WHEREAS, doctors of optometry report that vision plan policies create a barrier to delivering care; and

WHEREAS, doctors of optometry report that vision plan policies interfere with the patient-doctor relationship; and

WHEREAS, doctors of optometry report that vision plan business models negatively impact their practices today; and

WHEREAS, AOA and affiliate advocacy strategies to address the burdens placed on practitioners and their patients by unfair vision plan policies, include:

a. Holding vision plans’ lobbying organizations accountable;

b. Providing direct action to resolve doctor complaints;

c. Continuing a direct dialogue with plan leadership to educate them of the impact of their companies’ policies on practicing doctors of optometry and their patients;

d. Updating state laws;

e. Supporting federal regulatory actions and bipartisan legislation to deliver relief to doctors and their patients;

f. Building alliances with doctor and patient organizations;

g. Exploring antitrust legal review and assessment of vision plans; now, therefore, be it
RESOLVED, that the AOA and affiliates shall pursue a multipronged advocacy strategy to address unfair vision plan policies; and be it further

RESOLVED, that these efforts shall be conducted in consultation with AOA legal counsel to ensure compliance with all federal and state competition laws applicable to the activities of professional associations in keeping with existing AOA policy; and be it further

RESOLVED, that AOA shall report on progress of this effort at House of Delegates meetings annually.

THE FOLLOWING IS PROVIDED AS SUPPLEMENTAL INFORMATION AS YOU CONSIDER THE ADOPTION OF THIS RESOLUTION.

POSSIBLE FISCAL IMPLICATIONS: After consultation with the AOA Secretary/Treasurer, the potential cost to the AOA of this resolution, if adopted, would be approximately: UNKNOWN.