AOA Member Benefits Guide

Invest in your future.

Just one reason to be a member of the American Optometric Association and your state association.

American Optometric Association

2014
Members of the American Optometric Association (AOA) and your state association speak your language, share a common bond and a loyalty to the optometric profession. When you’re an association member, you’re part of our family – the family of optometry.

**ADVOCACY**

*Ensure your voice is heard.*

**FACT:** We are stronger collectively than any one of us is alone.

Advocacy means ensuring you can practice your profession and get paid fairly for your services.

The AOA and your state association are the only organizations that advocate for you at the federal and state levels, resulting in:

- Maximized patient access
- Advanced scope of practice
- Fair and reasonable reimbursement
- A unified voice for the profession

**PRACTICE GROWTH**

*Position yourself for even greater success.*

**FACT:** The next generation of optometry is about innovation, adaption and speed of change.

Practice growth means you are positioned now and in the future for success.

Visit www.excelod.com and discover:

- Optometry’s Career Center®
- Practice transition and advisory
- Practice finance
- Liability and business insurance
- Group insurance
- Health information technology

**PRACTICE EFFICIENCY**

*Increase your revenue while reducing costs.*

**FACT:** Nearly one in three optometrists say they are not busy enough and could see more patients.

Practice efficiency means putting more patients in the chair.

Membership in the AOA and your state association means instant access to innovative tools, optometric specific resources, skill-enhancing continuing education, and OD experts to help build your practice with:

- Income-producing practice protocols
- Reinforced clinical knowledge
- Tips on creating a competitive advantage
- Increased patient traffic and referrals
PARAOPTOMETRIC RESOURCE CENTER

Give your practice a competitive edge.

FACT: Trained staff will enhance patient satisfaction and increase the potential of additional referrals and practice revenue.

The Paraoptometric Resource Center (PRC) supports both practice growth and efficiency by giving you an edge in the rapidly changing optometric profession.

- Your AOA membership includes access to PRC member benefits for your staff at no additional membership dues cost to you or your staff.
- Your paraoptometric staff will benefit from the latest training and development tools.
- You’ll save money on staff training materials with member discount pricing.
- Increasing your staff’s knowledge of paraoptometry will improve job satisfaction and retention.

Enroll your staff today! Visit www.aoa.org/paraoptometrics or email PRC@aoa.org for details.

NETWORKING

Expand your career while helping others.

FACT: OD employment is expected to grow 24 percent by 20182, and according to the U.S. Bureau of Labor Statistics, more than half of those jobs are gained through networking.

Networking helps you:
- Advance your career
- Expand clinical knowledge
- Gain new experience
- Discover best practices

COMMUNITY SERVICE & VOLUNTEERISM

Give back and make a difference.

FACT: Association members make a difference through the AOA’s VISION USA, InfantSEE® and Healthy Eyes Healthy People® programs.

Community service and volunteerism means making a difference in your neighborhood and beyond.

- Expanding patient education and protection
- Participating in public service programs to help children, families and seniors
- Increasing public awareness on the importance of eye care to overall health

1 Survey of Optometric Practice, Practicing Optometrists & Their Patients, 2010
2 U.S. Bureau of Labor Statistics
AOA VICTORIES
JULY 2012 - JUNE 2013

Your AOA has had many successful victories over the past year impacting ODs, students and paraoptometrics. Here are your AOA’s top victories grouped by issues most important to you and the optometric profession.

<table>
<thead>
<tr>
<th>AOA VICTORY</th>
<th>HOW THIS BENEFITS YOU AND THE PROFESSION</th>
</tr>
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</table>
| HEALTH CARE REFORM                               | • AOA advocacy efforts made eye care inclusion a Pediatric Essential Benefit in the Affordable Care Act, resulting in:  
  • More patients in the chair  
  • Practice growth  
  • Improved public health  
  • More preventable conditions will be recognized in patients who otherwise would not have received an examination until it was too late. |
| • Optometry’s decade-long advocacy effort to make healthy vision for America’s children a national priority realized with historic regulatory policy win |                                                                                                           |
| TECHNOLOGY/PRACTICE MANAGEMENT                   | • Improved patient care and OD scope of practice, resulting in:  
  • Increased practice revenue overall and for doctors who are already complying with Medicare standards  
  • Better patient care  
  • Avoidance of audits/non-compliance issues  
  • Greater patient and public education about eye care |
| • AOA efforts enabled Medicare EHR incentives in 10 states  
  • Medicare EHR incentives to optometrists topped $56 million  
  • Updated HIPAA regulations: What ODs need to know  
  • Launched new AOA.org website  
  • AOA offered Compass, checklist for new practitioners |                                                                                                           |
| EVIDENCE-BASED GUIDELINES                        | • Gives strong and reliable clinical recommendations to all health care providers  
  • Better patient care |                                                                                                           |
<p>| • AOA made the shift to evidence-based clinical practice guidelines |                                                                                                           |</p>
<table>
<thead>
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<th>AOA VICTORY</th>
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<tbody>
<tr>
<td><strong>ADVOCACY</strong></td>
<td></td>
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<tr>
<td>• AOA named top 10 lobbying group</td>
<td>• Ongoing protection of your profession</td>
</tr>
<tr>
<td>• AOA helped ODs get pay hike under fiscal cliff deal</td>
<td>and scope of practice</td>
</tr>
<tr>
<td>• More firms turned to ODs for employee eye care</td>
<td>• Get paid fairly for your services</td>
</tr>
<tr>
<td>• Students set high bar for AOA-PAC contributions, congressional advocacy</td>
<td>• Ensures optometry’s future</td>
</tr>
<tr>
<td>conference participation</td>
<td></td>
</tr>
<tr>
<td><strong>MEDICAL OPTOMETRY/AGING POPULATION</strong></td>
<td>• The more ODs and patients understand</td>
</tr>
<tr>
<td>• AOA launched Diabetes &amp; Eye Health website to boost optometrist and</td>
<td>about diabetes, the more compliant they</td>
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<tr>
<td>patient awareness</td>
<td>will be and will follow up appropriately,</td>
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<tr>
<td></td>
<td>resulting in:</td>
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<tr>
<td></td>
<td>✓ More patients in the chair</td>
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<td>✓ Expanded patient care services</td>
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<tr>
<td></td>
<td>care</td>
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<tr>
<td><strong>PARAOPTOMETRICS</strong></td>
<td>• Will help current paraoptometrics</td>
</tr>
<tr>
<td>• AOA Paraoptometric Section’s new training tools enhanced staff flexibility,</td>
<td>become certified and encourage more</td>
</tr>
<tr>
<td>and increased adaptability</td>
<td>people to choose paraoptometry as a</td>
</tr>
<tr>
<td>• Certified coding staff helped avoid claim audits</td>
<td>profession, resulting in:</td>
</tr>
<tr>
<td>• Section introduced staff development, cross-training materials</td>
<td>✓ Improved practice efficiency</td>
</tr>
<tr>
<td>• New Paraoptometric Resource Center announced, all AOA member ODs can</td>
<td>✓ Better patient care</td>
</tr>
<tr>
<td>enroll their staff at no additional cost</td>
<td>✓ Increased staff retention</td>
</tr>
<tr>
<td></td>
<td>✓ A competitive advantage</td>
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</table>
Membership in the AOA and your state association provides professional and personal benefits to help you grow your practice through planning, business and marketing basics, management, development and staff training, communication and outreach, patient care and more.

PRACTICE GROWTH
AOAExcel™
This business unit of the AOA has what you need for your practice to thrive and grow, including:
• AOA Group Insurance – life, long-term disability, cancer care, long-term care, and emergency assistance – all at group rates
• AOA Malpractice Insurance
• Cyber Liability and Business Insurance
• Optometry’s Career Center®
• Education Loans & Loan Consolidation
• Health Information Technology
• Practice Finance
• Practice Pathways – essential knowledge to successfully buy or sell a practice
• Retirement Planning Services
To view a complete list of services, visit www.excelOD.com.

Paraoptometric Resource Center
Your AOA membership includes membership to the AOA Paraoptometric Resource Center at no additional cost. You and your staff can access an extensive selection of courses, study guides, seminars, lectures and periodical resources to build the skills of your staff. Topics include clinical procedures, practice management, pretesting, contact lens technologies, billing/coding, and eyewear dispensing. Learn more at www.aoa.org/paraoptometrics.

Resource Guide for the Employed/ Affiliated Optometrist
A valuable member benefit with information relating to lease agreements, contract negotiations and business management for the independent contractor, leaseholder, or franchisee optometrist.

PRACTICE EFFICIENCY
EyeLearn™
Easy-to-use centralized online learning resource where you can search for continuing education (CE), have access to webinars and board certification preparation information, and find Optometry’s Meeting® CE archives. Visit www.aoa.org/eyelearn.

AOA Website
Dedicated to serving you in meeting the eye care needs of the public, the AOA website keeps you up to date on issues that matter to you and the profession. www.aoa.org.

Patient Education Materials
Pamphlets and fact sheets, displays and vision simulators, unique gallery frames and prints to educate patients about eye diseases and conditions. Ordering is easy 24/7 through the AOA Marketplace at www.aoa.org/marketplace.
This newsmagazine offers background and perspective; stories about individual members – their families, challenges and successes; photos and infographics; and quick and easy tips and roundups designed to improve your practice. Visit www.aoa.org/news for daily news.

**Share Your News**
We encourage you to participate in sharing news about your practice, what’s happening in your state, volunteer efforts and how optometry is advancing in your neighborhood. Send your news items to AOAnewstips@aoa.org.
PATIENT CARE

Optometric Clinical Practice Guidelines
Developed and reviewed by an interdisciplinary panel of OD experts, specialists, patients and patient advocates, this AOA essential patient care resource combines evidence-based research with expert clinical opinion to recommend appropriate steps in the diagnosis, management, and treatment of patients with various eye and vision conditions. Learn more at www.aoa.org/optometrists/tools-and-resources.

PRACTICE DEVELOPMENT/OUTREACH

Promotion/Public Relations Assistance
Promote your practice with customizable news releases, presentations, and kits that coincide with AOA optometry awareness campaigns. For more information, send an email to publicrelations@aoa.org.

Branded Marketing Materials
Keep your credentials and practice name up front with stationery, business cards, plaques, name badges and signage. The AOA Marketplace offers printed educational pamphlets and fact sheets — many with customized branding options, at member discount prices. Order at www.aoa.org/marketplace.

Doctor Locator/Find a Doctor
Enhance your practice and help prospective patients quickly find you through the AOA’s online optometrist directory, “Find a Doctor.” To view your “Find a Doctor” listing and update your profile, visit www.aoa.org. After logging in, go to “Optometrists” and then select “My Profile” in the drop down menu. Enhance your practice by adding your credentials, area of specialization and services provided.

AOA Sections – Special-Interest Programs in 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 educational tools and resources in English and Spanish. Visit http://hispanic.aoa.org.

Pediatric and Binocular (3-D) Vision
Viewing in 3-D can be a good way to detect 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, 3-D news, research and patient education. Learn more at www.3deyehealth.org.
Position Yourself For Even Greater Success!

For a limited time, take advantage of our Optometry’s Career Center® (OCC) employer promotional offer.

GET 10% OFF YOUR OCC JOB POSTING!
Enter promo code: AOAMEM2014 at checkout.

AOA Next Generation Optometry

AOA MEMBER BENEFITS.

OTHER RESOURCES

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 News E-newsletter
This weekly update offers more in depth information on AOA activities and news.

AOA Focus
This newsmagazine offers more background and perspective, more stories about individual members—their families, challenges and successes, and more quick and 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 affects you and your patients.

NETWORKING

Optometry’s Career Center®
National, online database and career-matching service helps ODs find jobs, partners or candidates in the optometric field across all 50 states and Washington, D.C. Learn more at www.optometryscareercenter.org.

AOAConnect
An online community where you can start a conversation, seek out hard-won wisdom and share comfortably in a member-only space. http://connect.aoa.org.

Social Media Channels
Connect with the AOA!
- American Optometric Association
- @AOAConnect
- aoaweb

COMMUNITY SERVICE & VOLUNTEERISM

Optometry’s Fund for Disaster Relief
In the wake of Hurricane Katrina, the AOA and Optometry Cares - The AOA Foundation created Optometry’s Fund for Disaster Relief to provide immediate financial relief to optometrists in need. Optometry’s Fund for Disaster Relief has changed the lives of many optometrists by providing immediate financial relief for critical and urgent needs, such as food, clothing, and shelter. Application and grant criteria are available at www.aoafoundation.org.
Unlock your Staff’s Potential

New Paraoptometric Resource Center

Now included at no additional cost in your AOA membership

Improve practice efficiency and patient care while increasing staff retention and creating a competitive advantage. Your AOA membership now includes access to the Paraoptometric Resource Center.

• Extensive selection of skill-building tools and complimentary resources
• AOA member discount pricing for fee-based materials
• Paraoptometric online courses, study guides, educational seminars and more

Visit www.aoa.org/paraoptometrics or contact the Paraoptometric Resource Center at PRC@aoa.org for details.
Healthy Eyes Healthy People®
The AOA and Optometry Cares® – The AOA Foundation, through a generous grant from Luxottica, offer the Healthy Eyes Healthy People® state association grants. The grant program offers an opportunity for optometrists to collaborate with other community resources so that vision care and services are provided and optometry is recognized as a vital component of the health care system. For more information, visit www.aoafoundation.org.

InfantSEE®
InfantSEE®, a public health program managed by Optometry Cares® - The AOA Foundation, is designed to ensure that eye and vision care becomes an integral part of infant wellness care to improve a child’s quality of life. Under this program, AOA optometrists provide a no-cost comprehensive eye and vision assessment 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.

VISION USA
More than 46 million low-income individuals in the United States cannot afford the cost of routine eye care or do not have the health insurance that covers such exams. VISION USA was established in 1991 to provide basic eye examinations to Americans in need and is currently available in 39 states and Washington, D.C. AOA member optometrists donate their services at no cost. Visit www.aoafoundation.org for more information.

Viewing in 3-D can be a good way to detect underlying, and often undetected, vision problems. Learn more at www.3deyehealth.org
Your Source for Practice Growth

Patient education pamphlets, displays, forms, stationery, coding and reimbursement, HIPAA materials, referral cards, nutrition booklets and more!

Significant savings for members!

ORDER NOW!

www.aoa.org/marketplace | 800-262-2210
Every 17 seconds, someone is diagnosed with diabetes.

The AOA can help you be ready to treat them.

Visit www.aoa.org/diabetes to learn more!
Maximize your membership and capitalize on your specialty:
- Contact Lens and Cornea (CLCS)
- Sports Vision (SVS)
- Vision Rehabilitation (VRS)

Stay abreast of clinical and technological advancements with resources you can translate into marketing and practice promotional opportunities at schools, hospitals, community centers or industry. Discounted rates for new graduates and partial practice ODs.
Complimentary student membership. Learn more and join today at www.aoa.org/sections.

VRS membership is only $80 per year. Learn more about many other great benefits at www.aoa.org/sections.
With the AOA’s EyeLearn™ education portal exclusively for members, you can work toward your professional goals any time, any place. EyeLearn™ is the first-of-its kind learning resource designed to provide the complimentary educational tools you need.

EyeLearn’s full menu of options for every learning style can help you:

- Earn accredited education
- Prepare for board certification at no cost
- Manage your practice with tools for e-prescribing and coding
- Research clinical findings through Journal articles and practice guidelines
- Test your knowledge with assessments
- Find nearby CE classes

Discover what thousands of AOA members already know! They learn on EyeLearn, 24/7/365. For more information visit www.AOA.org/EyeLearn.
Optometry Cares® is AOA’s own charitable organization committed to expanding eye health and vision care access for everyone in the U.S. in order to enhance human performance and quality of life.

Optometry Cares® supports:
- VISION USA
- InfantSEE®
- The Endowment Fund
- The National Optometry Hall of Fame
- Healthy Eyes Healthy People® state grants
- The Archives & Museum of Optometry
- Optometry’s Fund for Disaster Relief

Your investment ensures that Optometry Cares® continues to provide:
- Immediate relief to optometrists in the wake of natural disasters
- Vision care to needy Americans
- Scholarships for optometry students
- Preservation of optometry’s history
- Public education about the need for a lifetime of vision care

We appreciate your support and thank you for your commitment to the profession.

For more information or to make a donation, visit www.aoafoundation.org. You may also contact Dennis Holter at daholter@aoa.org, Rebecca Hildebrand at rahildebrand@aoa.org, or call 800-365-2219.
Would you like to help advance the profession of optometry, but don’t know where to start?

Are you looking for ways to volunteer and help the AOA do more to protect you and your profession?

Do you have a specialty or expertise in a certain area but you’re not able to make a long-term commitment?

Opportunities are available to serve your profession and make a difference. Contact us and we’ll show you how.

Send an email to memberservices@aoa.org with your contact information and the area(s) where you would like to serve, and someone will contact you.

Thanks in advance for helping keep optometry strong!
EVERY DAY, THE AOA AND YOUR STATE ASSOCIATION ARE AT WORK FOR YOU.

Fighting for your rights. Protecting your profession. Ensuring your future.

The AOA and your state association are the only organizations that advocate for you at the federal and state levels, resulting in:

• Maximized patient access
• Advanced scope of practice
• Fair and reasonable reimbursement
• A unified voice for the profession

Thank you!
# 2014 Calendar of Eye Care/Health Observances/Events

Promote the importance of regular optometric eye and vision care by participating in some or all of the observances listed below. Please note this list is not necessarily exhaustive, but provides an abbreviated list of those in alignment with AOA outreach and positions. AOA supports individual promotion and participation by optometrists locally. Send an e-mail to publicrelations@aoa.org or call the AOA at 800-365-2219, ext. 4263, if you have any questions. Also, be sure to visit www.aoa.org/events for a complete list of OD-oriented events.

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Sponsor</th>
<th>Website</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>World Braille Day: Saturday, Jan. 4 Celebrates the birthday of Louis Braille</td>
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<tr>
<td>February</td>
<td>Wise Health Care Consumer Month</td>
<td>The American Institute for Preventive Medicine</td>
<td><a href="http://www.healthylife.com">www.healthylife.com</a></td>
<td>800-345-2476 or 248-539-1800</td>
</tr>
<tr>
<td>March</td>
<td>Save Your Vision Month</td>
<td>The American Optometric Association</td>
<td><a href="http://www.aoa.org">www.aoa.org</a></td>
<td>800-365-2219</td>
</tr>
<tr>
<td></td>
<td>National Nutrition Month</td>
<td>The Academy of Nutrition and Dietetics</td>
<td><a href="http://www.eatright.org">www.eatright.org</a></td>
<td>312-899-0040</td>
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<tr>
<td></td>
<td>Brain Injury Awareness Month</td>
<td>The Brain Injury Association of America</td>
<td><a href="http://www.biausa.org">www.biausa.org</a></td>
<td>703-761-0750</td>
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<td></td>
<td>American Diabetes Association Alert Day® (Held fourth Tuesday of March)</td>
<td>American Diabetes Association</td>
<td><a href="http://www.diabetes.org">www.diabetes.org</a></td>
<td>800-342-2383</td>
</tr>
<tr>
<td>April</td>
<td>Sjögren’s Awareness Month</td>
<td>Sjögren’s Syndrome Foundation</td>
<td><a href="http://www.sjogrens.org">www.sjogrens.org</a></td>
<td>800-475-6473</td>
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<td>National Public Health Week (Held the first full week of April)</td>
<td>The American Public Health Association</td>
<td><a href="http://www.apha.org">www.apha.org</a></td>
<td>202-777-APHA</td>
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<tr>
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<tr>
<td>May</td>
<td>National Physical Fitness and Sports Month</td>
<td>The President’s Council on Fitness and Sports</td>
<td><a href="http://www.fitness.gov">www.fitness.gov</a></td>
<td>240-276-9567</td>
</tr>
<tr>
<td></td>
<td>Healthy Vision Month</td>
<td>The National Eye Institute</td>
<td><a href="http://www.nei.nih.gov">www.nei.nih.gov</a></td>
<td>301-496-5248</td>
</tr>
<tr>
<td></td>
<td>National Clean Air Month</td>
<td>The American Lung Association</td>
<td><a href="http://www.lung.org">www.lung.org</a></td>
<td>212-315-8700</td>
</tr>
<tr>
<td>August</td>
<td>Children’s Vision and Learning Month</td>
<td>College of Optometrists in Vision Development (COVD)</td>
<td><a href="http://www.covd.org">www.covd.org</a></td>
<td>330-995-0718</td>
</tr>
<tr>
<td></td>
<td>Healthy Aging Month</td>
<td>National Eye Health Education Program (NEHEP)</td>
<td><a href="http://www.nei.nih.gov/nehep">www.nei.nih.gov/nehep</a></td>
<td>301-496-5248</td>
</tr>
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<td>Fruits &amp; Veggies — More Matters Month</td>
<td>Produce for Better Health Foundation</td>
<td><a href="http://www.fruitsandveggiesmorematters.org">www.fruitsandveggiesmorematters.org</a></td>
<td>302-235-2329</td>
</tr>
<tr>
<td>November</td>
<td>American Diabetes Month®</td>
<td>The American Diabetes Association</td>
<td><a href="http://www.diabetes.org">www.diabetes.org</a></td>
<td>800-342-2383</td>
</tr>
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<td>Great American Smokeout (Held third Thursday of Nov.)</td>
<td>The American Cancer Society</td>
<td><a href="http://www.cancer.org">www.cancer.org</a></td>
<td>800-227-2345</td>
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AOA MISSION: To advocate for the profession and serve optometrists in meeting the eye care needs of the public.

TOP REASONS TO BE A MEMBER

- Advocacy
- Practice Growth
- Practice Efficiency
- Paraoptometric Resource Center
- Networking
- Community Service & Volunteerism

Thanks for being an AOA member and investing in your future. Now invite your colleagues to join. For more information, visit www.aoa.org or check with your state association.