contact lens treatment/management. Contact Deb Tindall, CPO, practice administrator, at EyeCenterofLancaster@comcast.net.

Optometrist wanted Kutztown. Optometrist needed for fill-in coverage for private practice. Please call (610) 683-3888 or fax (610) 683-3083.

Optometrist available Lansdale area. Experienced OD available 1-2 days per week in the Lansdale/surrounding area. Flexible schedule. Proficient in diagnosis and medical management of patients. Energetic and motivated to promote your practice and increase your optical sales. TPA/GLC licensed. CV and references available upon request. Please contact clconsiglio@yahoo.com or call (267) 222-2244.

Optometrist available Pittsburgh. TPA/glaucoma certified optometrist with 16 years experience seeking part-time or full-time position. Available to start new position immediately. For more information, please e-mail visioncare18@yahoo.com or call (412) 398-0807.

Optician/office assistant wanted Northeastern PA. Now hiring optician/office assistant for growing optometry practice. Looking for someone who is motivated, friendly, and eager to learn. History of optical experience would be helpful. Please contact Dr. Rebecca Schoonover at (570) 489-8733 or visit www.icare4eyes.com for more information.

Info for sale
Establish a complete wellness program within your office and earn a lucrative income. Isotonic supplements, genetic testing, weight management programs. Contact odwellnessprogram@gmail.com for more details.

Equipment for sale
Marco chair and stand, Burton auto projector, keratometer, and slit lamp, like new, plus complete edging lab setup with Briot 5000S edger, tint units, blanks, etc. All for about $9,000. Also AIT Speed Blocker 630 available to the best offer if anyone is interested. Contact Dr. Gregg Peters at (717) 880-2272 or e-mail gwpod@yahoo.com.

Equipment for sale
Low vision CCTV for sale, Merlin-CCTV by Enhanced Vision Systems, color or black and white, auto focus, magnification 4X to 50X on a “TV monitor, $800. Also, BL compact acuity projector with floor stand, silver metallic, includes master slide, children’s slide and manual, $300. If interested, please call (607) 565-2177.

Equipment for sale
Custom cabinetry frame boards, cherry finish. Displays 324 frames. Rotating frame carousel displays 112 frames. Charmant frame board displays 52 frames. Dispensing table, waiting room furniture, office desk, metal shelves for charts. Great for a starter office. Must sell. Any reasonable offer accepted. E-mail mdb67ch@verizon.net or call (717) 866-1400.

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@poaeys.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. POA/C&E members can also post classified ads at www.cevision.com.
Drive for 65
Recruit new POA members for gas cards and cash

The Drive for 65 campaign offers incentives for everyone who recruits a new member – including active AOA members and affiliate staff. From now until June 30, 2009, any staff person and any active AOA member who recruits a new will receive a $10 gas card. In addition, two drawings will be held at campaign’s end:

1. Member Drawing – Eight “recruiter” members will receive $500 and one will receive $1,000;
2. Staff Drawing – Three “recruiter” staff members will receive $500 and one will receive $1,000.

Plus, for each additional member, the recruiter will earn another gas card and another entry into the drawing. Their chances of winning increase as they recruit more members.

In addition, don’t forget POA’s Be One Get One (BOGO) program for six $200 drawings for dues credit or CE for sponsoring new members.

The Pennsylvania Optometric Association’s Electronic Claims Service
We make your PQRI coding simple

You provide a health care service and you deserve to be compensated for all the procedures you perform.

Want to know more?
Call Joanne Cope, Claims Administrator, at (717) 234-2119

POA
Pennsylvania Optometric Association Members earn .75% towards dues credits on all net A88 Con CxE purchases
2% towards dues credits on all net buying group purchases

C&E Vision is the first and only Buying Group of Choice & Web Enhanced Buying Group in the industry. But what does that mean to an Independent Optometrist Professional? As a C&E member you will enjoy the ability to customize your buying group account with C&E Vision, allowing you to pick your billing method, incentive program, payment options, statement delivery and much more! By allowing you to customize your account, you are able to maximize your savings by choosing the options that best fit your practice.

The official Web Enhanced Buying Group of Choice for the POA
1-800-346-2626 www.cevision.com

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New member
We are pleased to announce the following new POA member. Please welcome him to his professional association:
Robert Howard Whitlock, O.D. (CPOS)

Worth noting

ORA Deadline
Paperwork for the 2009 Optometric Recognition Award program must be received in the AOA St. Louis office no later than March 31, 2009. Continuing education hours credited for the 2009 Award must be earned in the 2008 calendar year.

Information about the ORA Program is now on the AOA Web site at www.aoa.org in the Doctors section under “Member Benefits & Services.” The Optometric Recognition Award Program link is in the bulleted list. Information is also available by calling the AOA St. Louis office at (800) 365-2219 (ext. 4258/4260), or via e-mail at ORA@aoa.org.

Calendar


May 1-3, 2009. POA Spring Educational Conference. Skytop Lodge, Skytop, PA (Poconos). Please note the early dates and mark your calendar!

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, paraoptometrics and other staff.

OFFICE ROUTING FORM
☐ Doctor
☐ Office Manager
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para

PRST STD
US POSTAGE
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