Hundreds of ODs, students take AOA priorities to Capitol

Advocacy for Optometry’s Future was the theme as the largest- ever AOA Congressional Conference met in Washington, DC, April 23-25. Through a series of AOA-sponsored events around the nation’s capital, more than 300 optometrists educated members of Congress and top U.S. government health officials about optometry’s federal legislative and regulatory priorities.

“The AOA Board of Trustees and our Advocacy Group volunteers worked hard to make this the biggest AOA Congressional Advocacy Conference in our history,” said AOA President Tommy Crooks, O.D., during the conference’s opening session. “I’m proud of what we’re doing here today for our profession and our patients. However, let’s remember that to achieve our advocacy objectives, including eliminating unfair barriers to patient access and gaining inclusion in key federal health programs, we must continue to expand this conference,” see Capitol, page 8.

Congressman Bart Gordon (D-TN) and his AOA keyperson, Jean Anne Rogers, O.D., meet on Capitol Hill to discuss the introduction of HR 1884, an AOA-backed bill to increase access to primary eye care in medically underserved areas by ending the exclusion of ODs from the National Health Service Corps.

Long-time advocate for optometric parity honored

Herb Kuhn (center), acting deputy administrator for the U.S. Centers for Medicare and Medicaid Services (CMS), displays his AOA Health Care Leadership Award with AOA Advocacy Group Director Jon Hymes (left) and retired AOA Advocacy Group Director Jeff Mays.

Two decades ago, as an aide to then-Rep. Bob Whitaker, O.D. (R-KS), Kuhn worked with the AOA Washington Office team to enact the federal law which, on April 1, 1987, allowed optometrists to begin providing eye care under the Medicare program. A detailed story on the 20th anniversary of that legislation will appear in a future issue of AOA News.

AOA President-elect Kevin Alexander, O.D., Ph.D., welcomes Rear Admiral Michael Mittelman, O.D., director of the U.S. Navy Medical Service Corps, to the AOA Congressional Advocacy Conference in Washington, DC. Admiral Mittelman, the first full-time Navy optometrist to achieve the rank of Rear Admiral, provided conference attendees with lessons on leadership gained during his distinguished 26-year career in the Navy.
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Optometry serving the public

Throughout its history, the AOA has distinguished itself with charitable works that benefit the public and the profession.

Notable examples of charitable programs affiliated with the AOA include the establishment of the International Library Archives and Museum for Optometry (ILAMO), Galina grants, VISION USA, the Vision Awareness Network (formerly AFVA), and many other projects.

The importance of optometry’s big heart became more apparent during hurricanes in 2005.

When news emerged that optometrists had lost practices, homes and livelihoods, the profession responded with an outpouring of generosity, contributing more than $500,000 to a fund created specifically to help ODs in an emergency.

That fund, the Optometric Disaster Relief Fund, highlighted how quickly and generously the profession can come together.

It also highlighted the need for an organizational structure and management of a foundation for charitable works — separate from the AOA and managed independently.

This separation is important from a legal standpoint: the AOA engages in extensive lobbying and political speech. Those activities are severely restricted under the tax code for organizations that are primarily charitable.

In addition to the legal reasons, there are practical considerations, cost tracking and accountability standards that are best met by an organization distinct from the AOA.

I’m pleased to share with you that the organization, the AOA Foundation for Science, Education and Charity, is taking shape now.

Under the AOA Foundation umbrella, the current charitable bodies that are affiliated with the AOA will be gathered:

- The AOA Endowment Fund, which provides money for scholarships and fellowships.
- InfantSEE®, which is the profession’s largest public health program, and which could benefit from charitable contributions in its mission of ensuring that all infants have an eye assessment between 6 and 12 months of age.
- ILAMO, which exists to educate the public and profession and serve as guardian of the profession’s history. Like other museums and libraries, it benefits from the charitable support of those who care about the resources it provides.
- The Optometric Disaster Relief Fund, just two years old, but already a demonstrated organization for getting help to ODs in a hurry. More than 700 ODs, state associations, local districts and societies, manufecture donors and vendors have contributed more than $500,000 to the fund.
- The Vision Awareness Network, formerly AFVA, which can educate the public and represent the profession through good deeds.
- VISION USA, long the AOA’s leading charity, which has provided hundreds of thousands of low-income, working families with no-cost eye exams.
- The Council on Research, which helps optometrists plan areas of research and obtain funds, especially grants to pursue their research.

All of these causes...
Loomis running for AOA board

Steven A. Loomis, O.D., has filed for the position of AOA trustee.
He is currently the chair of the AOA State Government Relations Center (SGRC) and Oversight Board, co-chair of the Fall Advocacy Planning Committee and serves on the Advocacy Group Executive Committee.

Dr. Loomis is a trainer for AOA’s Optometric Leadership Institute.

Dr. Loomis has served as chair of the AOA Health Care Legislative Committee (HCLC) and the Resolutions and the Legal Defense Fund Oversight committees.

He has also served on AOA’s Credentialing Committee.

Dr. Loomis attended Montana State University and received his optometry degree from Pacific University College of Optometry in 1979. In 1981, he opened a private practice in Littleton, CO, where he continues to practice today.

Since entering optometry, Dr. Loomis has worked on numerous committees within the Colorado Optometric Association (COA) and served as secretary-treasurer and president of the COA.

He served as legislative chair, testifying on optometry’s behalf and negotiating with ophthalmology during scope expansion. He chaired the Children’s Vision Task Force, which developed the goals for children’s vision programs in Colorado.

In 1994, Dr. Loomis was appointed to serve on the Board of Trustees of the Southwest Council of Optometry, and later became president of the Southwest Council.

Letters

Send letters to:
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243 N. Lindbergh Blvd., St. Louis, MO 63141.
RAFoster@aoa.org.

AOA News reserves the right to edit letters submitted for publication.

Steven A. Loomis, O.D.

Call for 2008 Optometry’s Meeting™ courses now open

The Continuing Education Committee of the AOA is accepting submissions of optometric, paraoptometric, and optometric student education courses at the 111th Annual AOA Congress & 38th Annual AOA Conference: Optometry’s Meeting™ in Seattle, WA. Continuing education courses will be held from June 25 through June 29, 2008, at the Washington State Convention and Trade Center in Seattle.

Courses submitted cover a wide variety of ophthalmic topics. All abstracts must be submitted electronically via online submission by Aug. 3, 2007.

To submit a course, visit the AOA Web site, www.aoa.org, and click on the “2008 Call for Courses” icon. Inquiries regarding the Call for Courses can be e-mailed to: continuing-ed@aoa.org.

Submissions must be completed by Aug. 3, 2007, for consideration. Notification of selected courses will be e-mailed to all applicants in early fall.
Groups collaborate on implementing AOA’s to-do list

Members of nearly 30 AOA committees, subcommittees, project teams, and sections met in St. Louis last month to plan their activities for the coming year.

A casual observer of the meeting would be struck by the number of people walking in the hallways.

“This meeting was distinguished by people getting out of their meeting rooms and working with other groups,” said Clinical Care Group Chair Kerry L. Beebe, O.D. “The interaction reflects the way optometry is getting out and reaching other professions.”

One way optometry is doing that is through Community Health Centers. Roger Wilson, O.D., chair of the AOA Community Health Center Committee, described how optometrists have just begun to make inroads in the community health centers that have opened nationwide, in particular in rural or underserved urban areas.

Today, only 18 percent of the centers have an optometrist available, leaving millions of patients without access to optometric care, Dr. Wilson noted.

In other presentations, Scott Jens, O.D., chair of the AOA InfantSEE® committee, described the recent InfantSEE® Summit, and how the parents of children with vision problems are becoming a vocal force as “InfantSEE® isn’t just saving eyes, it’s saving lives.”

AOA President-elect Kevin L. Alexander, O.D., Ph.D., set the tone for the meeting, “We’re a profession that has come of age. We count in Washington in board rooms in regulatory agencies and with our patients.”

He called on the attendees to “work to be an association that affects not only eye and vision care but also all of health care. The true measure of how effective an organization is in advancing a profession is seen not just in what we do to make our own profession better, but how our actions have affected others.”

Michele Haranin, O.D., chair of the AOA Federal Relations Committee, addresses the AOA Spring Planning Conference.

Clinical Care Group Chair Kerry Beebe, O.D.

Members of the AOA Communications Advisory Committee include Hilary L. Hawthorne, O.D., and Joseph B. Studebaker, O.D.

Members of the Neuro-Optometry Project Team meeting at the AOA Spring Planning Conference are (from left) Michael Cron, O.D.; Eric Ikeda, O.D.; Brenda Heinke-Montecalvo, O.D.; AOA Clinical Care Group Director Jeff Weaver, O.D.; Project Team Chair Carolyn Carman-Merrifield, O.D.; and AOA Vice President Pete Kehoe, O.D.

Members of the Aviation Vision Committee (from left) are John Kent, O.D.; Van Nakagawara, O.D.; Committee Chair Chuck Brownlow, O.D.; Bill Monaco, O.D.; Larry Friedman, O.D.; and Warren DeHoaan, O.D.
Healthy Vision Month: Glaucoma prevention

With “Keep Vision in Your Future” as the theme, the National Eye Institute (NEI) and its National Eye Health Education Program (NEHEP) are targeting glaucoma prevention during this year’s Healthy Vision Month.

NEI observes Healthy Vision Month each May in an effort to help make vision a health priority for the nation. The AOA supports Healthy Vision Month. AOA members are encouraged to take part.

The U.S. Centers for Medicare and Medicaid Services (CMS) hopes eye care providers will use Healthy Vision Month education programs to ensure that eligible Medicare beneficiaries take full advantage of Medicare’s annual glaucoma screening benefit.

Medicare covers an annual glaucoma screening for beneficiaries in high-risk groups: individuals with diabetes mellitus, individuals with a family history of glaucoma, African-Americans age 50 and older, and Hispanic-Americans age 65 and older.

“Talk to your Medicare patients that are in the high-risk groups about their risk for glaucoma and encourage them to get regular yearly glaucoma screening examinations,” a CMS statement suggests.

For more information, see NEI’s Healthy Vision Month Web site (http://healthyvision2010.nei.nih.gov/hvm/) or the Practice Strategies section in the April edition of Optometry: Journal of the American Optometric Association.
**OD credited with saving life of teen**

A Moody, AL, mother is crediting Greg Hively, O.D., with saving her daughter’s life after he noticed abnormal blood vessels in her retina during a routine visit.

Dr. Hively urged 14-year-old Angelique Howell to get to the emergency room immediately. When she got to the hospital, her cholesterol levels were “off the charts,” according to Dr. Hively, with her blood sugar reaching into the 600s and triglyceride level above 2300. She had passed out on the way to the hospital and wound up spending a week there to regain strength.

“Her mom was thrilled to death,” that the condition was caught in time, Dr. Hively said, and she called The Leeds (AL) News, where the story was front-page news. He said Angelique had complained of feeling poorly that day, and somewhat blurred vision, but other than a family history of diabetes, there was nothing to foreshadow such serious disease.

Dr. Hively performs a digital retinal exam on all patients. “This is something I doubt I’ll ever see again,” he said. However, he has noticed an increase in first-time patients since the newspaper article appeared, who seem confident that if they have a similar condition, Dr. Hively will be able to detect it.

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**VOSH/International to sound NASDAQ closing bell on World Sight Day**

Volunteer Optometric Services to Humanity (VOSH/International) announced that President Ruth McAndrews, O.D., and Executive Director Harry Zeltzer, O.D., will ring the market closing bell at NASDAQ in New York’s Times Square on Oct. 19, 2007, at 4 p.m. EDT.

“We are honored to be able to participate in the closing bell ceremony in recognition of World Sight Day,” said Dr. McAndrews.

“Sounding the bell is to raise public and professional awareness of refractive errors and low vision as international public health issues. This also celebrates 35 years of dedication and hard work by VOSH members who are providing eye care where it is unavailable or unaffordable.”

VOSH/International represents 34 regional chapters and 23 optometric school chapters.

VOSH board members and eye care partners will be on hand to participate in the closing ceremony.

To view the ceremony, visit www.NASDAQ.com. To learn more about VOSH, visit www.vosh.org.

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**Optometrist moderates ARVO panel, presents pharmacology lecture**

Denise A. Valenti, O.D., was a presenter on the use of Optical Coherence Tomography and Frequency Doubling Technology in the diagnosis and management of glaucoma and its relevance to detecting Alzheimer’s disease at the New England Pharmacologists’ 36th Annual Meeting in Dedham, MA, last month.

The meeting, hosted by the Department of Pharmacology and Experimental Therapeutics at Boston University, had attendees from academic institutions and the pharmaceutical industry throughout New England.

There were 64 oral and poster presentations. Distinguished scientists from AstraZeneca and Merck Research Laboratories presented their respective perspectives, giving graduate students and junior research scientists exposure to research outside the academic setting.

Dr. Valenti, a member of the faculty in the Boston University Ophthalmology Department and a graduate student in the Division of Graduate Medical Sciences, also moderated an Association for Research in Vision and Ophthalmology (ARVO) symposium May 5, 2007, during ARVO’s annual meeting.


Brian Ott, M.D., talked about the “Identification of Hazardous Drivers;” Sanford Auerbach, M.D., gave a perspective on “Clinical Neurology,” and Paul Freeman, O.D., addressed the “Clinical Perspective Regarding the Visual System.”

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**VOSH seeks ODs for Armenia trip**

There is a need for two ODs to join a VOSH team departing for Armenia on Sept. 28 and returning Oct. 11. The group, with ample ancillary help, will perform in five clinics outside of Yerevan. Participants will also visit and enjoy many of the unique and enjoyable sites and culture of Armenia.

Interested? E-mail lbennettod@earthlink.net for the itinerary and costs.

Capitol, from page 1

expand the reach of the AOA Congressional Keyperson network and expand the size of AOA-PAC.”

The gathering, which drew a record 333 optometrists and students from across the country, was designed to boost the visibility of several AOA-backed bills before the new Congress and to showcase the increased emphasis on federal advocacy that resulted in several legislative and regulatory victories for optometry in Washington, DC, in 2005 and 2006.

“In addition to visiting Capitol Hill, the conference provides an opportunity for leaders in Congress and the Bush administration to come to us to discuss our priority issues,” said Michele Haranin, O.D., chair of the AOA Federal Relations Committee. “It was a powerful experience to listen to Representative John Lewis (D-GA), Senator Jack Reed (D-RI), our colleague Representative John Boozman, O.D., (R-AR) and several others discussing the effectiveness of the AOA.”

During the conference, 43 pro-optometry members of Congress were recognized by the AOA for their leadership on health care policy issues, including Sen. Mark Pryor (D-AR), Rep. Frank Pallone (D-NJ) and Rep. Ed Whitfield (R-KY).

After hearing from their local optometrists, those elected officials led the successful effort in 2006 to defeat a special-interest bill designed to weaken contact lens prescription verification safeguards.

Prior to the conference finale — several hundred meetings across Capitol Hill in the offices of senators and representatives — participating ODs and students were provided with training in lobbying techniques and briefed on legislation by AOA Advocacy Group volunteers and Washington Office staff.

The briefings focused on optometry-specific bills now before Congress, developed in close consultation with the AOA, as well as other health care provider legislation:

❖ HR 1884 — to make eye and vision care services more accessible through community health centers by ending the exclusion of ODs from the National Health Service Corps (NHSC) scholarship and student loan re-payment programs. Sponsored by Contact Lens Consumers Act (FCLCA) and provide for a federal crack-down on unscrupulous Internet and mail order contact lens sellers. Sponsored by Reps. Mike Ross (D-AR), Ed Whitfield (R-KY) and Tom Allen (D-ME). Endorsed by the AOA.
❖ HR 507 / S 1117 — to authorize federal funding to bolster children’s vision initiatives enacted by the states and to make children’s vision and learning a priority for the federal government. Sponsored by Sens. Kit Bond (R-MO) and Chris Dodd (D-CT) and Reps. Gene Green (D-TX), Bill Pascrell (D-NJ) and Ileana Ros-Lehtinen (R-FL). Endorsed by the AOA.
❖ HR 979 — backed by the AOA as a starting point for the coming debate in Congress over health care reform legislation, the bill would establish a federal “Patients’ Bill of Rights” to extend patient access and choice protections to beneficiaries of exclusionary ERISA plans. Sponsored by the late Rep. Charlie Norwood (R-GA) and Rep. John Dingley (D-MD).
❖ Medicare

See Capitol, next page
**Medicare targets use of new CMS-1500 form in June**

Medicare now tentatively plans to begin requiring use of its new CMS-1500 (12-90) paper claim form on June 1, 2007.

The new revised version of the CMS-1500 form is designed specifically to accommodate use of National Provider Identifier (NPI) numbers.

However, health care providers who file claims on paper should note that Medicare’s new target date for use of the revised CMS-1500 is a month prior to the government health plan’s new target date for mandatory use of the NPIs on all fee-for-service claims (see related article, page 11).

Medicare has been accepting the revised Form CMS-1500 (08-05) since Jan. 1, 2007.

Medicare had planned to begin requiring paper claims be filed on the new version of the form effective April 1, 2007. However, the U.S. Centers for Medicare and Medicaid Services (CMS) extended that deadline after discovering that some incorrectly formatted versions of the revised form had been sold by the Government Printing Office (GPO).

The agency emphasizes that not all of the forms sold by the GPO are incorrectly formatted.

Medicare carriers have been instructed to return any claims filed on improperly formatted CMS-1500 (08-05) forms in order to make providers aware that they have forms that do not meet specification.

Carriers will continue to accept claims filed using the older CMS-1500 (12-90) version of the form until use of the new form becomes mandatory.

For additional information, including details on how to identify the proper version of the new form, see MLN Matters article MM5568 on the CMS Web site at www.cms.hhs.gov/MLNMattersArticles.

CMS-1500 claim forms can be ordered through the AOA Order Department by telephone at (800) 262-2210 or e-mail at orders@aoa.org. Those forms have never had the incorrect format.

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**Capitol, from page 8**

Reimbursement Cut – Without corrective action again this year by Congress and the president, ODs and other health care providers will be facing a massive cut (10 percent) in Medicare physician reimbursement on Jan. 1. Many members of Congress have not yet taken a position on whether they will support corrective legislation this year.

According to Jon Hymes, director of the AOA Washington Office, without sufficient support – in the form of co-sponsorship by members of Congress – AOA-backed bills will not be considered as top priorities in either the U.S. Senate or House this year.

Hymes added, “It’s essential to build on the momentum created by the hard work of the 333 Congressional Conference participants. “All ODs, students and even concerned patients can get involved by urging their representatives in Congress to co-sponsor AOA-backed legislation,” he said.
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Serving,
from page 3

are worthy and deserve the strong support of the profession and those who care about the eyes of America.

The AOA Foundation will bring these charitable projects together, keeping management costs minimal, while maximizing responsiveness and visibility for all its component efforts.

By standing separate from the AOA, it can create its own identity, seek funding and do good works under the direction of its own board of directors and management.

That board includes Chair Irving Bennett, O.D.; Paul Berman, O.D.; AOA Board members Dori M. Carlson, O.D.; David A. Cockrell, O.D.; and Richard Hopping O.D., as well as industry representatives Ben Lynch of Winchester Optical Company and Jacques Stoerr, formerly of Essilor.

I look forward to great things from them. As each of you contributes to the Foundation, I look forward to another reason to be immeasurably proud of this great profession.

— COMMITTEE
Medicare issues NPI compliance plan

Medicare administrators now tentatively plan to begin requiring National Provider Identifier (NPI) numbers on all Medicare fee-for-service claims beginning July 1, 2007, according to the U.S. Centers for Medicare and Medicaid Services (CMS).

Health care providers should check with other public and private health insurers to find out when they plan to begin requiring the new provider identification numbers on claims, the CMS advises.

Moreover, health care providers must still obtain NPI numbers and take steps necessary to implement the numbers in their practices by the originally announced NPI implementation date of May 23, 2007, the CMS emphasized. Health care practitioners who do not may be subject to penalty, the agency said.

Under the Health Insurance Portability and Accountability Act (HIPAA), Medicare and most other major health insurance programs were to begin requiring NPIs on claims effective May 23 of this year.

However, the CMS last month issued an extension, giving health plans until as late as May 23, 2008 (see AOA News, April 16). Under terms of the extension, health insurers must issue contingency plans stipulating how they intend to begin phasing in use of the NPI over the next 12 months.

Medicare administrators issued their contingency plan April 24 indicating they hoped to begin requiring NPIs by Independence Day. As early as July 1, 2007, Medicare fee for service (FFS) contractors (carriers) may begin rejecting claims that do not contain an NPI for the primary provider, administrators stated last month in a Medicare Learning Network (MLN) article on the Medicare contingency plan.

Medicare will notify health care providers before it begins requiring NPIs on claims, according to the MLN article.

In the meantime, all health care providers who have obtained NPI numbers should use the new identification numbers to identify themselves on Medicare claims, using their old Medicare provider numbers as backup identification.

Medicare will begin requiring NPIs on claims as soon as the volume of claims being filed with NPIs indicates most providers have the new identification numbers, the MLN article states.

Under the contingency plan, “as soon as Medicare considers the number of claims submitted with an NPI for primary providers (billing, pay-to and rendering providers) is sufficient, Medicare (after advance notification to providers) will begin rejecting claims without an NPI for primary providers, perhaps as early as July 1, 2007,” the MLN article advises.

Whenever Medicare ultimately implements mandatory NPI use, practitioners should be ready, the CMS emphasized. All health care providers who have not yet obtained NPI numbers should do so as quickly as possible and certainly by the original May 23, 2007, deadline, the agency said.

CMS administrators (who, in addition to running the Medicare program, have been designated the enforcement agency for the NPI project) have announced they will not levy penalties for failure to utilize NPIs by the original May 23, deadline as long as insurers and health care providers can demonstrate a “good faith effort” to begin using the new identification numbers.

Failure on the part of a health care practitioner to obtain an NPI number could constitute a violation of that “good faith” provision, the CMS notes.

After obtaining an NPI number, a Medicare provider must inform Medicare administrators of the new identification number by filing a claim listing both the new NPI and the provider’s old Medicare provider number in designated spaces.

The CMS urges providers to use both NPIs and Medicare provider numbers on claims until the NPI mandate goes into effect.

However, once the NPI becomes required on Medicare claims, it will be the only form of numeric identification accepted on those claims and Medicare numbers or other “legacy” identifiers should not be used, the CMS emphasizes.

When implemented, the new identifiers will be used not only in claim processing, but most other health care-related transactions. Providers participating in the 2007 Physician Quality Reporting Program will obtain provider feedback reports following the reporting period based on their NPI numbers.

Optometrists should provide their NPIs as quickly as possible to all trading partners, making sure office equipment will accommodate NPIs and training staff in the use of the identifier, the agency notes. (See “A last minute guide to NPI implementation” in the April edition of Optometry: Journal of the American Optometric Association.)

PQRI notes

CMS spokespersons have made several announcements regarding the Medicare Physician Quality Reporting Initiative (PQRI) in recent weeks:

- While optometrists should be preparing their internal systems for the reporting of the new eye care measures using the new CPT II codes, the CMS has recently advised that claims should not be formally submitted because some systems will not receive the new codes as a download until July 1.
- Eligible professionals submitting claims with CPT II codes prior to the July 1 implementation of the PQRI will receive denials for payment for the submissions, the CMS notes.
- Because there is no payment allowed for PQRI line items, the line items containing the PQRI quality-data codes will be denied for payment, but tracked for the analysis of satisfactory reporting and the bonus calculation. PQRI analyses will include the quality-data code line items, but will exclude all other denied line items from the basis of the calculation of bonus-payment eligibility and amount.
- Answers to “Frequently Asked Questions” regarding the PQRI have been posted online by the CMS and can be accessed at http://questions.cms.hhs.gov/cgi-bin/cmsqri.cfg/php/enduser/std_alp.php?
- The CMS is conducting a series of National Provider Calls, covering a variety of topics related to the Medicare Physician Quality Reporting Initiative. For further information, log onto the CMS Web site PQRI page (www.cms.hhs.gov/PQRI/) and select the “CMS Sponsored Calls” tab.
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by Ryan Parker,
O.D., chair of the
Optometry’s
Meeting™ Student
Program Committee

Not only does the 2007 Optometry’s Meeting™ in Boston promise to be a good time for students, but it is also of great importance professionally. It won’t be long before students will be venturing out into practice. Optometry’s Meeting™ is a great place for students to get a jump-start on their careers.

I like to refer to the old saying, “It’s not what you know, but who you know.”

When optometry students graduate, they basically have the same knowledge as others. Why then are some more successful than others? Part of it is motivation and drive, but in many cases it is due to who you know.

Optometry’s Meeting™ is an excellent place to meet people who may help you out in the future. These people could be ODs, vendors or other students; the possibilities are endless. I have met many people at this meeting that have really helped enhance my career. I encourage each and every student to take full advantage of the vast networking potential this meeting has to offer.

The AOSA General Session (#S121) with optometry’s first astronaut, Larry DeLucas, O.D., Ph.D., will kick off the student portion of Optometry’s Meeting™. Dr. DeLucas will enlighten students on the importance of space science and its effect on life on Earth in an entertaining manner.

There will be numerous opportunities for students to network with their peers, ODs, and future business contacts. Some of these great opportunities are designed exclusively for the students.

The Optometric Residency Forum is a great resource for students who are considering a residency after graduation.

On Friday, June 29 from 9:30 a.m. to 1:30 p.m., residency representatives from many optometry schools will be available to answer students’ questions about their school’s programs and application procedures on a one-on-one basis. This is a great opportunity for students to learn about what makes each residency program unique and see what program is best suited for the student.

Student Focus Hours in the exhibit hall have been dedicated specifically for students on Saturday, June 30 from 11 a.m. to 1 p.m.

This is a great opportunity to start building vendor relationships. By attending Optometry’s Meeting™, students will see first-hand who supports the AOSA and AOA. Doing business with people who support optometry will continue to strengthen our profession and our association.

Several drawings will be held throughout these dedicated hours for students to win cash and scholarships.

The tradition of the ever-popular Varilux Optometry Super Bowl (#0170) and Reception continues in Boston on Thursday night. Thanks to Essilor, this optometric competition keeps the students and optometrists on their toes.

Friday night is student night at the Boston Pops (#0280). Thanks to see Students, page 14

Career Options Expo highlights practice modes

New this year, students and new graduates can explore their potential at the Career Options Expo 2007 at Optometry’s Meeting™.

The Vision Care Institute®, LLC, a Johnson & Johnson Company, is sponsoring “Career Options Expo 2007: Explore Your Potential,” course #S131, from 3 p.m. to 5 p.m. on Thursday, June 28. (Moderator: Gale Stoner; Lecturers: Naheed Ahmad, O.D.; Barb Horn, O.D.; Kelly Nichols, O.D.; Kelly Kerksick, O.D.; Mark Jacquot, O.D.; and Carl Spear, O.D.)

“With this new program, we want to expose new graduates and students to all of the wonderful career options available to optometrists today,” said Derrick Artis, O.D., director of Customer Development for Vistakon®, a division of Johnson & Johnson Vision Care, Inc. “We’ve identified six outstanding practitioners with extensive and diverse care experiences who will share their backgrounds with the new doctors.”

The program format will be a practice symposium panel discussion.

Gale Stoner, a practice management consulting speaker, will moderate the program.

“Gale has studied the personality and skills required to succeed in the various modes of practice and will share some of his knowledge with the new practitioners,” said Dr. Artis.

Students and new graduates will hear presentations from successful individuals representing solo practitioners, partnerships, multi-specialty practices, employed arrangements, lease and franchise holding, as well as research, faculty, and educational fields.

The Career Options Expo will also feature opportunities for students and new graduates to ask questions, receive feedback, and network with the speakers.

The Vistakon®/Vision Care Institute® Travel Grants will be awarded during the program. Essay winners must be present to claim their awards.

For the fourth year, the travel grants will make travel to Optometry’s Meeting™ more affordable for students at each school and college of optometry in the United States, Puerto Rico, and Canada.

The winners, selected by a faculty member at each school or college of optometry, were also eligible to compete in a national essay contest on the topic “What is Your Ideal Practice Setting and How Will You Achieve It?” for an additional $1,000.
Contact lens program packed

The AOA Contact Lens and Cornea Section (CLCS) will highlight several activities, courses, and awards at Optometry’s Meeting™ in June.

The CE hospitality area geared toward CLCS members and prospective members will be open during CE hours. The area offers CE attendees a chance to relax between courses and hear the latest news from the sponsors, which include Alcon, Allergan, Advanced Medical Optics, CIBA Vision, and Vistakon®, a division of Johnson & Johnson Vision Care, Inc.

The CE Hospitality Area is located in the Hynes Convention Center Room 300. On Friday, the CLCS will hold its Annual Business Meeting and Luncheon from noon to 1 p.m. Register for event #0230. The CLCS annual business meeting, open to all CLCS members and invited guests, includes the election of section council members, updates on section activities, and the opportunity to interact with the council and awardees. All of this includes a luncheon sponsored by Alcon. The meeting and luncheon are located in Hynes Convention Center Ballroom A. At the meeting, Robert L. Davis, O.D., will receive the Dr. Rodger Kame Award in appreciation for outstanding service and dedication to the CLCS. The award is sponsored by Vistakon®.

William J. “Joe” Benjamin, O.D., will receive the Achievement Award in recognition of outstanding contribution to the optometric profession in the area of contact lenses and eye care. The award is sponsored by Vistakon®.

The recipients of the CLCS Student Research Awards will be honored at the meeting as well. Allergan sponsored a student award for research papers dedicated to the “Contemporary Challenges in the Diagnosis and Management of Dry Eye.” CIBA Vision sponsored a student award for research on “Decision Making in Contact Lens Practice, the Why and the When.”

CIBA Vision sponsored a second student award reviewing “The Evolution of Continuous Wear: How has our knowledge of corneal oxygen requirements, material oxygen transmission, tear exchange behind the lens and ocular pathogens shaped our thinking about continuous wear contact lenses?” Vistakon® sponsored a resident award addressing “My Most Challenging Contact Lens Case.” Immediately following the meeting and luncheon, Alcon is sponsoring a specialty OD continuing education course, “The Contact Lens Red Eye Triangle: Dry Eye, Allergy, Infection,” course #2312, from 1 p.m. to 2 p.m. (Lecturers: A. Epstein, O.D.; D. Korb, O.D.; J. Schaeffer, O.D.; C. Sindt, O.D.)

Friday night the CLCS will hold its Awards Reception in the Hynes Convention Center Room 210 from 5:30 p.m. to 7 p.m. Register for event code #0240. The CLCS awards reception honors Brien A. Holden, D.Sc., Ph.D., the recipient of the prestigious Dr. Donald Korb Award for Excellence. The award recognizes an individual who is a true innovator and leader in the field of contact lenses and anterior segment disease.

The reception and award are sponsored by CIBA Vision.

Students, from page 13

Signet Armorlite, students will enjoy the contemporary classics of this world-class orchestra. A dessert reception afterward will give students the opportunity to mingle with friends and colleagues.

“Get Connected with TLC” at Felt, one of the hottest nightclubs in Boston, promises to be a lot of fun for students and their guests. Students must register for and attend course #2310 on Friday from 3 p.m. to 4:30 p.m. to get a wristband for admittance to this event on Saturday night.

Education is one of the key focuses of Optometry’s Meeting™. AOSA courses are offered just for students with their needs in mind, including “A Day in the Life of a Clinical Director—Refractive Surgery Cases” (#5241), sponsored by TLC. Students who register for and attend this course will be given a wristband for admittance to “Get Connected with TLC” at the Felt club on Saturday night.

National Board of Examiners in Optometry (NBEO) review courses are offered for students preparing to take their National Board Exams (only $10 per course). The benefit of the review courses is that they give the students the opportunity to hear the information from a different perspective than they have before. In addition, students are welcome to take any course offered to ODs for a reduced fee of $5 per credit hour.

There are several additional events students are also invited to attend.

Students won’t want to miss out on:

❖ Wednesday Night Welcome Reception (#0140), sponsored by Bausch & Lomb.
❖ Optometry’s Meeting™ Opening General Session with Ben Stein, comedian and talk show host, sponsored by Essilor.
❖ The CLCS Business Meeting and Luncheon (#0230), sponsored by Alcon.

Visit www.optometrysmeeeting.org for more information, to register, and book hotel reservations for the meeting.

See you in Boston!
Wealth of paraoptometric education at Optometry’s Meeting™

The AOA Paraoptometric Section is providing a spectacular array of courses at Optometry’s Meeting™ in Boston this June.

The Vision Care Institute®, LLC, a Johnson & Johnson Company, is sponsoring the Wednesday and Thursday paraoptometric education program.

“The Role of Leadership and Team Building in the Optometric Practice,” course #P001, from 2 p.m. to 3 p.m. on Wednesday (Lecturer: J. Rumpakis, O.D.)

“Low Vision Care: What’s It All About,” course #P002, from 2 p.m. to 3 p.m. on Wednesday (Lecturer: M. Wilkinson, O.D.)

“Pediatric Examination,” course #P003, from 2 p.m. to 3 p.m. on Wednesday (Lecturer: E. Nosel, O.D.)

“Optical Bench Procedure Workshop,” course #P004, from 2 p.m. to 3 p.m. on Wednesday (Lecturer: I. Shwom, O.D.)

“Coding and Billing,” course #P005, from 3 p.m. to 5 p.m. on Wednesday (Lecturer: J. Rumpakis, O.D.)

“Spanish in Your Eye Care Practice,” course #P006, from 3 p.m. to 5 p.m. on Wednesday (Lecturer: M. Zadeh, O.D.)

“Medical Ocular Procedure Workshop,” course #P007, from 3 p.m. to 5 p.m. on Wednesday (Lecturer: E. Nosel, O.D.)

“Eyewear Performance Adjusting Workshop,” course #P008, from 3 p.m. to 5 p.m. on Wednesday (Lecturer: I. Shwom, O.D.)

“CPO Review Course,” course #P119, from noon to 2 p.m. on Thursday (Lecturer: B. Taylor, CPO)

“CPOA/CPOT Review Course and Practical Examination Review,” course #P120, from noon to 3 p.m. on Thursday (Lecturers: C. Bruce, CPO, and M. Jameson, CPO)

“Ocular Nutrition,” course #P121, from 3 p.m. to 4 p.m. on Thursday (Lecturer: M. Wilkinson, O.D.)

“Basic Ocular Terminology,” course

2006 Paraoptometric of the Year Mary Jameson, CPOT, is recognized at the Opening Ceremony at last year’s Optometry’s Meeting™ in Las Vegas. This year, CIBA Vision, a Novartis company, is sponsoring the Paraoptometrist of the Year Awards Luncheon from noon to 2 p.m. on Thursday, June 28 in Boston.

#P122, from 3 p.m. to 4 p.m. on Thursday (Lecturer: C. Pelino, O.D.)

“Prism: That Dirty 5-Letter Word,” course #P123, from 3 p.m. to 4 p.m. on Thursday (Lecturer: I. Shwom, O.D.)

CIBA Vision, a Novartis company, is sponsoring the Paraoptometrist of the Year Awards Luncheon from noon to 2 p.m. on Thursday.

At the luncheon, the Paraoptometric Section will bestow its most prestigious award, the Paraoptometrist of the Year Award, to a special member. Other awards will be presented as well. Register for function code #0150.

Transitions is sponsoring the Friday paraoptometric education program.

“Name That Field,” course #P201, from 8 a.m. to 9 a.m. on Friday (Lecturer: C. Pelino, O.D.)

“The Visual Pathway,” course #P202, from 8 a.m. to 10 a.m. on Friday (Lecturer: R.

See Paraoptometric, page 18

The AOA Commission on Paraoptometric Certification (CPC) is pleased to announce that examinations for all three certification levels — Certified Paraoptometric (CPO), Certified Paraoptometric Assistant (CPOA) and Certified Paraoptometric Technician (CPOT) — will be offered at Optometry’s Meeting™, including the practical portion of the CPOT on June 30. Written Certification Exams will be administered on Friday, June 29, from 8 a.m. to 12:30 p.m. Registants for the CPOT practical examination will receive information on the scheduled time from the CPC office.

Each group of candidates will be scheduled at a pre-determined time on Saturday, June 30, 2007, and transportation will be provided.

Paraoptometrics planning to take any of these examinations must complete an original application available on the AOA Web site or contact the CPC at (800) 365-2210, ext. 4210.

Candidates cannot register for the examination on the Optometry’s Meeting™ Registration Form. When the application and appropriate fee(s) are received by the CPC, you will receive notification that your application has been accepted.

The deadline date for accepting applications and fees is May 25, 2007. This deadline date will be strictly observed. At least one week prior to the examination date, candidates will receive additional official notification from Professional Testing Corporation by way of an admission card (written exam candidates only). Registration on-site or after the deadline date will not be permitted.

Examination preparation courses are separate from the examinations. Paraoptometrics may register for these by completing the Optometry’s Meeting™ Registration Form and indicating the course numbers desired. Continuing education fees will required for these courses.

The AOA Paraoptometric Certification program is sponsored by CIBA Vision, A Novartis Company.
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Sports Vision Section highlights role in improving athlete’s performance

**Do you need information on Sports Vision?**

Please remember your member benefit available from the AOA International Library, Archives and Museum of Optometry (ILAMO). The library maintains a file of articles on various aspects of sports vision.

Ask us about our contact lenses and sports or our visual skills and sports vision articles! Paraoptometric staff can also benefit from ILAMO’s services.

Recently, Vision Care Product News published a supplement titled, “Understanding and Working with Sun & Sports Eyewear.” This comprehensive continuing education supplement on sun and sports technology and fashion has been approved for one ABO credit hour of continuing education.

This CE article is also available on the Web at www.totallyoptical.com. You can reach the AOA library a number of ways, through the AOA Member Web site, www.aoa.org; e-mail direct to ILAMO@aoa.org or call (800) 365-2219 or 314-983-4104.

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The AOA Sports Vision Section (SVS) will honor award recipients at its Annual Business Meeting at Optometry’s Meeting™.

The meeting will be Friday, June 29, from 1 p.m. to 2 p.m. at the Sheraton Boston Hotel, Berkeley B.

The SVS will bestow the following awards:

**Sports Vision OD of the Year:** This award recognizes an individual who has provided leadership and/or has made innovative, significant, or outstanding contributions to the field of sports vision and/or to the SVS.

**Eagle Award:** This award is presented to a non-optometrist who significantly promotes vision and vision training to the public.

**Industry Appreciation Award:** This award is presented to an industry member who has demonstrated significant support of the SVS and its efforts to promote the profession of optometry and sports vision, as well as to educate consumers on the importance of protecting and caring for their eyesight and the enhancement of their vision skills.

Sports Vision Section members and those interested in learning more about the Section are invited to attend the meeting.

To register for Optometry’s Meeting™, visit www.optometrysmeeting.org.

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**Do you know when to fold ‘em?**

It’s not too late to reserve your spot for the 2007 Texas Hold ‘Em Tournament at Optometry’s Meeting in Boston.

Back by popular demand, this promises to be bigger and better than the event in Dallas! Join us for a great night of entertainment and prizes. Buy a table for some fast-paced competition among friends or challenge another school or association for bragging rights.

**Date and Time:** Wednesday, June 27, 8:00 pm to Midnight

**Pricing:** $100 per person or $875 for a Group table (up to 10 players)

Visit www.optometrysmeeting.org to register.

Proceeds benefit the Vision Awareness Network of the AOA Foundation.
**Paraoptometric, from page 15**

Johnson, COT, CPOT, COE

“Ocular Mission Impossible,” course #P203, from 8 a.m. to 10 a.m. on Friday (Lecturer: M. Yoder, O.D.)

“Anatomy and Dissection Workshop,” course #P211, from 9 a.m. to noon on Friday (Lecturer: S. Morris, O.D.)

“Attitude Stew: How To Keep From Boiling Over When Others Are Steamed,” course #P212, from 10 a.m. to 11 a.m. on Friday (Lecturer: R. Johnson, COT, CPOT, COE)

“Turning Trunk Shows into $$$,$” course #P213, from 10 a.m. to noon on Friday (Lecturer: R. Reed, Jr., O.D.)

“Why Am I Testing IOP in Pre-Testing? Glaucoma Basics and Intraocular Pressure Measuring,” course #P221, from 11 a.m. to noon on Friday (Lecturer: C. Lievens, O.D.)

“Optometry and MS,” course #P222, from 1 p.m. to 2 p.m. on Friday (Lecturer: M. Yoder, O.D.)

“Meet Your Patient! Taking and Documenting a Comprehensive and Valuable Case History,” course #P223, from 1 p.m. to 2 p.m. on Friday (Lecturer: C. Lievens, O.D.)

“I Did Not Know That,” course #P224, from 1 p.m. to 2 p.m. on Friday (Lecturer: R. Johnson, COT, CPOT, COE)

“Diabetes and the Eye,” course #P231, from 2 p.m. to 3 p.m. on Friday (Lecturer: C. Pelino, O.D.)

“The Ever-Evolving Pre-Examination Workup,” course #P232, from 2 p.m. to 3 p.m. on Friday (Lecturer: C. Lievens, O.D.)

“Performance Tints for Recreational and Athletic Use,” course #P233, from 2 p.m. to 3 p.m. on Friday (Lecturer: G. Erickson, O.D.)

“Creating the Dynamic Dispensary,” course #P241, from 3 p.m. to 5 p.m. on Friday (Lecturer: S. Kannarr, O.D.)

“Coding and Billing,” course #P242, from 3 p.m. to 5 p.m. on Friday (Lecturer: J. Rumpakis, O.D.)

“Everything You Wanted to Know About Contacts, But Didn’t Know What to Ask,” course #P243, from 3 p.m. to 5 p.m. on Friday (Lecturer: R. Reed, Jr., O.D.)

To register for Optometry’s Meeting™ courses and functions, visit www.optometristsmeeting.org.

For more information about the Paraoptometric Section, contact (800) 365-2219, ext. 4222.

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**NEW IN PRACTICE?**

Bolster your confidence and practice management savvy by attending the New in Practice – Panel of Expert series while in Boston for Optometry’s Meeting™. Based on the new practitioner series offered in the past, a panel of experts will discuss a range of popular practice management topics that impact optometrists just starting their careers or preparing to change practice settings.

### Billing & Coding
The intricacies of coding and billing cannot be addressed in one session; however, “new in practice” attendees will walk away with a better understanding of different types of eye examinations, special diagnostic testing, and how to code each one appropriately for billing purposes. Additionally, the experts will address “in office” surgical procedures that optometrists perform and how to apply for reimbursement.

### Setting Up An Optical
Whether you are starting cold in private practice or moving over from corporate practice, one of the most daunting tasks a practitioner faces is “How to set up an optical?” This course will help you decide whether you want to have an “in house” lab or use an outside optical lab. It will also provide insight into many of the new automated lab equipment. Also, the course will cover how to maximize your frame, lens, and contact lens purchasing dollars.

### Financial Management
A successful optometric practice relies on sound financial fundamentals. This course will discuss concepts such as cash flow, gross versus net profits, tax considerations for the sole proprietor or S-corporation and retirement planning among other topics. The participant will leave with a good basic understanding of the financial aspects of running a practice.

### New Technologies in Optometric Care
Wouldn’t it be nice to have all the new toys and gadgets for your office? Unfortunately we have to decide what is necessary and what is icing on the cake. This course will help the new practitioner decide on what new equipment to purchase. The speakers will present the average cost of each piece of new technology, the return on investment (medical reimbursement rates), how to code and bill for the new procedures, and when the new practitioner should consider purchasing new equipment.

Sign up now at www.optometristsmeeting.org
NOW Available
Codes for Optometry and the CPT Standard Edition two book set

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Codes For Optometry 2007 is an extensive listing of the codes that you need to make sure that your Medicare and third-party insurance claims are submitted properly. It is an invaluable aid for you and your staff in identifying diagnosis, procedure, material codes and speeding up administrative procedures. This perfect bound book is divided into four sections with both alphabetical and numeric listings for easy use.

- Material Codes. Health Care Financing Administration’s Health Care Procedural Coding System (HCPCS)
- Medicare’s National Correct Coding Initiative (CCI) Edits

Codes For Optometry also includes both the 1995 and 1997 Documentation Guidelines For Evaluation and Management Services.

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Easy to use, easy to read. The 2007 edition of the AMA’s Current Procedural Terminology (CPT®) official coding reference contains all CPT codes, modifiers and guidelines for 2006. Our perfect bound book is the only one in the market with official CPT coding rules and guidelines developed by the CPT Editorial Panel and used to define items that are necessary to appropriately interpret and report medical procedures and services.

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*All shipping and handling, and applicable sales tax will be added.

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MAY 14, 2007 • 19
**Industry Profile: HOYA**

**HOYA Corporation**

The HOYA Corporation is a $3.6 billion diversified global technology company with 59 divisions in 29 countries around the world. HOYA Corporation has 36,000 employees globally. HOYA has diversified into new business areas that realize the potential of advanced optics technologies. The company has continued to grow as a global enterprise through the expansion of its diverse business activities, which encompass electro-optics, photonics, vision care, health care and crystal products. You can find HOYA technology in many products of well-known consumer brands such as Apple, IBM, Toshiba, Samsung, Sharp, Bellinghdales, and many more. Also, HOYA technologies are used in many other professional fields such as dental, medical device, aerospace and security industries. In June 2006, HOYA was ranked a Top 100 technology company by BusinessWeek magazine, and in April of 2006, Forbes magazine placed HOYA in its Global 2000 list of top-performing companies based on market position, sales growth, profitability and capitalization.

**HOYA Vision Care**

HOYA Vision Care achieved a milestone in its history by achieving over $1.1 billion in sales globally with double-digit growth in fiscal year 2006. The global headquarters are located in Amsterdam, Netherlands. Gerry Bottero is the president and CEO of the global vision care division. HOYA Vision Care is planning to build a $1.16 million major spectacle lens manufacturing plant in southern Vietnam. HOYA, the leading lens supplier in Asia and one of the largest suppliers worldwide, currently operates two lens plants in Thailand, one in China and one in Hungary. HOYA will ship some of its semi-finished lens manufacturing from Thailand to the new facility. The plant will produce between 45 million and 50 million lenses a year. We have a tremendous concentration in Thailand, and we are looking for places to expand.

**HOYA Vision Care, North America**

HOYA Vision Care, North America also experienced a great fiscal 2006 with sales well into double digits and a number of key acquisitions and alliances made. Brian Donohue is the president and CEO of the North American business, which encompasses HOYA Optical laboratories of North America and HOYA Lens of America. HOYA Optical Laboratories of North America custom fabricates ophthalmic lenses for eye care professionals in the U.S., Canada, and parts of South America. HOYA supplies a complete range of high-quality lens designs, coatings and materials. HOYA is tirelessly pushing ahead with the development of new lens technologies, always offering products with superior functionality and higher quality that further meet customer needs. HOYA Lens of America’s successful lens designs includes Hoyalux ID, Hoyalux ID Lifestyle, Hoyalux Summit ECP, Hoyalux Summit ED, and Hoyalux GP Wide. Other notable brands are Super HiVision anti-reflective coating and Phoenix 1.53 and EYRY 1.70 lens materials. This year, HOYA will aggressively launch multiple products driven by new HOYA FreeForm™ processed progressive lens designs and anti-reflective treatments. HOYA has won awards around the world for its innovative design, quality, and performance.

The future outlook is very bright for HOYA Vision Care, North America. With a strong R&D department, a pipeline full of new products, and several new acquisition targets identified, HOYA Vision Care, North America is in a great position to maximize profitable growth in 2007 and beyond.

**Executive optometrist program to premiere this June**

The Vision Care Institute®, LLC, a Johnson & Johnson Company, announced that it will partner with the Wharton School of the University of Pennsylvania to offer a first-of-its-kind, executive-level optometrist program.

The Chief Executive Optometrist™ program will offer optometrists the business skills necessary to maximize the earning potential from their practices and reach higher levels of success. Considering the evolving optometric marketplace, the Chief Executive Optometrist™ program is designed to help eye care professionals develop advanced skills in core areas such as marketing and organizational and financial management.

The curriculum will combine cutting-edge business strategies and tactics from renowned Wharton professors with case studies and best practices from Fortune 500 companies and optometry industry experts.

Chief Executive Optometrist™ will be held at Wharton’s Steinberg Conference Center in Philadelphia from June 21-24, 2007.

“Attendance at this program is absolutely important and a good investment for eye care professionals,” said Joseph Barr, O.D., the EF Wildermuth Foundation professor of optometry, The Ohio State University. “The skills they will learn will help improve their practices’ economic viability, allowing them to provide great patient care.”

The program incorporates many key business principles, such as how to:

- Adapt and thrive in the ever-changing optometric environment
- Create marketing strategies to brand and differentiate practices
- Build a loyal customer base
- Develop and apply accounting and financial principles to maximize profitability
- Motivate, lead, develop and retain more efficient and professional staff
- Maximize growth potential
- Make business decisions like a CEO

Tuition for the program is $3,500 and includes lodging and meals. For registration information, call (800) 255-3932 or visit http://executiveeduca
tion.wharton.upenn.edu.

Nike Vision introduced the Sport Culture sunwear collection to meet the quality and style expectations of people with active lifestyles. Shown is style Supreme Court. For more information, visit www.nikevision.com.
Discovery Channel Pro Cycling Team member George Hincapie wore Oakley’s Racing Jacket® Activated by Transitions™ sunglasses as he raced in the 2006 Tour de France, the most famous and prestigious road bicycle race in the world.

“I love my Activated by Transitions lenses,” said Hincapie. “When the weather changes in the middle of the race or the lighting alternates between shadows and sun, the lenses adapt as I need them, when I need them.”

Oakley Activated by Transitions lenses automatically adjust to UV light conditions offering an advantage to athletes who do not have the luxury of changing lenses – whether they’re mid-pedal stroke, or in the midst of a fast-paced tennis match.

“I no longer have to take four different pairs of glasses to a match,” said Sam Stosur, Oakley’s No. 1-ranked WTA Doubles player, who appreciates the convenience of lenses who do not have the luxury of changing lenses – whether they’re mid-pedal stroke, or in the midst of a fast-paced tennis match.

“With Oakley Half Jacket Activated by Transitions, tracking the ball is easy in any outdoor event,” said Stosur. “Even when sunlight is minimal and shadows have come across the court, these lenses continue to boost my visual contrast to maximize depth perception.”

“We are very excited to see such high-profile and talented athletes discovering the benefits of Transitions Photochromic Technology,” said Dave Cole, general manager of the Americas, Transitions Optical, Inc.

“Users of Oakley Activated by Transitions eyewear can be assured that their lenses will automatically optimize visual performance ensuring greater optical acuity and eye health – benefits that have appeal whether you’re a dedicated, professional athlete or a passionate, weekend warrior,” he said.

Oakley Inc. first partnered with Transitions Optical in 2005 to introduce prescription Oakley Transitions lenses and Oakley Iridium lenses Activated by Transitions.

In 2006, Oakley became the first major sunglass lenses to utilize Transitions Photochromic Technology.

As UV light exposure increases, the base lens darkens automatically to maintain a precisely tuned level of light transmission – from overcast/flat light to bright sun – ensuring visual acuity is optimized.

Additionally, the balanced light transmission – precisely tuned level of light transmission – from overcast/flat light to bright sun – helps to boost visual contrast, enhancing depth perception, a key performance benefit that improves visual quality and comfort, according to Transitions.

Through its partnership with Transitions Optical, Oakley also offers a line of prescription lenses, including Oakley Transitions lenses and Oakley Iridium lenses Activated by Transitions.

For more information about Oakley Activated by Transitions, visit www.oakley.com/technology/photochromic.

MediNiche to offer free ocular skin therapy samples

MediNiche announced a free product marketing program for OcuDerma® ocular skin therapy gel serum. The program is geared to increase product awareness, dispensary trial, and patient usage.

The company is offering eye care professionals a free counter display of OcuDerma® containing 18 half-ounce bottles valued at $17 each and a free tester bottle for patient point-of-purchase trial, along with patient education information and handout materials. Shipping and handling is $15.99.

The OcuDerma® formulation contains a mild exfoliating group of alpha-hydroxy acids, depuffing ingredients that reduce swelling and dark circles or shadows, flower extracts that help reform the skin around the eyes, moisturizers and liposomes to rehydrate the skin, and vitamins and antioxidants to nourish and protect the skin.

MediNiche positioned OcuDerma® as the “most complete” product for the skin around the eyes because it provides all the actions in one product. OcuDerma® is the No. 1 recommended skin care product for the area around the eyes by eye care professionals, according to MediNiche.

OcuDerma® is ideal for patients who:

❖ Have allergies. It is helpful to those who often rub and irritate the skin around the eyes.
❖ Have had skin-resurfacing procedures. It is appropriate for those who require long-term post-operative therapy.
❖ Want to maintain a healthy appearance. It minimizes fine lines, reduces dark shadows and circles, tones and moisturizes the skin and protects it from free radical and ultraviolet damage.
❖ Are exposed to dry climates or winter conditions.

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Meetings

May

ARIZONA OPTOMETRIC
ASSOCIATION
May 24-26, 2007
Phoenix, AZ
www.aao.org

UTAH OPTOMETRIC
ASSOCIATION
May 30-June 3, 2007
Park City, UT
www.utahyedocs.org

June

GEORGIA OPTOMETRIC
ASSOCIATION
GOA 103RD ANNUAL
MEETING
June 7, 2007
Westin Savannah Harbor Golf Resort & Spa
Vanessa Grosso
800/949-0060
vanessago@aol.com
www.goaeyes.com

PENNSYLVANIA OPTOMETRIC
ASSOCIATION, INC. SPRING
EDUCATIONAL CONFERENCE
June 8-10, 2007
Gettysburg, PA
Ilene@poeeyes.org
www.POAeyes.org

VIRGINIA OPTOMETRIC
ASSOCIATION
105TH ANNUAL
CONVENTION, MID-
ATLANTIC CONTINUING
EDUCATION CONFERENCE
June 8-10, 2007
Williamsburg, Virginia
804/643-0309
voayedocs@aol.com
www.voayedocs.org

NORTHEASTERN STATE
UNIVERSITY OKLAHOMA
COLLEGE OF OPTOMETRY
14TH ANNUAL OCULAR
DISEASE UPDATE
June 9-11, 2007
Big Cedar Lodge,

Ridgedale, Missouri
Lisa McCormick
mccormik@nsuok.edu
www.optometry.nsuok.edu

BAY POINT ANTERIOR
SEGMENT SYMPOSIUM, INC.
4TH CE @ SEA CONTINUING
EDUCATION AND
CONFERENCE
June 9-16, 2007
The MS Glory, departing Port Canaveral, Ft. Lauderdale, Ft. Joseph Malinari, O.D., M.Ed
850/878-0191, ext. 2169
joseph.malinari@med.va.gov

MAINE OPTOMETRIC
ASSOCIATION
JUNE “SUMMER”
CONFERENCE
June 15-17, 2007,
Haborside Hotel & Marina, Bar Harbor
Joann Gagne
207/626-9920, Moe office at
maineyedoctors.com
www.maineyedoctors.com

MISSISSIPPI OPTOMETRIC
ASSOCIATION
SUMMER CONVENTION &
GOLF TOURNAMENT
June 15-17, 2007
Beau Rivage Resort & Casino, Biloxi, MS
Linda Ross Aldy
601/853-4407
FAX: 601/853-4408
smoptometar@aol.com
www.mseyes.com

OPTOMETRIC EXTENSION
PROGRAM
VT/LEARNING RELATED
VISUAL PROBLEMS (OEP
CLINICAL CURRICULUM)
June 21-25, 2007
Grand Rapids, Michigan
Theresa Krejci
800/447 0370
www.babousa.org

OPTOMETRY ASSOCIATION
OF LOUISIANA
June 22-24, 2007
Holiday Inn Select
Baton Rouge, LA
Jim Sandefur, O.D.
318/335-0675
opfa@bellsouth.net
www.opfa.org

UNIVERSITY OF CALIFORNIA,
BERKELEY.
SCHOOL OF OPTOMETRY
OPTOMETRY CE
CARIBBEAN CRUISE
June 24-July 1, 2007
Aboard the Caribbean Princess
Nyle Manney
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800/827-2163
optce@berkeley.edu
www.optometry.berkeley.edu/
opt ceased/cr/caribbean- cruise.html

OPTOMETRY’S MEETING™
June 27-July 1, 2007
Boston, MA
www.optometriymeeting.org
800/386-6625

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ALASKA
June 30-July 7, 2007
Sapphire Princess
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aaacruises@aol.com
www.optometriccruisesemi-
nars.com

NORTHERN ROCKIES
OPTOMETRIC CONFERENCE
July 19-21, 2007
Snow King Conference Center,
Jackson Hole, WY
Scott Washburn
903/885-1591
swashburn@tropicalseae.com

NORTHEASTERN STATE
UNIVERSITY OKLAHOMA
COLLEGE OF OPTOMETRY
MINOR SURGICAL
PROCEDURES FOR THE
OPTOMETRIC PHYSICIAN
July 12-13, 2007
Tahlequah, Oklahoma
Lisa McCormick
mccormik@nsuok.edu
www.optometry.nsuok.edu

NORTHEASTERN STATE
UNIVERSITY OKLAHOMA
COLLEGE OF OPTOMETRY
LASER THERAPY FOR THE
ANTERIOR SEGMENT
July 13-14, 2007
Tahlequah, Oklahoma
Lisa McCormick
mccormik@nsuok.edu
www.optometry.nsuok.edu

NORTHERN STATES
OPTOMETRIC PHYSICIAN
EYE SYMPOSIUM
NORTHWEST
July 20-23, 2007
Enzian Motor Inn,
Leavenworth, WA
Joy Balzer
425/455-0874
www.eyes.org

IOWA OPTOMETRIC
ASSOCIATION
2007 EDUCATIONAL
SEMINAROKOBOJI
July 20-22, 2007,
At the Inn, Okoboji, IA
iaoptospin@aol.com

OPTOMETRIC EXTENSION
PROGRAM
CONFERENCE ON CLINICAL
VISION CARE (CCVC)
July 20-22, 2007
Memphis, TN
Robert Weathers, O.D.
513/661-8877

OPTOMETRIC ASSOCIATION
OF COLORADO
COLORADO VISION SUMMIT
July 14-15, 2007
Colorado Springs, Colorado
Barbara Zablotsky
303/863-9778
FAX: 303/863-9775
cvs@visioncare.org
www.visioncare.org

OPTOMETRIC ASSOCIATION
OF AMBLYOPIA, Southern College
of Optometry, Memphis,
July 15-18, Presented by OEP
CLINICAL CURRICULUM.
Contact: Theresa Krejci,
800/447 0370 or visit
www.babousa.org

ADVENTURER MEDITERRANEAN
EXPEDITION
July 21-August 4, 2007
Sea Princess
888/638-6009
aaacruises@aol.com
www.optometriccruisesemi-
nars.com

OPTOMETRIC EXTENSION
PROGRAM
VT/VISUAL DYSFUNCTIONS
(OEP CLINICAL CURRICULUM)
July 26-30, 2007
Grand Rapids, Michigan
Theresa Krejci
800 447 0370
www.babousa.org

NEBRASKA OPTOMETRIC
ASSOCIATION
NOA CODING WORKSHOP
July 31, 2007
Embassy Suites Hotel, Omaha
Kathi Schild
402/427-2716
FAX: 402/427-6547
noa@assocoffice.net
www.noaonline.org/education/

August

ADVANCED STUDIES
SEMINAR, August 4-5
Cincinnati. Presented by OEP
CLINICAL CURRICULUM.
Theresa Krejci,
800/447 0370
www.babousa.org

OCULAR THERAPEUTICS
CONTINUING EDUCATION
GLAUCOMA IN THE GORGE
August 11-12, 2007
Best Western Conference Center,
Hood River, OR
Tony Litwak
856/429-7415
info@otce.net
www.otce.net

To submit an item, send a note to EventCalendar@aao.org

For more meetings information, visit www.AOANews.org.
Getting in touch with AOA

AOA staff to return your call faster, include information on where you are calling from, whether the number is a direct line, whether the number is for your home or office, and from what time zone you are calling.

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Direct lines to the AOA: A new phone system allows AOA members to reach AOA staff directly. For St. Louis staff, dial (314) 983-XXXX, where the four digits are the four digit extension code listed. For Washington, DC office staff, dial (703) 837-XXXX, where the four digits are last four digits listed. For either office, AOA members can call toll-free (800) 365-2219, and enter the last four digits as an extension.
The mission of the Pennsylvania College of Optometry is to graduate Doctors of Optometry and offer other educational, research, and patient care programs responsive to the health care needs of the public. To assist us in our goals, we are seeking candidates for the position of Associate Dean for the Practice of Optometric Medicine.

This Associate Dean is responsible for the leadership and administration of the curriculum associated with preparing optometry students to gain the knowledge, skills and values necessary for the clinical practice of optometric medicine. This includes the Traineeship Program, the Internship Program, the Externship Program and the Residency/Fellowship Program each managed by a Director reporting to the Associate Dean. Collaboration with these Directors and with the Foundations of Optometric Medicine Department will focus on student assessment and outcomes related to the learning objectives within the optometry curriculum.

The Associate Dean for the Practice of Optometric Medicine is responsible to the Dean of Optometry. The College seeks an individual that is dedicated to excellence, innovation and progressive curriculum development. The successful candidate must have the Doctor of Optometry degree and be licensed or license eligible in Pennsylvania. Candidates will be considered based on their demonstrated leadership and ability in clinical education, primary eye care, academic administration, learning assessment, scholarship and service. This is a tenure track position offering a comprehensive benefits package and competitive salary. Deadline for application is June 15, 2007.

Please send CV to:
Pennsylvania College of Optometry
Human Resources Director
8360 Old York Road
Elkins Park, PA  19027
Email:  hrd@pco.edu

Pennsylvania College of Optometry

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1 hour CE
2 hours Medical Errors
Mark Dunbar, O.D., F.A.A.O.
4 hours CE
Ron Foreman, O.D., F.A.A.O.
2 hours CE
Optometric Jurisprudence

Information
Brad Middaugh, O.D.
6360 Presidential Ct., Suite #5
Fort Myers, Florida 33919
Phone: 239-481-7799
Fax: 239-481-3739
E-mail: swfoa@att.net

Hotel Reservations: Toll Free - 1-888-707-7888

Registration
Prior to July 10, 2007
A.O.A members - $345
Non-members - $445
After July 10th add $50 to ALL registrations.

Registration Trends
608x71]MAY 14, 2007 • 25
[Image 520x873 to 700x963]
[Image 169x355 to 281x410]
[Image 392x286 to 700x438]
[Image 228x681 to 373x863]
[Image 392x88 to 695x275]
[Image 76x486 to 191x637]
[Image 393x485 to 698x863]
Classifieds

Professional Opportunities

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Effective the October 9, 2006 issue onwards, Classified advertising rates are as follows: 1 column inch = $50 (40 words maximum) 2 column inches - $100 (80 words maximum) 3 column inches – $150 (120 words maximum). This includes the placement of your advertisement in the classified section of the AOA Member Web site for two weeks. A AOA box number charge is $30.00 and includes mailing of responses. The envelope will be forwarded, unopened, to the party who placed the advertisement. Classifieds are not commissionable. All advertising copy must be received by e-mail at k.spurlock@elsevier.com or by fax at 212.633.3820 attention Keida Spurlock; Classified Advertising. You can also mail the ads to Elsevier, 360 Park Avenue South, 9th floor, New York, NY 10010.

Advertisements may not be placed by telephone. Advertisements must be submitted at least 30 days preceding the publication. All ad placements must be confirmed by the AOA. We do not assume your ad is running unless it has been confirmed. Cancellations and changes must be made 30 days prior to the closing date and must be made in writing and confirmed by the AOA. No phone cancellations will be accepted. Advertisements of a “personal” nature are not accepted. The AOA NEWS publishes 18 times per year (one issue only in January, June, July, August, November, and December, all other months, two issues.) and posting on the Web site will coincide with the AOA NEWS publication dates. Call Keida Spurlock – Elsevier ad sales contact – at 212.633.3986 for advertising rates for all classifieds and showcase ads.

26 • AOA NEWS
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XALATAN is indicated for the reduction of elevated intraocular pressure (IOP) in patients with open-angle glaucoma (OAG) or ocular hypertension (OH).

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