FREE PUBLIC EDUCATION MATERIALS FOR POA MEMBERS

Remember that as a benefit of your membership, you have access to POA’s public education materials at no charge. Take advantage of these wonderful PR tools:

- Kids Welcome Here® poster
- Kids Welcome Here® brochures
- White pupil flyers
- PDEHA diabetes poster

To request brochures or posters, simply email Kelsey@poaeyes.org or call (717) 233-6455.

GET MORE POA MEMBER INFO BY EMAIL

If you’re receiving the Keystoner as a black-and-white copy via USPS, we don’t have a current email address on file for you. That means you’re not receiving any of POA’s other e-communications either.

If you would like to receive your Keystoner via email, and also receive legislative, education, local society and general membership messages from POA, please send us a quick update by email at Kelsey@poaeyes.org.

POA Spring Congress
March 21-23, 2014
Nittany Lion Inn, State College

FEATURING 10 HOURS of CE during Congress plus
3 ADDITIONAL HOURS of CE during the
AMD Centers of Excellence Pre-Congress Program
(Separate registration fee for AMD program)

DON’T MISS the Sunday morning Breakfast Session
sponsored by POA Business Partner Allergan:
Survive or Thrive: Understanding the
Landscape Under the Affordable Care Act
James Rienzo, Senior Eye Care Business Advisor

Questions should be directed to the POA office at Ilene@poaeyes.org or (717) 233-6455.

IMPORTANT REMINDER: 25% OF DUES PAYABLE BY MARCH 31

Don’t forget! POA By-Laws changes made in 2013 require timely payment of dues beginning in 2014 to avoid termination of membership and discontinuation of benefits. POA By-Laws state that a member shall be considered in good standing when 25% of dues have been paid by March 31, 50% by June 30, 75% by September 30, and 100% by October 31. In previous years, there was no consequence for delinquency until the end of the year; however, the 2012 corresponding change in AOA’s By-Laws now requires POA to enforce its By-Laws relating to the payment of dues. To reduce the cost of multiple dues billings, we prefer that dues be made in one payment upon receipt of the invoice; however, members can make payments quarterly (25%) or monthly (10%). Call the POA office at (717) 233-6455 if you have questions or cannot meet these deadlines. Thank you for your membership in your professional association!
President’s Editorial
Passion for what you love
By Marianne E. Boltz, O.D., F.A.A.O.

Passion. The Merriam-Webster Dictionary defines passion as “a strong feeling of enthusiasm or excitement for something or about doing something.” I think my family and closest friends would agree that, in general, I am a passionate person. Those who know me best will tell you that the things I’m most passionate about are travel (especially international destinations I’ve visited or hope to visit, like the city of Chicago and the Hawaiian islands); being a “foodie” (trying new restaurants and seeking out various ethnic cuisines); our recently-rescued kitten named Coco; and most importantly, pediatric optometry.

I became a pediatric optometrist for many different reasons. The main one involved my early discovery of enjoying working with children. In fact, my freshman year of college I was an elementary education major! I later switched to biology/pre-med due to my equally-significant interest in pursuing a career in the medical field. Ironically, my Lebanon Valley College psychology professor was good friends with a local optometrist, Dr. James Bouquet, and knew a bit about developmental optometry and vision therapy. A psychology research project he helped me design involved subjects doing convergence exercises with an antique stereo to investigate its use in decreasing near point fatigue. Planets aligned and interests were meshed, thus solidifying my desire to apply to optometry school the following year. While at PCO, I joined the COVD student organization and eventually went on to become the national student liaison to the COVD Board of Directors. Not surprisingly, my interests drove me to complete a pediatric optometry and binocular vision residency at Illinois College of Optometry.

After almost 17 years of practice, my passion for pediatric optometry is unwavering. I still get excited to see the smiling faces of the children under my care, to make a life-changing diagnosis of accommodative esotropia and prescribe a first pair of +6.00 glasses, and to be able to reassure a teenager suffering from daily headaches due to convergence insufficiency that a program of vision therapy will provide relief to his or her problem. Beyond this day-to-day practice, I also love sharing my passion with fellow optometrists and medical professionals by speaking locally and nationally about general pediatric vision care and pediatric low vision.

One of the primary goals I have for the POA in 2014 is to promote children’s vision. The timing could not be more perfect, matching the rollout of the Affordable Care Act with the pediatric essential benefit in place. The AOA, as a result of your membership dues, fought diligently to make this pediatric essential benefit a reality, a prime example of how the AOA makes sure that optometry is not forgotten or left behind in the legislative or third party arena. With this coverage for comprehensive eye exams, medical visits and materials for ages 0-18 years, it is very likely that most of us will see an increased number of children in our practices over the next year.

To this end, I have unofficially named 2014 “The Year of the Child.” Watch for the re-introduction of the Kids Welcome Here® Program – a public education and patient recruitment program that is highly recognized around the country. We especially hope to highlight this program at Optometry’s Meeting in Philadelphia. Plans are also being finalized for a six-hour pediatric continuing education program on November 23 in Hershey, featuring a nationally-recognized pediatric optometrist from the ICO, well-respected members of our Pediatric Vision Care Committee (PVCC), and even a developmental pediatrician discussing autism spectrum disorders (how to work best with these children in our exam chairs and associated vision concerns). I am also working closely with the AOA in facilitating an InfantSEE event to be held at PCO. This program has been making its way around the country at several schools of optometry and features both a student program with motivational speaker Tom Sullivan and a COPE-approved continuing education program for optometrists. Last, the PVCC will be working towards the long-anticipated goal of a Children’s Vision Day at the Capitol. We are fortunate that the PVCC chairperson, Dr. James Spangler, has a solid relationship with a local state representative who we hope to recruit for support of this project.

The noted speaker and author on leadership John Maxwell said it best: “A leader’s courage to fulfill his vision comes from passion, not position.” It is my vision that over the next year, through increased exposure to and education about pediatric optometry, you, too, will come to share a bit of my passion for taking care of our youngest and most precious patients.

For the love of children,

Dr. Marianne Boltz

mboltz1@hmc.psu.edu

If you would like to comment on a President’s Editorial, they are now posted on POA’s President’s Editorials Blog at www.poaeyesPresident.blogspot.com.

Letters to the Editor
Letters may be submitted to Kelsey@poaeyes.org or Editor, POA, 218 North Street, Harrisburg, PA 17101

To continue the discussion on a previously printed letter, please visit the Letters to the Editor Blog at www.poaeyesLetters.blogspot.com.

The ideas expressed in Letters to the Editor are the opinions of the authors. The Keystone reserves the right to edit letters submitted for publication.
Diecidue for State Representative

POA member runs for State House

POA member and past president Dr. Anthony Diecidue is running for election to the Pennsylvania House of Representatives. He has successfully secured the required number of signatures on his petition and has been placed on the primary ballot. He now moves on to the next phase of his campaign. POA enthusiastically supports Dr. Diecidue’s election bid, and encourages you to become involved when asked. Dr. Diecidue would be the first Doctor of Optometry in the Pennsylvania House of Representatives.

Drs. Sara Pike, Steve Eiss, Bob Owens and Dave Evans join Dr. Tony Diecidue, center, during his Meet & Greet Petition Signing on February 18 in Stroudsburg.

Vision Expo East

For members heading to New York for Vision Expo East from March 27-30, don’t forget about the benefits you receive as a POA member. Register at www.visionexpoeast.com/POA with priority code WL44 to get:

- Free exhibit hall pass – a $75 value
- Complementary lunch in Club Vision on Friday, Saturday and Sunday
- Exclusive discounts off CE
- Dedicated desk in the registration area
- Discounts on Broadway shows and famous attractions

Also, don’t miss Dr. Greg Caldwell’s POA-sponsored CE on Friday, March 28: Oral Pharmaceutical Agents for the Treatment of Anterior Segment Pathologies (OD Course #21B1; 8:30 - 10:30 AM) and Thyroid Dysfunction and the Eye (OD Course #23B1; 11:00 AM - noon). POA members receive an exclusive discount on Dr. Caldwell’s course as well.

See the flyer on page 15 for more information.

The Special Olympics

The 2014 National Special Olympics are coming to the east coast! This year, New Jersey has the honor of hosting the games and volunteers are needed. The National Opening Eyes program requires volunteer help from June 16-20. The event needs 30 optometrists and 13 optometric staff members each day, from 1 - 9 PM at The College of New Jersey. To volunteer, sign up at the following link and use EYES as the access code: https://2014sogv.thereregistrationsystem.com/en/registration/login/1665.

In Pennsylvania, Mid-Counties Optometric Society will again be organizing Pennsylvania's Special Olympics Opening Eyes Program in State College, which will be held Thursday, June 5 from 1 - 5 PM and Friday, June 6 from 9 - 4 PM. MCOS is seeking volunteers. If interested, please contact Dr. Michael Cymbor at mcymbor@nittaneyeye.com or Dr. Michelle Barnes at mhsbarnes@gmail.com.
News you can use

October 1 ICD-10 code conversion
Members-only summary highlights growing list of resources

The industry-wide conversion to ICD-10 goes live on October 1, 2014. ICD-10 will affect every aspect of how your office provides care, from software upgrades and patient registration and referrals, to clinical documentation and billing.

Members-Only Summary of Resources
In response to increased interest among AOA members in ICD-10 and other important coding issues, AOA has released a members-only summary of the growing list of ICD-10 and other coding resources now available to all AOA members.

Many of the coding resources are complimentary or included with an AOA/POA membership, though other products are available for purchase through the AOA Marketplace with substantial member discounts. While the newly-released summary is an exhaustive list to date, further resources are continuously being added and AOA members should check the medical records and coding page on the AOA website regularly for updates.

Medical records and coding services for AOA members are provided by the AOA’s Third Party Center (TPC) coding experts, Doug Morrow, O.D., Rebecca Wartman, O.D., and Harvey Richman, O.D. All medical records and coding questions should be sent by email or submitted through the online form and one of the coding experts will respond to requests.

AOA Ask the Experts Webinars & CE
Rebecca Wartman, O.D., presented the first two in a series of four ICD-10 webinars in January and February. The recorded Part I and Part II sessions and handout are available online. (To view the webinars, log in as a member at the top right corner of the page, and then “Launch” the webinars in the “Catalog” tab.)

ICD-10 Parts III and IV will be presented on March 21 and April 11 respectively, from 1:30 PM - 2:30 PM EST. Registration is available at www.aoa.org/events.

Dr. Wartman is also presenting a 1-hour Ask the Coding Experts: ICD-10 – Are you Prepared course at Optometry’s Meeting on Thursday, June 26.

CMS resources
CMS has a page of resources on its website that are also valuable for preparing for the ICD-10 conversion at www.cms.gov/Medicare/Coding/ICD10/index.html?redirect=/icd10. On this page you can sign up for email updates as well as access the Twitter feed.

PQRS webinar & resources
Dr. Wartman also presented a PQRS 2014 webinar, which provided an overview of the 9-10 measures that AOA and CMS have identified as being reportable by optometry. The recorded PQRS 2014 webinar and handout are available online. (To view the webinar, log in as a member at the top right corner of the page, and then “Launch” the PQRS 2014 - Are you Reporting? New Rules and Guidance Webinar in the “Catalog” tab.)

CMS has extended the deadline for eligible professionals to attest to meaningful use for the Medicare EHR Incentive Program 2013 reporting year from February 28, 2014 to 11:59 PM EDT March 31, 2014.

This extension allows more time for providers to submit their meaningful use data and receive an incentive payment for the 2013 program year, as well as avoid the 2015 payment adjustment.

This extension does not impact the deadlines for the Medicaid EHR Incentive Program or any other CMS program, including the electronic submission for the PQRS EHR Incentive Program Pilot.

How to attest
You may use the registration and attestation system to submit your attestation for meaningful use for the 2013 reporting year prior to 11:59 PM EDT on March 31, 2014 to meet the new 2013 program deadline.

See News on page 5
New program offers to pledge incentives topledge $500 or more annually

By Greg A. Caldwell, O.D., F.A.A.O., POPAC Fundraising Chair

POAPC has launched a fundraising drive aimed at increasing the number of doctors who donate $500 or more per year beginning January 1, 2014. With the generous support of Beitler-McKee Optical, Luzerne Optical and the POA, we are pleased to announce the benefits of this program.

Each doctor, upon pledging a minimum of $500 per year via credit card/EFT or upon receipt of a check in that amount, will be entitled to:

- One free pair of Crown Jewell Digital Progressive lenses with AR. An opportunity to earn additional free pairs will be available should your office begin prescribing these lenses. A representative of Beitler-McKee will also provide a 30-minute educational program for you and your staff regarding digital technology. Current Beitler-McKee accounts will also be eligible for these incentives.
- A complimentary lens voucher good for one free pair of proprietary FreeFocus freeform progressive lenses with AR from Luzerne Optical.
- $50 credit toward a POA continuing education program in 2014.

We all know that POAPC fights and wins for optometry. The work of POAPC can and does directly affect you and others on the individual level.

While our success in the past has been significant, there is still so much more work to do. I encourage you to consider investing in POAPC today.

Please help us continue the work of building a pro-optometry majority in Harrisburg by investing in POAPC today. Our mission is real, and we need your help today.

(Pledge form included on page 9.)

News
Continued from page 4

Resources
There are resources available to help you with the registration and attestation process:
- Stage 1 Meaningful Use Calculator
- Registration and Attestation User Guides
- EHR Incentive Program Website
  Contact the EHR Information Center with registration and attestation system inquiries at (888) 734-6433. The EHR Information Center is open Monday through Friday from 8:30 AM - 7:30 PM.

Tips
In addition, there are some simple steps you can take that will help to make the process easier:
- Ensure that your payment assignment and other relevant information is up to date in the Medicare payment system PECOS
- Make sure to include a valid email address in your EHR program registration
- Consider logging on to use the attestation system during non-peak hours such as evenings and weekends
- Log on to the registration and attestation system now and ensure that your information is up to date and begin entering your 2013 data
- If you experience attestation problems, call the EHR Incentive Program Help Desk and report the problem

POA’s TPC efforts change punctal plug requirement with Medicare carrier in Pennsylvania

Punctal plugs are a very helpful tool in the treatment of dry eye. POA many years ago fought to get this included in our scope of practice. Our Medicare carrier (MC) has been requiring a Schirmer test as part of the process to determine if plugs are warranted, and is required to get paid. This test has to be recorded in your chart in case you are audited by Medicare.

POA’s Third Party Center believed this test had flaws and was antiquated in determining if and when punctal plugs should be used. Dr. Mark Margolies, POA Board of Directors trustee and Third Party Center member who is also a representative on the MC Advisory Committee, worked with fellow trustee and TPC member Dr. Steven Eiss and MC Jurisdiction L (our area) to change this requirement.

Effective March 27, 2014, a Schirmer test is no longer a requirement for punctal plugs for our Medicare carrier. No other association other than the POA is the voice of optometrists in Pennsylvania. This change is yet another example of the advocacy that is supported by your dues. It is one of the many reasons why you are a member and one of many accomplishments on your behalf. Thank you Drs. Margolies and Eiss and our Third Party Center volunteers.

Revalidation of all Medicaid providers required by March 2016

The Affordable Care Act requires the Pennsylvania Department of Public Welfare to validate all new providers and revalidate existing providers by March 24, 2016 and at least every five years thereafter.

Providers will need to complete a full new enrollment application for their provider type for each site of service (service location) in sufficient time for the Department to screen and approve by March 24, 2016. For providers who do not revalidate, DPW must automatically expire each applicable provider service location.

If you have not already done so, plan on submitting your provider application prior to this date with enough additional time for processing. DPW expects longer wait times for approvals and heavier volumes close to the March 24, 2016 deadline.

For more information, visit DPW’s Provider Enrollment and Screening Provisions Implementation Website.
March is Save Your Vision Month! VCI is offering Save Your Vision Month coloring sheets FREE to members. Simply download the 8 1/2” x 11” coloring sheet from POA’s website and use it to sponsor a coloring contest in your office or community, or hand one out to each parent who comes to your office in March. Check out POA’s website for additional Save Your Vision Month resources, like a certificate of participation and letter to parents.

Visit www.poaeyes.org for more ideas.
Classified Ads

Practice for sale
Bucks County. Optical/optometric practice in Bucks County for the past three decades. Great opportunity for a modest asking price. Contact Rich Sterling, OD, CBI or Steve Rosen, JD (www.sunbeltnetwork.com) at sarosen@sunbeltnetwork.com or (610) 941-2177.

Pittsburgh area. Long-established (40 years) optometry practice for sale. Close relationships with many local employers. Average 100 exams per month. Great potential for medical model. Much room for growth. Contact us at centersvisioninc@yahoo.com.


Erie. Well-established one-doctor practice of over 30 years located on a major thoroughfare with easy access from any part of the city and surrounding suburbs for sale. The single-standing building with parking lot was expanded and totally remodeled inside and out 19 years ago and still looks new. It has new carpeting and modern equipment, including a Canon retinal camera, Canon full auto non-contact tonometer, and 1 1/2 year old Cirrus HD-Oct. It is a family, full-scope practice, with much medical/glaucoma as well as a large contact lens practice. Currently grossing $737,717. If interested, please call (814) 450-3472 or (814) 868-0895. You can also visit our website at www.ErieEyeDoctor.net and leave a message or email us at familyeyecare@erieeyedoctor.net.

Practice wanted
Bucks, Montgomery or Chester Counties. Optometrist looking to purchase a practice. Please contact m2m@gmail.com if interested in selling.

Optometrist wanted
Lancaster. Optometrist needed 1-2 days/week for busy optometric private practice with potential for growth in the future. Experience with Officemate/Examwriter preferred. We have been in practice for 32 years and take great pride in our technology-based examinations balanced with old-fashioned personalized attention and care. We specialize in both routine eye exams and contact lenses as well as medical examinations and treatment of glaucoma, diabetes, dry eye and macular degeneration. Please email jacobsoneyecare@gmail.com or call (717) 517-7190 and ask for Randi.

Monroeville. Optometrist wanted, part-time, initially two days/week in full-scope private practice. Fully equipped office with EMR, automated equipment and finishing lab. Contact Dr. James Budd at (412) 372-8188 or jmb4652@windstream.net.

Pittsburgh. Part-time associate position available in professional well-established suburban private optometric practice. Two days per week with potential for increased scheduling in future. Full-scope optometric practice with latest technology, optimally trained staff and full-service lab on site. PA license, malpractice insurance and credentialing with major regional third party payers, both medical and vision required. Fax resume to (412) 795-9557.

Northwestern PA. Optometrist wanted for two optometrist-owned private practices in Warren and Bradford located near Erie and Jamestown, NY. Two great locations, two optometrists, opthalmologist and full staff. Full-scope primary care equipment and facilities at busiest intersections in two counties. Newly-equipped full-service lab. Established over 35 years and still caring. Owner wishes to spend more time enjoying family. Snow sports, flying, hunting, fishing and boating on Allegheny national and state parks all within one hour. Associates welcome or outright sale to well-qualified practitioner. If interested, see us on the web at www.eyecarecoda.com and contact us at codamgmt@verizon.net or (814) 726-1104.

Harrisburg. Vision Resources of Central PA (formerly Tri-County Association for the Blind, a division of a 93-year-old non-profit) is seeking a part-time optometrist to specialize in low vision rehab. Practice specializes in low vision. Flex hours, top dollar pay with no financial risk. Comes staffed with assistant, optician and low vision aid specialist. Full line of up-to-date low vision aids, equipment, electronic medical records software and medical billing. Steady referral base. If interested, please contact Danette Blank at (717) 238-2531 or email dblank@vrocp.org.

Pittsburgh. Part-time opportunity for an optometrist in downtown Pittsburgh. Established primary eye care practice with advanced contact lens care emphasis. Must have current PA license with no restrictions and DEA number. Send resume and inquiries to LHL@consolidated.net.

Philadelphia area. Good opportunity for new graduates! Looking for part-time associate to work in full-scope practice, 1-3 days per week. Please contact Dr. Geoffrey Paterson at (610) 609-6041 or at drgeoffpaterson@gmail.com for more information.

Northeastern PA. Looking for a part-time optometrist in a long-standing full-scope optometric practice. 12,000+ active patients with a heavy medical concentration. Potential for future equity in practice. Experience preferred. Send resume or contact this office at dchbilling@yahoo.com.

Central PA. Busy optometric practice looking for a full-time/part-time associate. Professional environment with no weekend hours! Our office is located in Lebanon. Competitive wages. Call Lebanon Eyecare Associates at (717) 272-3068 (ask for Dr. Eder or Bob Rittle) or email resume to dochollis@comcast.net.

Central PA. HealthDrive Eye Care Group would like to add new optometrists to our thriving practice throughout central PA. At HealthDrive we provide eyecare services for very deserving elderly patients residing in nursing homes and assisted living facilities. Our positions cover the Lebanon, Perry, Juniata, Mifflin, Snyder, Northumberland, Schuylkill, Columbia or Union county areas. Please contact Tanya Jones at tjones@healthdrive.com or call (857) 255-0293 to inquire about our full- and part-time positions.

Harrisburg. HealthDrive Eye Care Group needs an optometrist for our practice in the Harrisburg, PA area for 2-3 days

See Classified on page 8
**Classified**

Continued from page 7

per week. We provide optometry services for very deserving elderly patients residing in nursing facilities. Contact Tanya Jones at tjones@healthdrive.com or (857) 255-0293 to learn more.

**Central CT.** HealthDrive Eye Care Group needs a full-time optometrist to serve nursing homes in the Central CT area. The position offers full benefits and a very generous 100K+ salary. Please contact Tanya Jones at tjones@healthdrive.com or (877) 724-4410 to learn more.

**Southeastern PA/Montgomery County.** Very professional optometric practice seeking sharp optometrist for permanent part-time position. Full spectrum instrumentation available for thorough patient care; medical coding and good contact lens background helpful. Transition possibility exists – reply with CV and cover letter to optomhelp2@gmail.com.

**Eastern Lancaster County.** Part time optometrist needed for busy practice in Eastern Lancaster County. 1-2 days per week (approximately 8-16 hours). Please call (717) 808-5890 for more details.

**Equipment for sale**


Used HRT II for sale. Still works. Make an offer. Please email Lindsay@kilmoreeye.com.

Motorized instrument table, $250, wheelchair accessible, black color with white table top, top size is 22” x 35”, excellent condition. Visual acuity projection screens, $35 each, two are 18” round and two are 15 1/2” square. Two Bausch & Lomb Aseptor stainless steel trays for soft contact lens vials, $20 each, each tray holds 72 vials. Reply to weimer3019@hotmail.com.

Avia Tonometer, DGH Pachmate (hand-held pachymeter), Topcon Automated, Lensometer, Burton illuminated minus cylinder phoropter with +1.50 retinoscopic lens, Reliance Chair (Reconditioned) and Stand, Projection chart with CRT screen with second flat screen monitor (to avoid facing chart), Topcon Autorefractor/Autokeratometer, Marco Slit Lamp with Telescreen Fundus Camera, Volk BIO with cord, Two Instrument electric adjustable instrument table, B&L manual keratometer, Manual lensometers (2), Radioscope, Magnifier to evaluate surface and edges of rigid contact lenses, Hand-held lenses for use at slit lamp: 90D, 60D; Superfield, Hand-held lenses for BIO: 20D, 28D, desk top computer with Windows Professional, flat screen monitor, HP laser printer. For prices email: eagereye@aol.com or call: (717) 557-3463.

**Advertise in the Keystone**

Free of charge to members; $1 per word, minimum $25, for non-members. Ads must be submitted in writing via email to Kelsey@poaeyes.org or via fax at (717) 233-6833. Please indicate the number of issues you want your ad to run, up to a maximum of three issues. The deadline to submit classified ads is the 10th of the month preceding publication. (Example: February 10th deadline for the March/April issue. See online classified listing for schedule.) POA/C&E members can also post classified ads at www.cevision.com.

**POAeyes Post**

POAeyes Post is a great source for ACA and HIPAA resources, membership posts, and motorists vision information, among other pertinent topics. The blog is run by POA and allows for member feedback.

**AOA.org/News**

Check out www.aoa.org/news to take advantage of the resources AOA posts daily. The site features the most recent articles in the main part of the page, then has posts categorized by Advocacy, Eye Care Advances, Health Care Reform, Inside Optometry and Practice Management down the right side. It’s also formatted for your mobile device to function like an app; all you need to do is search for www.aoa.org/news.

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**Worth noting**

2014 ORA program deadline is March 31

Paperwork for AOA’s 2014 Optometric Recognition Award program must be received by AOA by March 31. Continuing education hours credited for the 2014 Award must have been earned in the 2013 calendar year. Information is available on AOA’s website.

**AOA responds to Opternative.com’s claims for online refractive eye exams**

On behalf of AOA members, Dr. Munson sent a letter to Opternative.com insisting that it immediately cease confusing the public by describing its offering as an eye exam. There has also been a good amount of pick-up on a March 6 AOA news release aimed at cautioning consumers about online eye exam claims.

**Allergan boot camp**

Allergan is sponsoring Pathways In Medical Optometry™, a boot camp that offers two full-day courses that teach optometrists how to manage their schedules better, understand ICD-10 codes, improve productivity and performance, and other topics to help a practice go above and beyond. More information can be found on page 11 or by downloading the boot camp brochure.

**AOA TBI manual and POA presentation**

AOA has developed a Brain Injury Manual to aid optometrists in evaluating patients with a brain injury. All AOA members have access to the manual prior to April 1. The manual can be found online here: http://aoa uberflip.com/i/225867. POA’s pediatric vision care committee has also been developing a TBI presentation to compliment our current educational program offerings for school nurses and teachers.
**Recurring Contribution – What color are you?**

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**One-time Contribution**

- $120
- $250
- $500
- $1,000
- Other $ ____________

**Member/Payment Information**

Corporate donations are not permitted under state law. All contributions must be made via personal check/credit card/bank card.

Name ____________________________

- Check # ________________________ $ ________________________
- Credit Card # ________________________
  - MasterCard
  - Visa
  - Discover
  - AmericanExpress

Expiration Date ________________ 3-Digit Security Code *(back of card)* ________________

Name on Card ____________________________

Billing Address for Card ____________________________

- Debit Card/Bank Account # ____________________________
- Bank Routing # ____________________________

I authorize POPAC to charge my credit card or debit card according to the contribution I have pledged above and understand my account will be charged 1) ONCE for a one-time contribution or 2) MONTHLY, QUARTERLY or SEMI-ANNUALLY AS INDICATED for a recurring contribution until I cancel.

Signature ____________________________

**Online Contribution via PayPal**

To make a quick, easy and secure contribution through PayPal, please visit [www.poaeyes.org](http://www.poaeyes.org). Both recurring and one-time contributions can be processed via PayPal.

Mail or fax this form to: POPAC, 218 North Street, Harrisburg, PA 17101; Fax (717) 233-6833

Contributions for POPAC are not deductible for federal tax income as a charitable contribution.

POPAC complies with applicable laws and files regular reports with the Bureau of Elections.
**Diabetes poster free as a benefit of your membership**

Don’t forget about POA’s diabetes poster. It’s free to members of the Pennsylvania Diabetic Eye Health Alliance (PDEHA). Grab a poster at POA or local society meetings to display in your office. You can also email Kelsey@poaeyes.org. If you are not already signed up as a PDEHA participant, you can sign-up online and receive a poster.

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**Calendar**

**March 21-23, 2014**
POA Annual Spring Congress.
Nittany Lion Inn, State College.
Featuring a brand new program, Comprehensive Ocular Disease Colloquium, by renowned speakers Drs. Joe Sowka, Andy Gurwood and Al Kabat; a pre-Congress AMD program; exhibit hall; and POA’s House of Delegates. It will be a great weekend – we hope you join us! See the conference brochure on POA’s Meetings & CE page.

**March 27-30, 2014**
Vision Expo East.
Javits Center, New York, NY.
Continuing education and an exhibit hall featuring 575 exhibitors. For being a POA member, you will receive such benefits as a free exhibit hall pass, complementary lunch in Club Vision, exclusive discounts off CE, a dedicated desk in the registration area, and discounts on Broadway shows and other famous attractions. Register at www.visionexpeast.com/POA with priority code WL44.

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**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 and 10 pre-addressed post cards

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

To order:
Mail check made payable to Vision Conservation Institute to 218 North Street, Harrisburg, PA 17101 or email Kelsey@poaeyes.org; call (717) 233-0925; or fax (717) 233-6833

Date ______________________________
Name __________________________________________
Address __________________________________________

☐ POA Member rate: ______ packs at $40 each
☐ Non-POA Member rate: ______ packs at $60 each

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**2014 Business Partners**

POA gratefully acknowledges our 2014 Business Partners

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C&E Vision Buying Group

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Attention All Optometrists
Attend a boot camp to receive a step-by-step implementation plan that will take your practice to the next level by:
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John Rumpakis, OD, MBA
Allergan Eye Care Business Advisors

Register today at AllerganODPathways.com

Upcoming PATHWAYS IN MEDICAL OPTOMETRY™ Course Schedule

<table>
<thead>
<tr>
<th>City</th>
<th>Level 1</th>
<th>Level 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte, NC</td>
<td>Sat, 2/1/14</td>
<td>Sat, 4/12/14</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>Tue, 3/11/14</td>
<td>Sat, 5/17/14</td>
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<tr>
<td>Columbus, OH</td>
<td>Sat, 4/19/14</td>
<td>Sat, 6/21/14</td>
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<td>Pittsburgh, PA</td>
<td>Sat, 5/31/14</td>
<td>Sat, 8/2/14</td>
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<tr>
<td>Seattle, WA</td>
<td>Sat, 8/9/14</td>
<td>Sat, 10/18/14</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>Sat, 9/13/14</td>
<td>Sat, 11/8/14</td>
</tr>
</tbody>
</table>

Upcoming Pathways in Medical Optometry™ course schedule

Level 1 is a prerequisite to Level 2. Each boot camp consists of 1 full-day course.
Cost per course:
First OD registration per practice: $399 per course
All additional practice registrations: $199 per course

*Costs required per PhRMA guidelines.
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Position your practice within the wearable technology space and service Glass customers looking for prescription lenses.

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C&E Vision is the only Buying Group of Choice in the industry. We are proud to support the POA and its members. Along with earning dues credits C&E Vision also donates a percentage of our revenue to help the society put on CE courses, special events and much more.

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New members
We are pleased to announce the following new POA members. Please welcome these doctors to their professional association:
Nicholas S. Bixler, O.D. (CPOS)
Eric P. Daley, O.D. (MCOS)
Kristen M. Fahey, O.D. (LVOS)
Michael R. Lacina, O.D. (WPOS)
Rhonda A. Laughlin, O.D. (WPOS)
Tammy K. Le, O.D. (CDOS)
Christine B. Luzuriaga, O.D. (CPOS)
Julie M. Mclaughlin, O.D. (LVOS)
Joseph J. Ozbold, O.D. (SWOS)
Tuong-Vi H. Pham, O.D. (BMOS)
Andrew M. Rodriguez, O.D. (WPOS)
John M. Shields, O.D. (WPOS)
Kelsey A. Shiley, O.D. (WPOS)
Caleb N. Tennant, O.D. (WPOS)
Michael E. Zalar, O.D. (WPOS)

POA Award Program nominations due April 1
Nominations for POA’s Awards Program are due by April 1, 2014. Local societies and committees (new this year) may submit nominations for Optometrist of the Year, Young Optometrist of the Year and Merit Awards. Local societies may also submit nominations for the William Van Essen Award. Award descriptions and nomination forms are available on POA’s website.

Congratulations
POA member and PCO at Salus University student Jennifer Turano was elected as American Optometric Student Society vice president for the 2014-2015 school year. Jenn has been very active on campus, recently serving as president of the Pennsylvania Optometric Student Society, participating in AOA legislative advocacy events and working with POA to organize student events at Salus. Jenn follows fellow Salus University student Jimmy Deom, who is currently serving as AOSA president. Congratulations, Jenn!

In Memoriam
We extend our sympathy and prayers to the family of
David A. Rosenbloom, O.D., F.A.A.O.