WHEREAS, doctors of optometry report that vision plan policies create a barrier to delivering quality 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 are the most immediate plan-imposed burden facing their practices today; now, therefore, be it
RESOLVED, that the AOA, along with affiliates, shall activate a multipronged advocacy strategy to address the burdens placed on practitioners and their patients by unfair vision plan policies. Strategy will employ all possible approaches, including:

a. Holding vision plan’s lobbying organizations accountable;
b. Providing direct action to resolve doctor complaints;
c. Continuing a direct dialogue with plan CEOs to inform them of the impact of their companies’ policies on practicing doctors of optometry;
d. Updating state laws;
e. Supporting a federal regulatory crackdown and bipartisan legislation to deliver relief to doctors;
f. Building alliances with doctor and patient organizations;
g. Exploring antitrust legal review and assessment of vision plans;

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.