

YOUR MEMBER BENEFITS



American Optometric Association



Protecting
Your
Profession

Promoting
Your
Profession

Resources
To Grow
Your Practice

Keeping
You
Informed

Offering
Continuing
Education

Watching
Your
Bottom Line

Increasing
Performance
& Profitability

Making
A
Difference

Providing
Networking
& Learning

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Protecting
Your
Profession

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25 years ago, AOA fought legislative battles for you that brought OD's medical reimbursements in greater parity with your MD counterparts.

\$\$\$ x 25 years = Incalculable

AOA & COA regularly fight legislative battles for you to prevent reimbursement cuts by Medicare & Medi-Cal. There were over \$1 billion in these reimbursements to Optometrists in 2011.

\$25,000 per practicing OD in the United States

In 2012, COA stopped a State Board of Optometry regulation that would have required all Optometrists to include your full name exactly as written on your license & your license number on all signs, business cards, stationary and any forms of advertising.

Savings of expensive rebranding costs

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AOA fought to include you in...

e-Rx prescribing incentives

\$50 per doctor

PQRS incentives

\$87.50 per doctor

EHR Federal Incentives

Up to \$44,000 per doctor



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Promoting
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In 1996, COA passed legislation to allow ODs to use TPAs - this is 15 - 20% of your practice income.

Over \$100,000 in additional annual revenue

In 2008, COA passed legislation to make it easier to ODs to become certified to treat glaucoma.

Potential additional income of \$500 per test conducted

In 2012, COA passed legislation to allow ODs to perform certain CLIA waived tests in office.

Convenient to the patient and puts \$4.50 - \$27 per test in your pocket

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Resources To Grow Your Practice

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PRACTICE FACT SHEETS

Written specifically for the optometric profession and free to members, COA offers a continually-growing library of in-depth fact sheets addressing a wide variety of scope of practice and practice operation topics.

The screenshot displays the California Optometric Association website. At the top left is the COA logo. To its right is the text "California Optometric Association". Below this is a navigation menu with links: Home, About, Join COA, Membership, CE/Events, Government Affairs, Media, and Eye Help. The main content area is titled "Fact Sheets" and includes a sub-section for "Government Affairs". A list of links is provided: Overview, Key Person Program, Laws & Regulations, PACs, Legislation, Weekly Updates, Legislative Day, Health Fairs, Fact Sheets, and Webinars. Below these links is a bulleted list of fact sheet topics, including "Vacation Time - Are you compliant?", "How to Avoid An Audit - Billing E-M Codes", "The Wage Theft Protection Act", "The American Board of Optometry and Board Certification", "Cilia Waived Diagnostic Test", "When Co-Management with Ophthalmologists is Appropriate", "EHR: Electronic Health Records", "PVL's Involvement in California Litigation in Support of the Optometric Profession", "Glaucoma Certification", "Is Your Optometric Facility ADA Compliant?", "Value Proposition", "Reporting Abuse", "Sales and Use Tax Issues", "Terminating a Patient Relationship", "Guidelines for Individuals Supporting Political Campaign", "Vitamin Sales", and "Prescription Form Requirements". On the right side of the page, there are three promotional banners: the American Optometric Association logo, a banner for "WILLANT" eye treatment with an image of an eye and the text "To learn about an innovative treatment for Dry Eye, click here", and a banner for "COBURN TECHNOLOGIES" with the text "EQUIPMENT - SUPPLIES SINCE 1954". At the bottom right is a "GOOD-LITE" logo.

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MEMBER MEDIA CENTER

Offers timely content for members to use on your websites and in your newsletters and social media. This helps you inform the public about important eye issues and gives you something extra to offer your customers.



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MEMBER RESOURCE CENTER

COA employs a staff member with a legal background who answers common practice-related questions - from steps to take to get on a health plan's medical panel to optometric advertising requirements to certification of legally blind patients to employment and workers' compensation issues, and so many more.



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EyeLearn is an online benefit offered exclusively to AOA members.

EyeLearn is an easy-to-use centralized online learning resource designed for the optometrist's learning needs.

EyeLearn's secure environment keeps track of your progress, archives previous learning content, and provides recommendations for additional resources based on your personalized learning needs.

Benefits of EyeLearn

- Accredited, interactive education
- Webinars
- Practice Management Resources
- Journal Articles
- Knowledge Assessment Tests
- Clinical Guidelines
- Live CE Finder
- And Much More

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BUSINESS & CAREER SUCCESS WEBINARS

Skilled professionals share valuable tips and firsthand experiences on starting and maintaining a successful optometry practice through Business & Career Success Webinars offered by AOA.

Topics include medical records & coding, HIPAA updates, PQRS, malpractice insurance, practice management and more.

Visit:

www.ExcelOD.com/Events

AOA Excel Events Calendar All times listed in CST

← July 2013 August 2013 September 2013 →

August 2013

MON	TUE	WED	THU	FRI	SAT	SUN	Upcoming Events
			1	2	3	4	<p>2013 EHR & Medical Records Compliance Program - Atlanta, GA <i>August, 21 2013</i></p> <p>2013 EHR & Medical Records Compliance Program - Dallas, TX <i>August, 23 2013</i></p> <p>Coding Grand Rounds - Ocular Surface Disease Case Studies <i>August, 27 2013</i></p> <p>Associate Agreement Review <i>August, 28 2013</i></p> <p>Setting your Protocols for Medical Eye Care Management! <i>September, 10 2013</i></p> <p>Associate OD: Are you partnership material? <i>September, 18 2013</i></p> <p>Setting your Protocols for Medical Eye Care Management! <i>September, 24 2013</i></p>
5	6	7	8	9	10	11	
12	13 Coding Grand Rounds -	14	15	16	17	18	
19	20	21 2013 EHR & Medica	22	23 2013 EHR & Medica	24	25	
26	27 Coding Grand Rounds -	28 Associ Agreem... Review	29	30	31		

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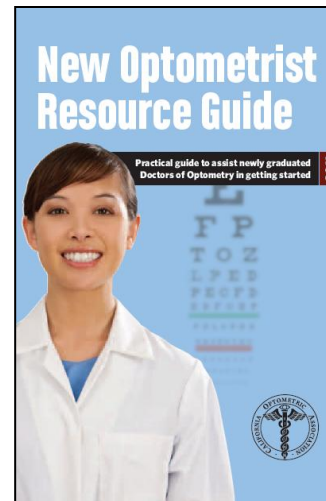


OD RESOURCE GUIDE

Offers practical steps to assist doctors of optometry in getting started or making changes in your career. This guide also provides some considerations to help explore different modes of practice. Job search resources, as well as a timeline and checklist with suggestions for starting a new practice are included.

Available for download at:

www.coavision.org



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Keeping
You
Informed

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GOVERNMENT AFFAIRS WEEKLY

Stay updated on legislative, governmental and advocacy issues affecting the optometric profession by reading this weekly e-newsletter.

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CALIFORNIA OPTOMETRY

The official publication of COA, offering a comprehensive view of professional optometry in California today.

Printed and digital versions available.



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COA MEMBER NEWS

This monthly e-newsletter keeps you and your staff continually informed as to the latest actions impacting the profession, news on COA conventions and upcoming events and clinical updates.

The screenshot shows the COA Member News e-newsletter interface. At the top left is the California Optometric Association logo. The main title is "COA Member News" in a large, green, sans-serif font. Below the title is a navigation bar with links for "Membership", "CE/Events", "Government Affairs", "News", "Archives", and "Print Version". The date "August 2013" is displayed below the navigation bar. The "COA TOP STORY" section features a headline "Senate Bill 492 - Breaking news" next to a photograph of the California State Capitol building. The text below the headline states: "SB 492 will be held in the Assembly Business, Professions and Consumer Protection (B&P) Committee for the remainder of the year. It was decided recently that the committee members needed more time to learn about the new procedures that would be authorized under the bill." A link "Read More.." is provided. To the right of the main content is a social media sharing area with icons for Facebook, Twitter, and YouTube. Below the social media icons is a promotional banner for "Test Drive a Santinelli Edger with HOYA Lenses" featuring a photo of a group of people and text: "Free on-site lens edger demonstration, including 5 Pairs of HOYA lenses for actual patients!"

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AOA COMMUNICATIONS

Sent daily, AOA's First Look e-newsletter, and published monthly, the AOA News, are the profession's pre-eminent news publications.

 [Facebook](#)  [Twitter](#)  [LinkedIn](#)

AOA First Look

Today's News for the American Optometric Association from Newspapers, TV, Radio and Journals

August 13, 2013

AOA First Look is intended to provide an immediate, unfiltered look at the news that affects optometrists and our patients. To get the news to you quickly, and to ensure you are reading the same articles your patients might be, the AOA does not review or edit the news summaries prior to distribution. Publication of an article in First Look in no way implies AOA's endorsement, agreement or promotion of a particular article.

Leading The News

Retina Photographs May Help Predict Stroke Risk In Patients With Hypertension.
[HealthDay](#)   (8/13, Reinberg) reports that research published in Hypertension suggests that photographs of the retina may help predict stroke risk in individuals with hypertension. Investigators followed approximately 3,000 individuals with hypertension for approximately 13 years. At the beginning "of the study, each participant had photos taken of their retinas," and then the investigators rated participants' "hypertensive retinopathy." The investigators found that participants who had "mild hypertensive retinopathy had a 35 percent higher risk for stroke, while those with moderate or severe retinopathy had a 137 percent increased risk." Additionally, "retinal damage also predicted increased risk for stroke in patients taking medication to keep their blood pressure under control."

From the American Optometric Association

Registration Open for State Legislative/Third Party National Conference and Congressional Advocacy Conference

Join us at both the 2013 State Legislative and Third Party National Conference and the Congressional Advocacy Conference. The State Legislative and Third Party National Conference will be held at the J.W. Marriott Hotel in Washington, DC on September 9-9. The Congressional Advocacy Conference will begin on September 9 with a Welcome Reception immediately following the conclusion of the State Legislative and Third Party National Conference. We are confident that both conferences will provide an invaluable experience for everyone involved, and participation will demonstrate your commitment to advocacy and advancing our profession.

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NEWS

Volume 45
No. 8
December 18, 2006

Get the latest at [www.aonews.org!](http://www.aonews.org)

AOA goes 2 for 2 in Congress

Plan passed to halt 2007 Medicare SGR payment cuts

Despite a crush of last-minute activity on Capitol Hill on a range of national issues, the AOA — working with concerned members of Congress and other physician groups — helped speed final passage of an emergency plan to prevent Medicare physician payments from being slashed starting on Jan. 1.

Combined with the



Among the final issues tackled by the 109th Congress was special interest contact lens legislation. The session ended after 3 a.m.,

Congress rejects special interests' contact lens sales bill

In a significant Capitol Hill victory, Congress this month rejected special interest contact lens sales and distribution legislation backed by 1-800 Contacts Inc.

The measure died during the final hours of the 109th Congress as lobbyists attempted to push the contact lens legislation through the House as an amendment to a bill designed to aid mothers of prematurely born infants. The rejection of the measure came despite a two-year, \$2.2 million lobbying effort by 1-800 Contacts.

The demise of the legislation came after AOA Advocacy Group staff uncovered plans to push the measure through Congress during the final

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COA CONFERENCES

Gain the latest cutting-edge education during programs that enhance your clinical skills at COA's Monterey Symposium each November & OptoWest in April.

\$150 members-only discount for unlimited CE at each event



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CE@HOME

Six hours of CE offered free to members annually through articles in each issues of *California Optometry*.

\$210 value

CE@HomeOnline makes it easy to earn CE credit! Purchase an annual subscription for only \$60 and simply send in your answers for each of the six articles available annually for one hour of CE credit. Otherwise, the price per article is \$15 for members and \$35 for non-members.

\$150 value

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OPTOMETRY'S MEETING®

AOA's annual conference, held each June, includes education, admittance to the exhibit Hall, and optometry's meeting events such as the welcome reception, opening general Session, Optometry Student Bowl™, and Celebration of Optometry.

\$400 members-only discount



Optometry's
meeting®

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Watching
Your
Bottom Line

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OPTOMETRIC BUYING GROUP

Offering the best deals from more than 270 optical and business suppliers, Vision West is a comprehensive and proven one-stop resource for the doctor of optometry's practice needs offering exclusive discounts.

Buying-power savings to members



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INSURANCE SERVICES

Tailored to the unique needs and risks of doctors of optometry, COA offers a comprehensive menu of insurance products brokered by the award-winning industry leader MARSH.

Members save up to 10% for professional liability insurance



www.COAMemberInsurance.com

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DEBT COLLECTION

I.C System, a nationally-renowned, professional debt collection service company, delivers members ethical and cost-effective solutions for collecting debts and improving cash flow.

Members receive a 20% discount



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MERCHANT CARD SERVICES

Heartland Payment Systems offers member-only rates on merchant card processing and payroll services. By using Heartland, you will be able to save money, save time, increase profits and simplify your business operations.

Members save up to 10%



Heartland
PAYMENT SYSTEMS®

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E-MAIL MARKETING

Constant Contact is an online marketing company offering email marketing, social media marketing, online survey, event marketing, digital storefronts, and local deals tools to improve communications and marketing to your patients and soon-to-be patients.

Members save up to 25%

Constant Contact[®] 

The logo graphic for Constant Contact, consisting of a stylized, multi-colored (blue and yellow) geometric shape that resembles a flag or a series of overlapping squares.

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Increasing
Performance
& Profitability

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PARAOPTOMETRIC SECTION

As a COA member, you may enroll your staff in the California Paraoptometric Section through a group office-based membership plan with a flat discounted membership fee. COA's conferences feature a wide array of ABO, NCLE and AOA Paraoptometric certification-approved courses that enhance the skills and productivity of your greatest asset – your staff.

The AOA Paraoptometric Section offers the Paraoptometric Skill Builder® program that provides online training for new and/or experienced optometric staff. The Beginner Level 1 course is designed for the “new to the field of paraoptometry” and is offered free to members.



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MEDICAL RECORDS & CODING

AOAExcel's Medical Records & Coding Service is designed to educate you and your staff on medical recordkeeping and coding to help doctors and staff provide the best possible patient care, prepare for payer audits, and to ensure accurate reimbursements.

Email: AskTheCodingExperts@ExcelOD.com

Resources in:

- Accurate choices of procedure and diagnosis codes for eye care
- Understanding and preparing for payer audits of patient care and coding
- Changes in Medicare and coding policies
- ICD-10 preparation and conversion
- Participation in Medicare's Physician Quality Reporting System (PQRS)

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OD FINDERS

COA's 'Find an EyeDoc' & AOA's 'Find a Doctor' search portals assist the public in quickly identifying just the right member OD for care.

COA's Member Update section on our website allows you to keep your practice profile updated.



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OPTOMETRY'S CAREER CENTER®

With over 1 million hits per month, AOA's Optometry's Career Center (OCC) is the industry's leading optometry placement service for opportunities throughout the practice life cycle.

- ✓ Post job opportunities for your practice
- ✓ Search for jobs in our extensive database
- ✓ Check out our supporting services:
 - Salary negotiations
 - Career coaching
 - Resume & cover letter services



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SOCIAL MEDIA CONSULTANT

COA members have access to our staff social media consultant who can offer advice, training and resources to build and maintain your social media platforms.



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Making
A
Difference

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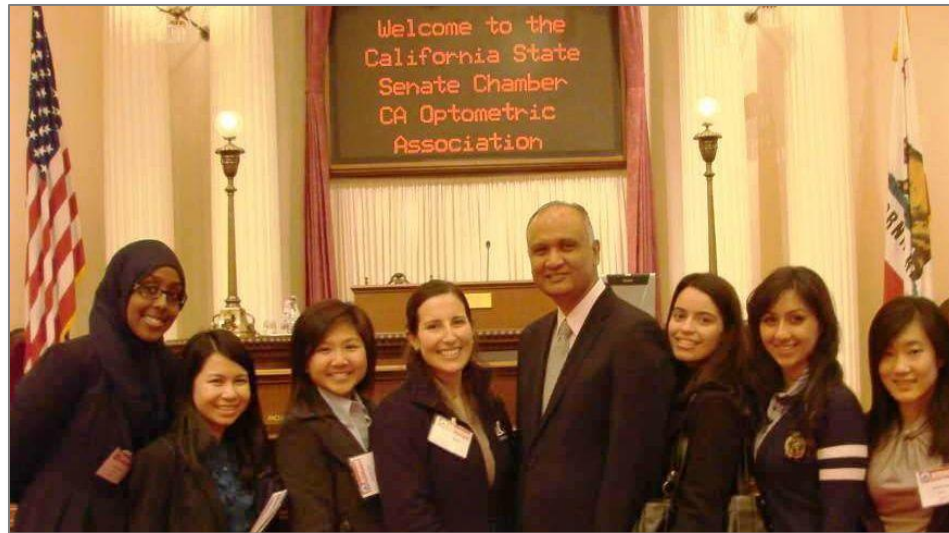


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BECOME A KEY PERSON

Educate lawmakers about issues important to optometry. This grassroots work is incredibly powerful, as Legislators really do listen to their constituents.



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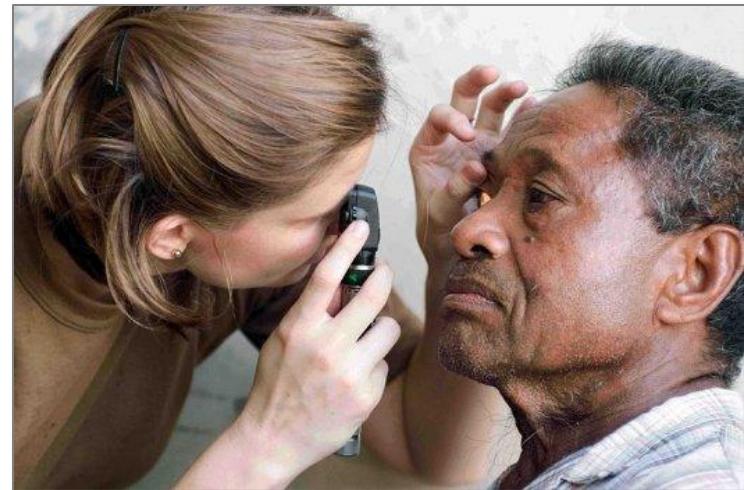
CALIFORNIA VISION FOUNDATION

The California Vision Foundation (CVF) is a non-profit, optometric charity designed to provide low-income and uninsured families throughout the state of California with free comprehensive eye exams and low cost glasses. Become a California Vision Project Provider or Donate to the Foundation Today!



california vision foundation

www.CaliforniaVision.org



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BECOME INVOLVED IN THE LEADERSHIP OF COA OR YOUR LOCAL SOCIETY!



- COA Board of Trustees
- Communications Committee
- Finance Committee
- Legislation & Regulation Committee
- Healthcare Delivery Systems
- Membership Committee
- Sponsored Services Committee
- Education & Clinical Practice Committee
- *California Optometry* Editorial Board
- Public Vision League
- Low Vision Rehabilitation Section

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Providing
Networking
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COA IS COMPRISED OF 25 LOCAL SOCIETIES:

Alameda/Contra Costa Optometric Society

Cahuilla Optometric Society

Central California Optometric Society

Golden Empire Optometric Society

Humboldt-Del Norte Optometric Society

Imperial County Optometric Society

Inland Empire Optometric Society

Kern County Optometric Society

Los Angeles County Optometric Society

Mojave Desert Optometric Society

Monterey Bay Optometric Society

Orange County Optometric Society

Redwood Empire Optometric Society

Rio Hondo Optometric Society

Sacramento Valley Optometric Society

San Diego County Optometric Society

San Fernando Valley Optometric Society

San Francisco Optometric Society

San Gabriel Valley Optometric Society

San Joaquin Optometric Society

San Mateo County Optometric Society

Santa Clara County Optometric Society

South Bay Optometric Society

Tri-County Optometric Society

Tulare-Kings Counties Optometric Society

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COA will host its 2013 Monterey Symposium November 7-10, 2013 at the Monterey Marriott Hotel and Conference Center.

Over 600 ODs annually converge in Monterey to take part in world-class education, networking with colleagues, and an exhibit hall filled with optometry's latest products and services!



Register today at www.MontereySymposium.com



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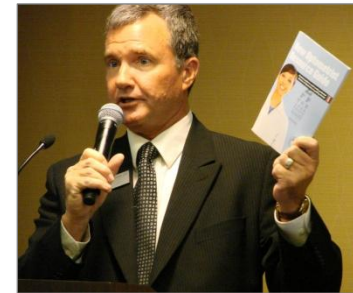


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The COA Presidents' Council meeting brings together the leadership of the 25 local optometric societies and students from the California colleges of optometry to discuss current issues facing local societies, COA and the optometric profession, concluding with the development of relevant recommendations for the COA Board of Trustees.

COA will host the 2013 Presidents' Council November 8 in Monterey, CA.



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COA invites you to attend OptoWest, April 3-6, 2104, at the Renaissance Esmeralda Resort and Spa, in Indian Wells, CA. OptoWest is the premier regional conference created by eye care professionals for eye care professionals.

OptoWest provides quality education for optometrists and their professional staff – offering four days of continuing education courses – and an exhibit hall that features the leading vendors in the industry where ODs will find the newest ophthalmic innovations for their business.



opto**west**



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COA is governed by a 10-member board of trustees and the House of Delegates (HOD). As COA's official policymaking body, the HOD consists of COA members from each of the local optometric societies, California optometry schools and colleges, and COA sections. Delegates meet at this annual meeting to:

- Debate and vote on COA policy resolutions and bylaws amendments
- Adopt the COA budget
- Elect COA's officers and trustees

The 2014 COA House of Delegates will meet April 4-5, at the Renaissance Esmeralda Resort in Indian Wells, CA.



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Make our collective voice heard.

Join us in Sacramento for COA's Legislative Day on May 13, 2014!



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Increasing
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• Reimbursements	\$100K↑	• AOA News	\$250
• TPAs	\$100K↑	• COA Conferences	\$300
• Glaucoma	\$1000's	• CE @ Home	\$360
• CLIA	\$100's	• Optometry's Meeting	\$400
• Practice Fact Sheets	\$500	• Affinity Partnerships	\$1000's
• Member Media Center	\$1500	• OD Finders	\$500
• Member Resource Center	\$2500	• 24/7 Coding Expert	\$5000
• EyeLearn	\$1000	• Career Center	\$1000
• Business Webinars	\$500	• Social Media Consultant	\$1500
• OD Resource Guide	\$100	• Networking Opportunities	\$1000's
• GA Weekly	\$250		
• <i>California Optometry</i>	\$50		
• COA Member News	\$150		

**STAYING ENGAGED IN YOUR
PROFESSION & PROTECTING YOUR
RIGHT TO PRACTICE
= PRICELESS!**

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**WHAT
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WE ARE HERE TO HELP!

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