

THE RIGHT PARTNER
FOR THE LIFE OF
YOUR CAREER

MEMBER
BENEFITS



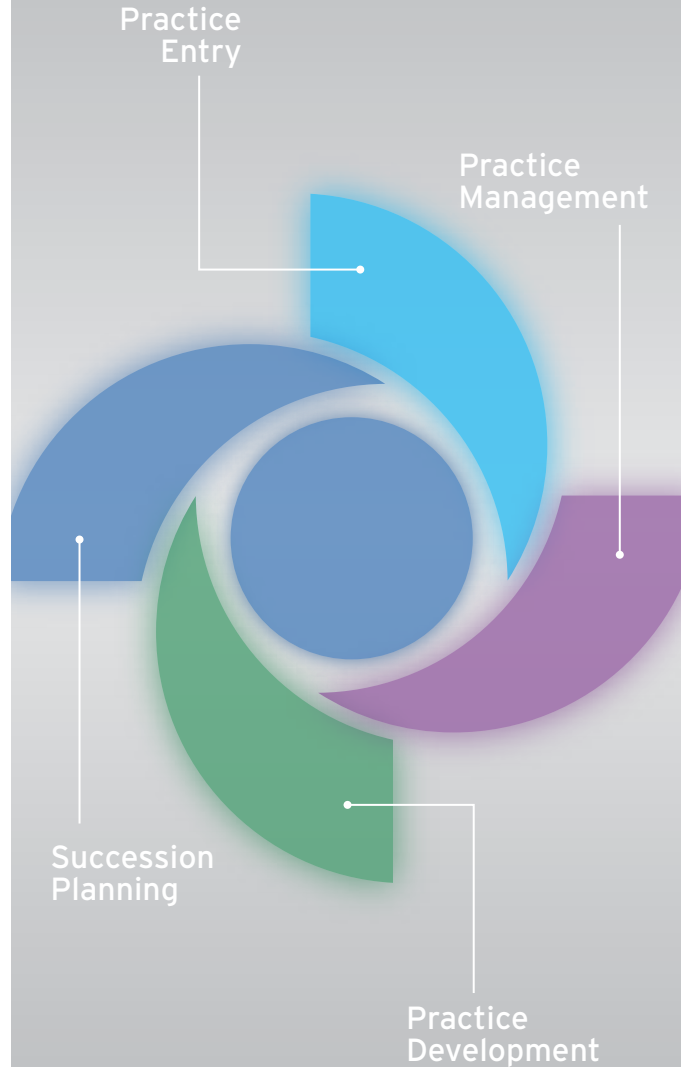
American Optometric Association

A LIFETIME OF PROFESSIONAL SUPPORT

When you're a member of the
American Optometric Association (AOA),
you're a member of Optometry's Family.

**Skilled. Valued. Driven to leave a
legacy of accomplishment.**

**Leverage AOA Member Benefits to
build *your* measure of practice success.**



American Optometric Association

PRACTICE ENTRY

For more than a century, the American Optometric Association has maintained an unwavering mission of service to its members. Providing optometrists with innovative tools, resources and training has been an ongoing charge.

Today, the AOA offers you virtually everything needed to effectively balance patient care and the *business of optometry* – everything needed to successfully navigate a total career path.

From practice entry to management, growth, and succession planning, the value is clear. AOA members benefit with a lifetime of professional support.

Ponder the possibilities.
Rural solitude or city lights.
Group practice or corporate affiliation.
The move from college to career can be complex and confusing.
AOA resources help clear the way.

PRACTICE ENTRY

You've followed your passion. Now, find your fit with:

- **Preparation and planning**
- **Infinite practice opportunities**
- **Shared knowledge**
- **Facts and financing options for purchasing, expanding or upgrading a practice**

PLANNING

Career Advocate for the New Practitioner

Ease the transition from college to career with the business basics of optometric practice. This start-to-finish primer explores career options, modality selection, joining, buying or starting a practice, and managing finances. Learn more at www.aoa.org/careeradvocate.

Practice Transitions

Base your decision to purchase a practice on knowledge and fact. This course covers the fundamentals - from needs assessment, practice valuation and financing, to legal and tax issues. Learn from the experts. Network and ask questions. Learn more at www.aoa.org/practicetransitions. Practice Transitions is supported by an educational grant from Wells Fargo.

Free Business Cards

Make your presence known. Incoming fourth-year students and new graduates receive a free set of 250 personalized AOA member business cards to use for networking and business referrals. Order at www.aoa.org/cards. Made available through an educational grant from Alcon.

NETWORKING

Optometry's Career Center® (OCC)

The Resource for Optometry, the OCC is a comprehensive online match maker – complete with practice listings, placement opportunities, interviewing tips and marketing advice. Use it to post your credentials, prep for interviews, and access opportunities nationwide – all without paying recruitment fees. Learn more at www.optometryscareercenter.org. Optometry's Career Center® is supported by a grant from Marchon®.

Optometry's Meeting® Career Venues

Optometry's Meeting® is the annual opportunity to network, learn, and meet with recruiters, industry representatives and potential employers. Annual events include the **AOA Practice Management & Career Center Career Fair** featuring educational sessions and seminars, private interview opportunities, and hands-on learning sessions to effectively conduct a job search on Optometry's Career Center®. The AOA Practice Management & Career Center is supported by grants from CIBA Vision® and Luxottica.

AOA Practice Connect

Tap an extraordinary pool of optometric expertise. Pose questions, share information, and work collaboratively through the AOACONnect social networking Web resource. The AOA Practice Connect special community unites new practitioners and students with seasoned ODs for one-on-one practice management coaching. Sign on at <http://connect.aoa.org>.

FINANCING

Wells Fargo Practice Finance

The source for up to 100 percent financing, plus working capital. Purchase or start a practice. Expand or update an office. Upgrade equipment or systems. Wells Fargo offers a range of financing solutions with customized payment schedules and automatic Practice Success Program enrollment – all at AOA advantage member rates. Practice Success Program enrollment means access to free demographic market reports and educational resources, the support of finance specialists, and referrals to optometry's best professional service providers. Visit <http://practicefinance.wellsfargo.com/optometrists>, or call 877.207.5395 to speak with a financing specialist.

BUSINESS BASICS

Coding, Billing, Electronic Health Records

See Practice Management, Business Resources, page 11.

Professional Liability/Malpractice Insurance

Receive a 25 percent premium discount for your first year of practice through the AOA Insurance Alliance Program. See Member Advantage Program, page 14.

AOA Group Insurance

See Member Advantage Program, page 15.

PRACTICE MANAGEMENT

Realize the dream.

An efficiently run, thriving practice.

The AOA provides the nuts and bolts of optometric practice management.

PRACTICE MANAGEMENT

Lay the foundation for excellent patient care, streamlined operations, and solid revenue generation. Select and customize the AOA building blocks for business success.

PATIENT CARE

Optometric Clinical Practice Guidelines

The AOA essential patient care resource combines research with expert clinical opinion to recommend appropriate steps in the diagnosis, management, and treatment of patients with various eye and vision conditions. Developed and reviewed by a panel of OD experts and specialists. Learn more at www.aoa.org/clinicalcare.

AOA Ophthalmic Resources On-Demand (OROD)

Access to product and patient resources 24/7 – at no cost. Save time, build knowledge, and improve patient care with the latest product information, industry research, and patient educational materials. Boost practice value to your patients through downloadable coupons, vouchers, and assistance program information. Enter OROD through the AOA Web site portal at www.aoaondemand.org.

Practice Strategies in Optometry: Journal of the AOA

Each Practice Strategies section offers easy-to-implement tips to improve practice management, updates on health care management trends, training and productivity resources, and an optometry forum to share ideas.

AOA Practice Connect

Share information, join a special practice interest community and work collaboratively through the AOACONnect social networking Web resource. Sign on at <http://connect.aoa.org>.

Patient Education Materials

Use instructional pamphlets and fact sheets, displays and vision simulators, as well as unique gallery frames and prints to educate patients about eye diseases and conditions. Ordering is easy and access is 24/7 through the AOA Online Store at www.aoa.org/onlinestore.

BUSINESS RESOURCES

CODING, BILLING, ELECTRONIC HEALTH RECORDS

Complimentary Medical Records and Coding Education

Your membership includes exclusive training on medical records and coding, including Webinars, online testing, articles, AskTheCodingExperts@aoa.org, and educational tools in book or CD format. Training covers: Introduction to Medical Record Keeping and Coding, Choosing Codes for Real Cases, Recognizing Insurance Contracts as Business Decisions; Choosing 92000 Visit Codes, and Deciding to use 99000 vs. 92000 Visit Codes. Learn more at www.aoa.org/Coding.

AOA Coding Today

Boost practice revenue by maximizing third-party reimbursement for the care your patients need. Use this online, no-cost tool to accurately enter procedure and diagnosis codes, access national and local coverage rules, and reference Medicare value information. Access at www.aocodingtoday.com.

AOA ReimbursementPLUS®

Access up-to-the-minute CPT code rule, fee schedule, and reimbursement information for accurate medical record-keeping compliance. Log on to <http://aoa.reimbursementplus.com>.

PMI, LLC

One-on-one medical records and coding consultation. Services cover insurance contracts and rules audits, claims submission, dealing with payments and rejections, office fees and insurance reimbursement schedules. VisitCoder™ software calculates optometric insurance coding and makes finding the appropriate billing codes easy. Learn more at www.aoa.org/Coding.

EHR Preparedness Program for Optometry

Learn to implement an Electronic Health Records system and use it like a pro in this comprehensive course. Access tools, articles, news, schedules, and course information at www.aoa.org/ehr.

PRACTICE MANAGEMENT & STAFF TRAINING

Paraoptometric Training

A properly trained staff is a practice investment. The AOA Paraoptometric Section offers an extensive selection of courses, study guides, seminars, lectures and periodical resources to build the skills of your staff. Materials vary from basic to advanced and cover such topics as clinical procedures, practice management, pre-testing, contact lens technologies and eyewear dispensing. Materials are segmented by job tasks and duties. Learn more at www.aoa.org/paratraining.

AOA Practice Management & Career Center Lectures at Optometry's Meeting®

Hone your business skills by attending a series of lectures on staff management training, financial management, and marketing and networking for practice growth. Register and learn more at www.aoa.org/pmcc.

OTHER RESOURCES

AOA News

Keep current on the issues facing optometry, including the activities, meetings, legislation, regulatory agencies, and the people behind the profession. A monthly publication, available in print, searchable PDF, and online formats.

Wells Fargo Practice Finance

See Practice Development section for market data and acquisition information, page 20.

Professional Liability/Malpractice Insurance

See Member Advantage Program, page 14.

Retirement Planning Services

See Member Advantage Program, page 15.

Disaster Relief

Receive immediate financial aid for critical and urgent needs in the event of a catastrophic event. Apply directly through your affiliate. Application and grant criteria are available at www.optometrycharity.org.

AOA MEMBER ADVANTAGE PROGRAM

Add streamlined efficiency to everyday business management. Strategic AOA alliances provide cost-effective options for essential products and services. For detailed information and a complete list of programs and services, log on to www.aoa.org/memberadvantage.

BUSINESS OPERATIONS BASICS

Ophthalmic Product Ordering – From lenses to frames, order products from more than 400 suppliers in the U.S. through the AOA VisionWeb online portal.

Electronic Claim Filing – Manage commercial and government payers in one online location through VisionWeb's suite of insurance services. Check eligibility, submit and track claims, and manage electronic remittance advice.

Professional Liability/Malpractice Insurance – The AOA Insurance Alliance provides competitive rates and full scope of practice coverage in every state. Coverage transfers state to state. Learn more at www.aoainsurancealliance.com.

Reduced Credit Card Processing Fees – Retain your present bank affiliation and accept patient MasterCard and VISA payments at a discount. Payments are processed and transferred electronically by Bank of America Merchant Services.

Creative Media Services – A one-stop shop for practice branding, marketing and advertising development, OMG National services include custom on-hold telephone messages, Web videos and Facebook For Business social media.

EyeCarePro Web Site Development – Quickly and easily create and manage a Web site without the need for technical training with ECPro Website Builder.

PERSONAL BENEFITS

AOA Group Insurance – The AOA provides one-stop shopping for life, long-term disability, hospital indemnity, medical, and dental insurance – all at group rates. www.aoainsurance.com

AOA Member Credit Card – The AOA Platinum Plus MasterCard affords worldwide acceptance, first-class benefits, and 24/7 service. Included are secure online account access, fraud protection, and zero liability for unauthorized transactions.

Retirement Planning Services – Since 1968, AOA Members' Retirement by AXA Equitable has been providing full-service financial planning and retirement programs for optometrists. www.aoa.org/retirement

QUICK REFERENCE GUIDE

AOA SERVICES AND WEB SITE RESOURCES

Member Benefits & Services - www.aoa.org/memberbenefits

Member Advantage Program - www.aoa.org/memberadvantage

To Join AOA – www.aoa.org/join or call 800.365.2219

Practice Entry

Career Advocate for the New Practitioner – www.aoa.org/careeradvocate

Practice Transitions – www.aoa.org/practicetransitions

Free Business Cards – www.aoa.org/cards

Optometry's Career Center® – www.optometrycareercenter.org

Optometry's Meeting® Career Venues – www.aoa.org/pmcc

AOA Practice Connect – <http://connect.aoa.org>

Wells Fargo Practice Finance – <http://practicefinance.wellsfargo.com/optometrists>

Coding, Billing, EHR – www.aoa.org/Coding

Professional Liability/Malpractice Insurance – www.aoainsurancealliance.com

AOA Group Insurance – www.aoainsurance.com

Practice Management

Optometric Clinical Practice Guidelines – www.aoa.org/clinicalcare

AOA Ophthalmic Resources On-Demand – www.aoaondemand.org

Practice Strategies in *Optometry: Journal of the AOA* – www.optometryjaoa.com

AOA Practice Connect – <http://connect.aoa.org>

Patient Education Materials – www.aoa.org/onlinestore

Complimentary Medical Records & Coding Education – www.aoa.org/Coding

AOA Coding Today – www.aocodingtoday.com

AOA ReimbursementPLUS® – <http://aoa.reimbursementplus.com>

PMI, LLC – www.aoa.org/Coding

EHR Preparedness Program for Optometry – www.aoa.org/ehr

Paraoptometric Training – www.aoa.org/paratraining

AOA Practice Management & Career Center Lectures at

Optometry's Meeting® – www.aoa.org/pmcc

AOA News – www.newsfromaoa.org

Wells Fargo Practice Finance – <http://practicefinance.wellsfargo.com/optometrists>

Professional Liability/Malpractice Insurance – www.aoainsurancealliance.com

Retirement Planning Services – www.aoa.org/retirement

Disaster Relief – www.optometrycharity.org

Practice Development

Promotion/Public Relations Assistance – www.aoa.org/pr

Branded Marketing Materials – www.aoa.org/onlinestore

Dr. Locator – www.aoa.org

EyeCarePro Web Site Development – www.aoa.org/memberadvantage

CLCS, Sports Vision, Vision Rehabilitation Section

Membership – www.aoa.org/sections

Hispanic Marketing – <http://hispanic.aoa.org>

Pediatric and Binocular (3-D) Vision – www.3deyehealth.org;

www.aoa.org/documents/VT-Reimbursement-Packet.pdf

InfantSEE® – www.infantsee.org

Healthy Eyes Healthy People® – www.aoa.org/hehp

Optometry's Career Center® – www.optometrycareercenter.org

Wells Fargo Practice Finance – <http://practicefinance.wellsfargo.com/optometrists>

AOA Practice Connect – <http://connect.aoa.org>

Coding, Billing, EHR – www.aoa.org/Coding

Succession Planning

AOA Practice Connect – <http://connect.aoa.org>

Practice Transitions – www.aoa.org/practicetransitions

Optometry's Career Center® – www.optometrycareercenter.org

PRACTICE DEVELOPMENT

Put patients in the chair. Grow through community leadership, specialization, or niche promotion. AOA tools make practice development easy.

PRACTICE DEVELOPMENT

Building a thriving practice takes cultivation and resolve. Build a solid patient base through a range of options, including promotional outreach, specialization, and community service.

OUTREACH

Promotion/Public Relations Assistance

Promote your practice with customizable news releases, presentations, and kits that coincide with AOA optometry awareness campaigns. *Ready for School* and *Save Your Vision Month* kits are free and include informational materials and promotional items. Simulator cards and vision condition sheets in the *Eye Disease Awareness* kit are ideal for community health fair promotions. Resources on nutrition and eye health and workplace safety also are available. Learn more at www.aoa.org/pr.

Branded Marketing Materials

Keep your credentials and your practice name up front with stationery, business cards, plaques, name badges and signage. The AOA Online Store and the Marketing and Practice Development Catalog also offer printed instructional pamphlets and fact sheets – many with customized branding options. Order at www.aoa.org/onlinestore.

Dr. Locator

Prospective patients quickly locate your practice through www.aoa.org and its optometrist referral directory, the Dr. Locator. Include your credentials, area of specialization and services provided.

EyeCarePro Web Site Development

See Member Advantage Program, page 15.

PRACTICE BUILDING

Contact Lens and Cornea, Sports Vision, Vision Rehabilitation

Promote your expertise to local schools, hospitals, community centers or industry. Stay abreast of clinical and technological advancements through membership in one or all three AOA special interest sections. Each offers resources you can translate into marketing and practice promotional opportunities. Learn more and join at www.aoa.org/sections.

Hispanic Marketing

Hispanics have a predisposition to early-onset diabetes and obesity and a history of hypertension, cataracts, and macular degeneration. Overcome cultural and language barriers with print, audio and Web-based educational tools and resources in English and Spanish. <http://hispanic.aoa.org>.

Pediatric and Binocular (3-D) Vision

Viewing in 3-D can be a good screener of underlying, and often undetected, vision problems. Incorporate the use of static stereoscopic testing, education, and vision therapy into your practice. Resources include vision therapy fact sheets available at www.aoa.org/documents/VT-Reimbursement-Packet.pdf. Access 3-D/S3-D news, research and patient education at www.3deyhealth.org.

COMMUNITY SERVICE

InfantSEE®

Give back to your community as an InfantSEE® provider. Treating one family member often leads to gaining the entire family as patients. You'll provide comprehensive eye and vision assessments for infants within the first year of life regardless of a family's income or access to insurance coverage. Learn more at www.infantsee.org. InfantSEE® is supported by The Vision Care Institute™ LLC, a Johnson & Johnson company.

Healthy Eyes Healthy People®

Give back to your community as a Healthy Eyes Healthy People® grant recipient. Collaboration among government agencies, health care advocates and optometrists is a key to program success. Learn more about program opportunities and apply at www.aoa.org/hehp. Healthy Eyes Healthy People® is supported by an educational grant from Luxottica.

OTHER BUSINESS RESOURCES

Optometry's Career Center®

Find the perfect partner, associate or intern. As an employer, post practice opportunities with detailed position criteria. Search a nationwide pool of expertise. All at www.optometryscareercenter.org.

Wells Fargo Practice Finance

The source for acquisition or expansion financing. Market data reports provide indispensable geographic and demographic data. See <http://practicefinance.wellsfargo.com/market-data-report/>. Program includes customized financing, business planning tools and a network of resources. Learn more at <http://practicefinance.wellsfargo.com/optometrists>.

AOA Practice Connect

Pose questions and obtain answers on strategic marketing and physical or staff expansion through the AOACConnect social networking Web resource. Join a Connect community at <http://connect.aoa.org>.

Coding, Billing, Electronic Health Records

See Practice Management, Business Resources, page 11.

SUCCESSION PLANNING

Leave a legacy of achievement.
Ensure optometry's future.
Plan your exit strategy with
essential AOA resources.

SUCCESSION PLANNING

There's no substitute for strategic planning and timely implementation. Pass your knowledge on to tomorrow's leaders and secure a rewarding retirement through mentoring, learning and practice sale.

AOA Practice Connect

Share your insight, experience and business acumen. Counsel a student, new graduate or young practitioner. See Practice Entry, page 7.

Practice Transitions

Develop a detailed sales plan based on knowledge gained from this fundamental course. You'll learn about generational differences, needs assessment, practice valuation, financing options and legal and tax issues. Trade experiences with expert instructors. Network and ask questions. Learn more at www.aoa.org/practicetransitions.

Optometry's Career Center®

Post your practice opportunity, find an associate, or locate a buyer. See Practice Entry, page 7.

Optometry's legacy rests on the contributions of many.

Advocacy strength through solidarity.

Clinical advancement through teamwork.

Community leadership through education.

Whatever your career stage, whatever your practice modality, the association provides a lifetime of professional support.

Already a member? Invite your colleagues to join.

Not a member? Now's the time to become one!



AOA MISSION

**To advocate for the profession and serve optometrists
in meeting the eye care needs of the public.**



American Optometric
Association

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