The American Optometric Association’s numerous publications provide members with timely political and legislative news affecting optometry, unique practice management tools and information, and breakthrough clinical research. These publications are primarily sent electronically to you email inbox.

Members are encouraged to keep their email address up-to-date in order to continue to receive AOA communications.

Each of the AOA publications are carefully written, edited, and designed to bring members the updated information they need to maintain their skills and practice efficiency.

**PRC e-Newsletter**

The AOA Paraoptometric Resource Center (PRC) produces a quarterly e-newsletter covering topics important to optometric staff. News items and articles connect members with new programs and services, education materials, volunteers, certification, and industry news.

**AOA.org/news**

Updated with a new story each day, AOA.org/news brings your association—and the profession’s—news to you where you want it: on your computer, smartphone or tablet.

**AOA Week in Focus**

This weekly update offers more in depth information on AOA activities and news.

**AOA Focus**

This newsmagazine offers background, perspective and stories about individual members—their families, challenges and successes, and quick, easy tips and round-ups. Visit www.aoa.org/news.

**AOA First Look**

A daily email digest that provides an immediate, unfiltered look at news from various national sources that affect you and your patients.

As an AOA Associate member benefit, receive these online publications at no additional cost delivered directly to your Inbox.

Questions?
Contact PRC@aoa.org, or call, 800-365-2219, ext. 4108

You may view past issues of AOA paraoptometric e-newsletter online?
The American Optometric Association Paraoptometric Resource Center offers the Billing and Coding Study Bundle for your staff cross-training needs. One of the many duties your paraoptometric staff can do to contribute to the success of your practice is in the processing of insurance claims. Building your workforce for the future is one practice management strategy that will pay off in higher returns. Billing and coding is an ever fluid process, and with many changes coming later this year, now is the time to start preparing for the future needs of your practice.

The AOA Paraoptometric Resource Center developed a Webinar series, Billing and Coding: Foundations for Beginners, to help meet those needs. Now, professionally recorded, and on CD-ROM, the Webinar series offers nine one-hour presentations that will teach the basics of how to process insurance claims.

Note: ICD-10 is briefly covered.

The series begins with Introducing Medical Terminology and Current Procedural Terminology (CPT) and ends with HIPAA and Compliance. This series is formulated specifically to teach the basics of billing and coding to beginners. Other topics include the history and purpose of diagnostic codes, evaluation and management services, the health care procedures classification system, general ophthalmologic services, modifiers/special ophthalmologic procedures and claim filing.

Both AOA members and non-members may purchase the CD-ROM as part of the Certified Paraoptometric Coder (CPOC) Study Bundle which also includes a study flash card set, Anatomy & Physiology education module, Practice Management 101 education module, CPT Standard Edition and Codes for Optometry coding manuals, however AOA members receive special discounted pricing for all materials purchased.

One hour of approved Commission on Paraoptometric Certification (CPC) continuing education (CE) credit is available upon successfully passing a short quiz after each unit on the CD-ROM. There is a CE processing fee of $10 for AOA paraoptometric members and $25 for non-members for each hour of CE.

As an AOA Associate member benefit, the Billing and Coding Webinar series is offered online for free, and discounted member pricing is also offered on the Billing and Coding Study Bundle. All components of the Study Bundle are available to purchase individually.

For more information, or to order your Billing and Coding Bundle today; contact:

- AOA Marketplace to order: https://www.aoa.org/marketplace-homepage
- Questions? - PRC@aoa.org, or call, 800-365-2219, ext. 4108

DID YOU KNOW?

The U.S. Bureau of Labor Statistics (BLS) recently released their 2013 Occupational Outlook Handbook and the field of medical records and health information technicians (which includes medical billers and coders) is expected to increase by 21% between 2010 and 2020.¹

¹SOURCE: http://www.medicalbillingandcoding.org/qnas/the-coder-is-in-demand-medical-billers-coders/
Certification examination study materials are designed to specifically cover the topics outlined in the Candidate Handbooks for each level of certified Paraoptometric.

- Certified paraoptometric (CPO)
- Certified Paraoptometric Assistant (CPOA)
- Certified Paraoptometric Technician (CPOT)

There are also staff training materials for cross-training staff in billing and coding, optician basics and contact lens basics.

Education materials may be purchased as individual products, or as “bundled” items for extra savings!

The Office Package combines many of the staff training and certification prep materials together for one low price. It’s a great way to start an education library at your practice!

**As an AOA member benefit**, all AOA members receive special, discounted pricing on all the professional development products available for purchase.

For more information, or to order the office package or other education materials today; contact:

- AOA Marketplace to order: [https://www.aoa.org/marketplace-homepage](https://www.aoa.org/marketplace-homepage)
Networking in its purest form is simply talking to people, making connections and developing rapport to grow your circle of influence. By developing long-term relationships for mutual gain and creating lasting impressions with people, you will be learning a life skill which has many applications for you, both personally and professionally.

Business networking should focus on growing your organization and developing two-way dialogues that have benefits to all parties involved. When you network you give and receive.

The American Optometric Association’s Paraoptometric Resource Center (PRC) offers many opportunities for paraoptometrics to connect with their professional peers such as:

**PRC Volunteer Opportunities**
- Appointments to the PRC Executive Committee
- PRC Sub-Committees
- Project Teams
- Special projects

**Optometry’s Meeting®**
Discounted registration fees for AOA Associate members allow all registrants access to connect face-to-face with other paraoptometrics from around the country at the Kick-off Rally, Awards Celebration, Idea Exchange, and in AOA Central.

**PRC State Leaders Quarterly Conference calls**
Paraoptometric state leaders share ideas, offer solutions, and develop relationships with other state leaders four times a year.

**PRC Social Media**
- Facebook
- Twitter
- Pinterest
- YouTube

**DID YOU KNOW?**
There are many opportunities to network at Optometry’s Meeting® with industry representatives, ODs, and paraoptometrics?

**Other Opportunities**

**Optometry’s Career Center®**
National, online database and career-matching service helps ODs and optometric staff find jobs. Optometrists may find partners in the optometric field across all 50 states and Washington, D.C. Learn more at [www.optometryscareercenter.org](http://www.optometryscareercenter.org).

**AOAConnect Paraoptometric Community**
An [online community](http://www.optometryscareercenter.org) where you can start a conversation, seek out hard-won wisdom and share comfortably in a member-only space.

As an AOA Associate member benefit, access these networking resources to connect with other professionals in the field of optometry at no cost to the paraoptometric, and no additional membership cost to the optometrist.

Questions? Contact [PRC@aoa.org](mailto:PRC@aoa.org), or call, 800-365-2219, ext. 4108.
The American Optometric Association (AOA) continuing education programs offered at Optometry’s Meeting® aim to develop, maintain, and improve the competence, skills, and professional performance of optometrists, paraoptometric professionals, opticians and practice administrators by providing quality, relevant, accessible, and effective educational experiences that address gaps in professional practice. Optometry’s Meeting® is the annual forum at which all optometric professionals meet for updates, review of the optometric practice, research, and advocacy.

EDUCATION OBJECTIVES
As a result of attending education courses, attendees may be able to acquire knowledge to:
1) Identify recent advances in the diagnosis and treatment of eye diseases
2) Identify major advances in key areas of cutting-edge research and technology in optometry
3) Incorporate new specialty areas in optometry
4) Integrate practice management strategies to address critical business and operational tasks in the optometric practice
5) Incorporate practice management initiatives to maximize managed care opportunities while recognizing regulatory changes affecting optometric practices
6) Develop strategies to identify opportunities to provide expanded care to underserved optometric populations

Besides the great education courses at Optometry’s Meeting®, there are the AOA Paraoptometric Resource Center’s paraoptometric events which provide networking opportunities with your professional peers.

Extend your Optometry’s Meeting® experience by attending:
- Intriguing & Innovative Community Events mini-sessions
- Paraoptometric “Voice of the Profession” Kick-off Rally
- Paraoptometric Awards Celebration
- Paraoptometric Idea Exchange

As an AOA Associate member benefit, the registration fee to attend Optometry’s Meeting® is discounted.

Visit the Optometry’s Meeting® webpage to see all that is offered to advance your career.

More information is available on the Optometry’s Meeting Facebook page, and the Paraoptometric Resource Center’s Facebook page.

Questions? - PRC@aoa.org, or call, 800-365-2219, ext. 4108
The AOA Paraoptometric Resource Center is dedicated to supporting paraoptometrics as they continue to seek and maintain the knowledge necessary to provide quality eye health care for patients. Continuing education (CE) allows the paraoptometric to stay current within the eye care field and is especially important in the study of direct patient care and office competency. Additionally, certified paraoptometrics must obtain 18 hours of Continuing Education Credits (CECs) from approved education providers to maintain their Commission on Paraoptometric Certification (CPC) designation. The Paraoptometric Resource Center (PRC) offers two programs to assist with ongoing education and continuing education credits through the Online Education Program and the Article Archive. The PRC provides opportunities each year for paraoptometrics to earn six hours of free continuing education credits.

Any AOA Associate member Paraoptometric who reads an Online Education Program article and successfully answers the exam questions will receive one to two hours of CECs based on article content. Continuing education credit verification slips will be sent to the Paraoptometric Associate member via email.

The articles are designed to cover a broad scope of patient issues including patient care, disease treatment, practice management, and ophthalmic dispensing. The corresponding CE exams expire at the end of each year. Please allow four to six weeks to receive proof of CE.

Continuing Education Article Archive
To meet the needs of PRC members who need additional CECs for re-certification requirements, the PRC is happy to offer articles from our CE Archive. Most offer the opportunity to earn one to two hours of CECs based on content. Members may purchase access to an article in the Archive for just $10 per CEC. There is no limit as to the number of titles a member may choose.

As an AOA Associate member benefit, access to the Online Education Program and the Article Archive is free.

For more information, or to order continuing education articles from the Archive today; contact:

- AOA Marketplace to order: [https://www.aoa.org/marketplace-homepage](https://www.aoa.org/marketplace-homepage)

Questions? Contact: [PRC@aoa.org](mailto:PRC@aoa.org) or call, 800-365-2219, ext. 4108

There are more than 45 articles in the Article Archive for additional continuing education on various topics. Whether you read the article to further expand your knowledge base or to earn continuing education credits, it’s a great education resource! To take a look [here](#).
The American Optometric Association Paraoptometric Resource Center offers the Paraoptometric Skill Builder® Training Program for your staff training needs.

According to the Bureau of Labor statistics, by the year 2020 the number of ophthalmic assistant jobs will increase by 31%, and optician and optical dispensing jobs will grow by 24%\(^1\). Whether you are hiring additional staff for your practice or replacing staff due to an open vacancy, staff training can be both time consuming and costly.

Typically, either the optometrist or the office manager must take time away from their key responsibilities to train new hires, and unless your practice has a step-by-step staff training manual, there is room for inconsistency in sharing information from one staff person to another, especially if the training takes place over a period of several weeks, months or even years.

Each of the Paraoptometric Skill Builder® CDs offers an easy-to-follow, self-paced, instructional presentation with audio that will allow staff to gain training in their optimal learning environment. The CDs are convenient to use at home, the office, or on any computer; anytime during the day or night. A wide variety of topics, for various job responsibilities, are covered in 20 minute units. The “start and stop” feature allows staff to pick up where they left off in their last session. Questions are sprinkled throughout the units, and a final review quiz at the end is used to measure retention of all the information covered on the CD.

Optometric practices may use the multi-level staff training program to establish milestones for professional development, and to open discussions at staff meetings for practice procedure alignment.

As an AOA Associate member benefit, the Beginner Level is offered online for free, and discounted member pricing is also offered on the Intermediate and Advanced level CDs. All levels are available to purchase individually or as a bundle for extra savings!

For more information, or to order your Paraoptometric Skill Builder®Bundle today; contact:

- AOA Marketplace to order: [https://www.aoa.org/marketplace-homepage](https://www.aoa.org/marketplace-homepage)
- Questions? - PRC@aoa.org or call, 800-365-2219, ext. 4108