Barresi named AOA executive director

The AOA board has appointed prominent health policy expert and educator Barry J. Barresi, O.D., Ph.D., to serve as executive director effective July 1. Dr. Barresi is president of the New England Eye Institute and vice president of clinical affairs at New England College of Optometry. He replaces Michael D. Jones, O.D., who is retiring on June 30, as the AOA's executive director after 10 years.

Barresi is currently a member of the AOA's Federal Relations Committee and has been involved with the committee’s work for more than a decade. He also serves as a consultant to the AOA’s Healthy Eyes Healthy People® project and is the founding chair of the newly established National President’s Column

The Value of Duty

Eye on Washington

2 ODs seek election to Congress

Lodging options ensure Optometry’s Meeting™ attendees aren’t sleepless in Seattle

The selected 2008 Optometry’s Meeting™ official hotels offer stunning views of Seattle, comfortable and elegant lodging, and convenient locations near the Washington State Convention and Trade Center. By selecting one of the Optometry’s Meeting™ hotels, guests can be sure they won’t be sleepless in Seattle.

To ensure fulfillment of the AOA room blocks, attendees should make reservations at one of five properties.

Sheraton Seattle

The Sheraton Seattle, headquarters hotel for Optometry’s Meeting™, is located across from the

See Lodging, page 12

See Director, page 8
It takes time fitting just the right lens to each patient.

OPTI-FREE® RepleniSH® is the only multi-purpose solution that demonstrates biocompatibility (minimal corneal staining) across all soft lens types, including silicone hydrogel.1,2 Plus our proprietary TearGlyde™ Reconditioning System enhances comfort and keeps lenses moist for 14 hours – up to 6 hours longer than other MPS solutions.3-5 Why look further?

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The Value of Duty

The American Optometric Association spends a lot of time trying to communicate the value of membership to each member and non-member in an attempt to maintain, and even increase, membership.

This is because without members, there can be no AOA. And without the AOA, well...I'd hate to think where optometry would be without it.

The truth is no organization, no individual, no law, and no action has done more for the profession of optometry than the American Optometric Association. Ever since Charles Prentice had to defend his right to charge for an eye exam, the AOA (and its forerunners) has been there to protect and advance the profession.

In the early 20th century, when there were dozens of proprietary optometry schools floundering around, with an equal number of curricula, organized optometry created the accreditation process that led to uniformity of optometry programs across the country.

As licensure for optometry became the law of the land, the AOA was there to assure that we would be under a medical board.

The expansion of optometry to include the use of drugs happened because AOA state affiliates chartered the law—state by state—to allow optometrists to treat disease with pharmaceuticals. The 24/7 monitoring of state and federal legislation, as well as proactive legislative efforts for our profession, cannot be done by anyone other than the AOA.

Membership is critical to the only organization that represents our profession in the statehouses and on Capitol Hill.

Why anyone would consciously choose to not be a member of their state association and the AOA remains a mystery to me; and the truth is, you either get it, or you don’t. If you are waiting for the AOA to be the perfect ship, it is a value. Think about all your association has done for the profession—licensure, scope of practice expansion, third-party reimbursement—including Medicare...the OD degree itself—all are examples of the hard work and passion of those dedicated AOA members who have come before us.
**Letters**

**Need for increased enforcement of FCLCA**

Editor:

The January issue of AOA News had two stories concerning problems with the marketing of contact lenses ("Study shows online CL buyers less compliant" and "FTC halts unlawful contact lens sales by 2 retailers"). In addition, Paul Klein, O.D., recently wrote a letter to the editor of the AOA News requesting membership support for Rep. Mike Ross's (D-AR) Contact Lens Consumer Health Protection Act (H.R. 2012), an AOA-backed bill designed to launch a federal crackdown on unscrupulous Internet contact lens sales companies that are placing patients at risk.

We had an experience in our office recently that illustrates the need for increased enforcement of the existing law and for legislation to close the loopholes in the Fairness to Contact Lens Consumer Act (FCLCA).

A patient called our office two days before the formal expiration of her contact lens prescription due to receiving her annual recall letter. She wanted to buy more boxes of contact lenses. When my assistant informed her that she was due for her annual eye exam before she could purchase more contact lenses, she hung up.

A little while later, we received an automated phone call from a major contact lens mail order firm requesting verification of her prescription. I called the mail order firm and spoke to a gentleman who was courteous and professional. He explained that he could not shorten a prescription's length any more than he could lengthen it.

I said that it would be okay for them to sell her only one pair of contact lenses to get her through to her exam. He explained that they could not break open boxes of contact lenses to sell individual lenses. He said it was the policy of his firm to fill unexpired prescriptions and to deny expired prescriptions.

While I applaud the denial of expired prescriptions, it is absurd for almost expired prescriptions to be filled with as many boxes as the patient wishes to order.

We have got to get the message out that the FCLCA and its regulations are being routinely violated based on how the mail order firms choose to "interpret" the existing law. I hope that each AOA member will contact his or her congressman in support of H.R. 2012.

Jonathan Warner, O.D.
Kenton, Ohio

Editor's note: According to AOA General Counsel Lance Plunkett, J.D., this policy of the company is a violation of the existing law. The Federal Trade Commission (FTC) has stated that the doctor can adjust the quantity of lenses in a verification request under these circumstances and that it is a violation of law to then ignore that adjusted quantity and sell more.

The doctor should report this incident to the FTC. Eye care practitioners should report all violations of the Fairness to Contact Lens Consumers Act (FCLCA) — including instances in which contact lens sellers fail to comply with the prescription verification provisions of the law. Examples of non-compliance by sellers may include:
- No date and time on faxes
- Multiple requests for same patient after receiving doctor response
- Refusal to accept "Rx has expired" as compliant response
- Selling without prescription
- Ignoring the eight-business-hour response period
- Substituting lenses
- Unintelligible recorded messages or other messages not allowing the practitioner a reasonable opportunity to respond.

Information on violations should be well-documented and reported to the FTC as quickly as possible with a request for FTC investigation and action.

Violations can be reported to the FTC electronically at www.ftc.gov.

Eye care practitioners should also send an e-mail copy of any complaint filed regarding the FCLCA to the AOA at FTCcomplaint@aoa.org so the association can maintain an accurate record of all complaints filed with the FTC.

The Contact Lens Consumer Health Protection Act (H.R. 2012) would direct a federal crackdown on the prescription verification abuses of the unscrupulous Internet and mail order contact lens sellers that are improperly filling and even overfilling contact lens orders.

The bill is designed to address complaints forwarded to Capitol Hill and the FTC concerning deficient prescription verification practices of third-party sellers operating online or through mail order that can place the visual health of patients at risk.

In response to complaints about their deficient prescription verification practices, the bill would increase the penalties on unscrupulous Internet and mail order sellers that could be imposed by the FTC to $100,000 per violation and require the FTC, with input from the Food and Drug Administration, to provide a report to Congress on seller verification abuses and the harm caused to consumers.

For information on how you can help, including contacting your member of Congress or senators, visit the federal advocacy links at www.aoa.org. Any OD aware of FCLCA prescription verification abuses by Internet contact lens sellers should contact Alicia Kerry Jones, AOA assistant director of Government Relations, at akjones@aoa.org or 800-365-2219.
EYE ON WASHINGTON

2 ODs seek election to Congress

Haire running to represent rural Pa.

Northeastern Pennsylvania optometrist Davis C. Haire, O.D., is among a crowded field of at least five candidates seeking the Republican nomination for the U.S. House of Representatives in the Keystone State’s 10th Congressional District.

All are seeking to challenge Rep. Christopher Carney, the incumbent Democrat who is in his first term representing the district.

Dr. Haire, 54, is described on his campaign Web site as “The Rural Conservative” candidate. He has lived in the district virtually his entire life. “This has been my home and my family’s home for generations,” Dr. Haire told a local newspaper, The Times Leader of Wilkes-Barre, Pa. “There’s no place quite like it. It’s been a great place to live and I want to try to create an even better home for future generations.”

His campaign literature prominently cites his service to the area as an optometrist. The Tunkhannock, Pa., practitioner has been “caring for thousands of northeastern Pennsylvania families and seniors for over 30 years;” his campaign Web site notes.

“Davis has served his community by donating thousands of eye screenings to local students in first, sixth and ninth grades;” the Web site notes. Dr. Haire’s signature on campaign literature includes the doctorate of optometry title behind his name.

Dr. Haire graduated from the Illinois College of Optometry in 1977 through an accelerated program for top students, before returning to establish a practice close to his family and home community in Pennsylvania.

In addition to practicing optometry in the region for three decades, Dr. Haire has promoted local businesses and community development by serving as president of the Tunkhannock Rotary Club and donates his time and efforts to various local organizations in northeastern Pennsylvania, the Web site adds. He is the father of two grown children.

Pennsylvania’s 10th District covers over 6,500 square miles and 14 counties in northeastern Pennsylvania (from the Delaware River, west to Williamsport and south to Sunbury), making it one of the largest congressional districts on the East Coast.

Dr. Haire faces competition from several local businessmen and a retired school teacher in his bid for the GOP nomination. In addition, a possible sixth candidate, a local television weatherman, was looking at joining the GOP primary field as a filing deadline approached and this AOAN News went to press.

At least two optometrists are hoping to become members of the U.S. House of Representatives in 2008. Both hope to join Rep. John Boozman, O.D., (R-Ark.) who is the only optometrist serving on Capitol Hill.

Dr. Marquardt offers legislative experience

Former GOP state representative Terry Marquardt, O.D., is part of a crowded field of Republicans and Democrats seeking an open U.S. House of Representatives seat in New Mexico’s 2nd Congressional District.

The district incumbent, Rep. Steve Pearce (R), is seeking the U.S. Senate seat held by retiring Sen. Pete Domenici (R).

Dr. Marquardt, 58, officially announced his candidacy Jan. 17 at a domestic violence shelter for which he sponsored funding legislation while in the state house. Citing his experience as an optometrist, Dr. Marquardt emphasized the rapidly changing health care system facing the nation.

Dr. Marquardt practices in the southern New Mexico town of Alamogordo where he was born and raised. The 1974 graduate of the Southern College of Optometry in Memphis, Tenn., Dr. Marquardt has served as a regional representative to the New Mexico Optometric Association.

In the state’s GOP primary election, Dr. Marquardt will face five other candidates in the state Feb. 5 GOP primary. The winner of that race will face one of the four candidates running in the Democratic primary.
Help ensure AOA-PAC can fight and win in 2008

Through the determined efforts of ODs and students who support AOA-PAC and the volunteers who participate in the AOA Congressional Keyperson Program, optometry realized some hard-won victories on Capitol Hill in 2007. Last year, the AOA secured federal recognition and funding for the lifesaving and sight-saving InfantSEE® initiative, paved the way passing a stop-gap plan to eliminate the massive 10.1 percent cut in Medicare physician payments, secured U.S. House and Senate passage of children’s vision legislation and garnered greater support for many priority issues and “optometry-specific” bills. As the New Year begins, optometry will need to make the most of its momentum and continue pressing forward to ensure that this year is even better than the last. However, the battles the AOA will need to fight in 2008 are fast approaching, and this year is shaping up to be a decisive year for the profession:

❖ Congress is expected to begin consideration of an overhaul of the health care system in America;  
❖ Without congressional action, a massive cut in Medicare Part B reimbursement will go into effect on July 1; and  
❖ Anti-optometry special interests are already showing renewed determination to launch attacks targeting how optometrists practice and provide care to their patients.

The key to winning for optometry in 2008 is to ensure that the profession is completely prepared for the important battles that lie ahead through a fully-funded, robust and dynamic AOA-PAC.

AOA-PAC is the only federal political action committee working to elect and re-elect pro-optometry candidates for Congress. It competes with well-funded PACs and individual campaign contributors representing organized medicine and ophthalmology, insurance and managed care companies and Internet contact lens sellers. The AOA advocacy group considers AOA-PAC an essential frontline resource to help build support for optometry’s priority issues on Capitol Hill.

While contributions to AOA-PAC for this election-cycle have topped the $1 million mark, AOA-PAC must now begin allocating campaign contributions over the coming weeks. However, to do so “will require increases in the AOA-PAC war chest commensurate with increased campaign spending levels,” says Abie Chadderdon, O.D., AOA-PAC chair.

“This year’s fundraising effort is about making sure that optometry can show its support for candidates in the U.S. Senate and House who take a stand for the profession and for patients,” Dr. Chadderdon said. With a potential membership of 35,000 optometrists and optometry students in the nation, AOA-PAC “has just touched the tip of the iceberg,” said Dr. Chadderdon. Currently, just over 40 percent of AOA members support AOA-PAC.

"Unfortunately, in the previous election, because we fell $100,000 short of our fundraising target, we were not able to do all that we could to support our pro-optometry friends," added Dr. Chadderdon. “Every AOA member can and should make a contribution to AOA-PAC and help fight for optometry in 2008.” To make AOA-PAC contributions easier, AOA members can donate online using a credit card or check. Visit www.aoa.org/x4827.xml and click on “Donate Now!” to make a contribution.

For more information, contact AOA-PAC Director Julie Trute at jtrute@aoa.org or call 703-837-1376.

HHS-OIG cracks down on NIH conflicts of interest

The National Institutes of Health (NIH) are preparing to take a tougher stance on conflicts of interest among government-funded researchers, following a critical report by the U.S. Department of Health and Human Services’ Office of Inspector General (HHS-OIG).

In line with HHS-OIG recommendations, the NIH plans to increase oversight of grantee institutions to ensure their compliance with federal financial conflicts-of-interest regulations. The NIH also plans to require its institutes, including the National Eye Institute, to forward all financial conflicts-of-interest reports received from grantee institutions to the NIH Office of Extramural Research (OER) and ensure that OER’s conflict-of-interest database contains information on all conflict-of-interest reports provided by those institutions.

The NIH, however, indicated it would not comply with a third HHS-OIG recommendation to require grantee institutions to provide details regarding the nature of financial conflicts of interest as well as details on how they are managed, reduced, or eliminated.

Federal regulations require NIH grantee institutions to report financial conflicts of interest. However, in many cases, the NIH has not been following up to resolve the reported conflicts, according to the inspector general.

The NIH has reported 438 financial conflict-of-interest cases to the HHS-OIG for fiscal years 2004 through 2006. However, that tally does not accurately reflect the total number of conflicts of interest reported by grantee institutions during that period, according to the OIG.

“NIH’s Institutes and the Office of Extramural Research (OER) were unable to provide us with all of the actual conflict-of-interest reports they received from grantee institutions,” said the HHS-OIG in a statement.

Although federal regulations require grantee institutions to report financial conflicts of interest, the regulations do not require them to report the nature of the conflicts or other details.

At least 89 percent of financial conflict-of-interest reports the HHS-OIG reviewed did not state the nature of the conflicts or how it would be managed.

“Based on our review of the documentation, we found very few cases in which Institutes followed up with grantee institutions regarding the nature of a financial conflict of interest and/or the management plan for a conflict,” the HHS-OIG said.

“We also found that many Institutes rely on the good faith of the grantee institution to ensure compliance with federal financial conflict-of-interest regulations, rather than directly overseeing or reviewing grantee institutions’ management of financial conflicts of interest,” according to the HHS-OIG.

NIH concurred with two recommendations but did not concur with a recommendation to require grantee institutions to provide details about financial conflicts of interest.

The complete HHS-OIG report, National Institutes of Health: Conflicts of Interest in Extramural Research (OEI-03-06-00460), can be accessed online at www.oig.hhs.gov/oei/reports/oei-03-06-00460.pdf.
NPI update

Test Medicare claims now, CMS urges

Health care providers should now be testing the use of their National Provider Identifier (NPI) numbers in Medicare claim filing by submitting small batches of claims using the NPI as the only form of numeric identification, according to the U.S. Centers for Medicare & Medicaid Services (CMS).

The CMS plans to begin requiring NPIs as the sole form of numeric identification on Medicare claims on May 23, 2008.

For the past several months, the agency has generally required health care providers to file Medicare claims using both NPIs and legacy identifiers (e.g., Medicare provider numbers).

However, with the May 23 deadline rapidly approaching, Medicare carriers are now attempting to ensure that their computer systems can process claims using only NPIs, the CMS notes.

“After Medicare providers have submitted claims containing both NPIs and legacy identifiers and those claims have been paid, Medicare urges these providers to send a small batch of claims now with only the NPI in the primary provider fields. If the results are positive, begin increasing the number of claims in the batch,” the CMS suggested in an e-mail bulletin last week.

For professional claims, the primary provider fields are the billing, pay-to, and rendering provider fields. If the pay-to provider is the same as the billing provider, the pay-to provider does not need to be identified.

The CMS will host a national NPI Roundtable conference call, Feb. 6 from 2:30 p.m. to 4 p.m., Eastern Time. The conference call will focus on the status of the Medicare NPI implementation with period provided for questions and answers. Registration details are available on the CMS Web site NPI page (www.cms.hhs.gov/NationalProviderIdentStand).

CMS PQRI Web site revised

The Centers for Medicare & Medicaid Services (CMS) has announced that its Physician Quality Reporting Initiative (PQRI) Web site has been reorganized to facilitate access and navigation to 2008 PQRI information and educational resources, including a 2008 PQRI tool kit.

Key documents related to 2008 measure specifications have been retained and placed as downloadable documents within their corresponding sections.

In addition, new documents that further inform eligible providers about the 2008 PQRI have been added to the Web site.

Information about the 2007 PQRI program, which ended on Dec. 31, 2007, has also been reorganized with relevant documents pertaining to 2007 measures retained for reference.

The CMS encourages all eligible providers to visit the Web site and become familiar with the 2008 materials, at www.cms.hhs.gov/PQRI.

SAA and VCA announce merger

Larry Clarke, chairman of the Vision Council of America (VCA), and David Bibbey, president of the Sunglass Association of America (SAA), announced the merger of the two organizations at the VCA Executive Summit last month. “In joining forces, a new Sunglass and Reader Division will be created within VCA to provide the infrastructure, resources and support needed to grow this area of the industry,” according to a VCA statement.

“We are extremely pleased to welcome the SAA members into VCA,” said Clarke. “VCA and SAA have always had a strong relationship and in working together with the key leadership it was a natural evolution for the two organizations to join together.”

The Sunglass and Reader Division will be open to all VCA members, in particular those who distribute their products through non-optical channels. Division activities will address the unique needs of its members, including consumer outreach, standards development and regulation monitoring.

The addition of these companies raises the VCA’s membership to 322 companies. This represents a 22 percent gain since 2007 and a two-year increase of 36 percent.

AOA urges candidates to consider eye care in health debate

Virtually all of the major candidates in the 2008 race for the U.S. presidency are touring plans to address problems in the nation’s health care system. With that in mind, the AOA Advocacy Group has been circulating a sixpoint brief on eye and vision care issues among the major campaigns.

Presidential candidates must give adequate consideration to eye care and vision care issues as they formulate their positions on health care,” said AOA Advocacy Group Director Jon Hymes.

The brief notes that, according to data from the National Institutes of Health, untreated vision problems and visual disorders cost the U.S. economy more than $67 billion annually.

Optometrists, as the nation’s primary eye care providers, offer a wide range of eye and vision care service, and are therefore in an ideal position to address eye and vision problems that impact the nation’s children, working adults and older Americans, the document notes.

The brief urges “the elimination of anti-patient and anti-provider barriers to primary eye and vision care services be recognized as a top health care priority.

Specifically, the brief urges candidates to consider:

- Patient access to eye and vision care — To further encourage patient access, particularly in underserved rural and urban communities, the brief calls for measures to ban discrimination against optometrists based on their licensure, as well as full recognition of optometrists as physicians in the Medicare and the National Health Service Corps. (Medicare has recognized optometrists as physicians since 1987.)
- Health care reform — Any legislation to reform health care in America must recognize optometrists as an integral resource in the nation’s primary health care system, include a comprehensive bill of rights, and bar abuses by the managed care industry and unnecessary restrictions on patient choice under ERISA plans, the brief states.
- Children’s vision and learning — The federal government must aid states in ensuring regular vision exams and, when necessary, appropriate treatment for the millions of children with undetected vision problems who are subsequently at risk for significant academic problems and other challenges.
- Patient safety — The Federal Trade Commission must act on valid complaints and take meaningful enforcement when third-party sellers place the public at risk, improperly provide purchasers with decorative (cosmetic, noncorrective) contact lenses or undermine prescription verification safeguards included in the Fairness to Contact Lens Consumers Act.
- Infant eye care — Thousands of optometrists participating in InfantSEE® are helping to promote greater awareness of the leading threats to healthy vision and the steps that every parent can take to safeguard a baby’s sight.
- Healthy Eyes Healthy People® — The U.S. Department of Health and Human Services’ Healthy People 2010 program, the nation’s official health promotion and disease prevention initiative, recognizes 10 viscorrelated objectives, from increasing the percentage of persons receiving dilated eye examinations to increased use of vision rehabilitation services and devices.

The AOA briefing sheet was based on a document developed by the Iowa Optometric Association for use with candidates in that state.
Nominees sought for Sullins award

The American Optometric Institute (AOI), a 501(c)(3) educational and charitable entity created by the American Optometric Association (AOA), is excited to announce “The Dr. W. David Sullins, Jr. InfantSEE® Award.” This award recognizes an individual doctor of optometry who has made significant contributions to optometry or his/her community for outstanding public service involving the InfantSEE® program.

Dr. W. W. Sullins, Jr., was an inspiring and passionate leader who was a driving force in the profession of optometry. Among Dr. Sullins’ many honors were the prestigious award of optometry or his community for outstanding public service involving the InfantSEE® program.

He was a fellow of the American Academy of Optometry, an adjunct professor at his alma mater, the Southern College of Optometry, University of Alabama and chair of the Accreditation Council on Optometric Education. Dr. Sullins was inducted into the National Optometry Hall of Fame Class of 2002. Dr. Sullins passed away on Feb. 7, 2005. A memorial fund was established in his name and led to the creation of this prestigious award.

The winner will be honored at Optometry’s Meeting held in Seattle from June 25 to June 29, 2008. The award will be presented during the House of Delegates. The winner will receive a $1,000 travel grant and medallion.

Nominations and background information are available at http://www.infantsee.org/x4624.xml.

Director,
from page 1

Commission on Vision and Health.

Dr. Barresi has a distinguished 30-year optometric career as a practitioner, clinical teacher, lecturer, academic administrator, business and health care executive. He was vice president and dean of academic affairs at the State University of New York College of Optometry and founding director of the school’s Center for Vision Care Policy.

At the Southern California College of Optometry, he was director of outreach programs. He was president and chief executive officer of Partner Provider Health Inc., the national managed care and disease management subsidiary of TLCVision, for four years.

With service to the AOA since the early 1980s, some of his former assignments include primary care editor for Optometry: Journal of the American Optometric Association; chair of the Workforce Project Team; chair of the Health Information Task Force; member of the AOA’s Information and Data Committee; and primary editor of the first AOA Clinical Practice Guideline.

Dr. Barresi has been a key player in the AOA’s advocacy efforts, having testified across the country in state legislatures on scope-of-practice legislation and worked with AOA on policy development and advocacy in Washington.

He is a graduate of New England College of Optometry and Holy Cross College and holds a Ph.D. in public administration and health policy from New York University.

His late father, Joseph V. Barresi, O.D., was 50-year member of the AOA and private practitioner in Maine.

Profession honors AOA past presidents

Day served 1973-74

Robert E. Day, Sr., O.D., past president of the AOA, died Jan. 11.

Dr. Day was president of the AOA during the 1973-74 program year. Dr. Day was also a past president of the Texas Optometric Association.

He was born in Van Alstyne, Texas, on May 19, 1924. He was the son of Emmett Day, O.D., and grandson of E.M. Maphis, O.D. Dr. Day attended the Southern College of Optometry and graduated with honors in 1949.

He received an honorary Doctorate of Ocular Science from the Southern College of Optometry in 1974 and was a Fellow of the American Academy of Optometry. He was a veteran of the U.S. Army Air Corps from 1943 to 1946.

Dr. Day had a private practice of optometry in Garland, Texas, from 1950 to 2000. He was a past president of the Garland Jaycees and a past president of the Dallas County School Board of Trustees. He was vice president of the Garland Board of School Trustees.

Dr. Day was a Lifemaster in duplicate bridge and an active member of the First United Methodist Church in Garland.

Dr. Day is survived by his wife, Sarah Kelsey Day; son, Bob Day, Jr., O.D., and wife Reeta Keele Day; daughter, Cynthia Day Grimes and husband Rob Grimes; grand-children, Kenneth and Travis Day, Elizabeth Stanley and husband Dr. Greg Stanley, Katherine King; step-grand-children, Jacob Grimes and his wife Alley Grimes, Warren Grimes and Preston Grimes; great-grandchild, Ayden.

Memorial contributions may be made to the University of Houston School of Optometry or the Music Ministry at the First United Methodist Church. For information, call 972-276-5000.

Memorial donations can be made to the Southern College of Optometry, 1245 Broadway, Garland, TX 75041.

Demmer prominent in La.


Dr. Demmer was the AOA president for the 1981-1982 program year.

Dr. Demmer was a native of Cincinnati and a resident of Houma, La. He practiced optometry for 48 years.

He was past president of the Gulf Zone Optometric Society, past president of the Louisiana State Association of Optometrists, and past president of the Houma Lions Club. He served in the U.S. Air Force in Okinawa during World War II.

In optometry school, he was a member of the Omega Epsilon Phi Fraternity and the Illuminating Engineering Society.

Dr. Demmer was active in the PTA at Houma Elementary, the Chamber of Commerce, Southern Eye Bank, Terrebonne Parish and Bayou River Area Health Planning Commission, the Boy and Girl Scouts, American Legion and the VFW.

He was instrumental in initiating and securing an eye/vision care program in the Louisiana state penitentiary system.

Dr. Demmer was awarded the Bourg Lions Community Service Award, the Louisiana Lions Eye Foundation Service Award and was named the “Louisiana Doctor of Optometry.”

He devoted much of his time to community, civic and church work. He loved trains, football, golf, baseball, reading, drawing/designing and public speaking.

Dr. Demmer is survived by his wife, Alicelee Knoff Demmer of Houma; sons, Harold Demmer Jr. and wife, Loretta, of Baton Rouge; daughters, Linda Sheridan Demmer of Estero, Fla., and Lisa O’Dell Demmer of Houma; grandchildren, Jacob Grimes and his wife Alley Grimes, Warren Grimes and Preston Grimes; great-grandchild, Ayden.

Memorial contributions can be made to the Southern College of Optometry, 1245 Madison Ave., Memphis, TN 38104. 901-722-3200.
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  schools compete for academic supremacy
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  Sponsored by HOYA

Registration is only $125 for AOA Members and $50 for AOSA Members.

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REVIEW OF OPTOMETRY

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Wal-Mart, 1-800 Contacts strike marketing agreement

In what the companies termed a first-of-its-kind alliance, Wal-Mart Stores Inc. and 1-800 Contacts have announced a long-term joint marketing agreement.

Under the agreement, the two companies plan to integrate store, Web, and telephone service this fall.

Bentonville, Ark.-based Wal-Mart, the nation’s largest retailer, operates Wal-Mart discount stores, Supercenters, Neighborhood Markets and Sam’s Club locations in the United States and several foreign countries.

It has optical departments with independent optometrists in nearly 3,000 Wal-Mart stores and Sam’s Clubs.

1-800 Contacts, of Draper, Utah, retails contact lenses through telephone orders and the company’s Web site.

John Aguswobi, M.D., senior vice president and president for Wal-Mart’s professional services division, noted the new contact lens marketing program follows the introduction of a $4 pharmaceutical prescription program in the retailer’s stores.

Specifics of the arrangement were not provided in a Jan. 17 joint statement from the two companies.

However, the retailers said the arrangement would enable them to provide contact lenses to consumers at lower prices with greater convenience.

Jonathan C. Coon, chief executive officer of 1-800 Contacts, said the alliance could offer customers nearly 20 percent savings on lenses with 24-hours-a-day, seven-day-a-week ordering.

The companies claim such access will encourage contact lens wearers to change lenses in line with recommended replacement schedules.

But a study in the January issue of Optometry: Journal of the American Optometric Association found that contact lens wearers who purchase their lenses from an online site, optical chain, or wholesale club, rather than from an eye care practice, are less likely to adhere to the healthy eye care practices recommended by their eye doctors.

The joint announcement cited a McKinsey & Company survey, referenced in a 2004 Federal Trade Commission (FTC) report, which found that contact lens wearers use lenses longer than their doctors prescribed.

Some consumers in that survey cited cost and “purchasing them as inconvenient” as reasons for wearing their lenses beyond recommended schedules.

The FTC, in 2005, issued a formal letter of warning to 1-800 Contacts for possible violations of the federal Fairness to Contact Lens Consumers Act (FCLCA).

The FTC warning letter cited complaints that the online retailer was not allowing contact lens prescribers adequate opportunity to respond to requests for verification of contact lens prescriptions.

1-800 Contacts has often contended that eye care practitioners have not been forthcoming with prescription information for the retailer.

However, in announcing the 2005 warning letter to 1-800 Contacts, the FTC also announced results of an investigation that found contact lens prescribers are providing patients with copies of their prescriptions, as required under the act. The FTC staff then announced they were calling off further active investigation into alleged violations of the federal contact lens law by prescribers.

(For a detailed explanation of the responsibilities of contact lenses prescribers and retailers under federal law, see “The FTC Contact Lens Rule: A common sense approach to compliance” in the January edition of Optometry: Journal of the American Optometric Association.)

In a public-to-private transaction, 1-800 Contacts was recently acquired by an affiliate of Fenway Partners LLC, a middle-market private equity firm with approximate $2 billion under management. Fenway Partners also owns interests in the manufacturers of Simmons mattresses and Riddell football helmets.

The Fenway Partnership (“sponsor(s) companies with leading franchises ...” according to its Web site. The partnership often sells much of its interest in those companies after developing them, the Web site indicates.

Paraoptometric Section awards

If you know a paraoptometric professional who deserves recognition, you can nominate him or her to receive one of the Paraoptometric Section’s annual awards. This is a great way to salute a deserving individual who has made significant contributions to the field of paraoptometry.

Award winners will receive national industry recognition at the 2008 Optometry’s Meeting™ Awards Luncheon sponsored by CIBA Vision, a Paraoptometric Section (PS) recognition award and various other prizes.

Community Service Award

An invitation is extended for optometrists and paraoptometrists to submit a nomination for the AOAPS Community Service Award. The AOAPS Council and members realize that many paraoptometrists generously donate their talents and skills to their communities. This award is a way of honoring those deserving paraoptometrists.

The Awards Committee judges each nominee on the basis of his or her performance in the categories on the nomination form. Applications must be received by the AOAPS office by March 31, to be considered. The recipient will be presented with a plaque of recognition, a $100 personal cash award, and a $100 award to the charity of the recipient’s choice at the Paraoptometric Section Awards Luncheon during the 111th Annual AOA Congress and the 38th Annual AOSA Conference: Optometry’s Meeting™ in Seattle.

Membership Award

For the fourth consecutive year, the AOAPS will present an award for affiliates, honoring the work done on the state level to increase state and national paraoptometric membership. Affiliate optometric and paraoptometric associations who strive to increase membership both locally and nationally will not want to miss participating in this exciting award.

Affiliates will need to submit a list of state members, including first and last name, street address, city, state, and ZIP code to the AOAPS by March 31, 2008, in an electronic format. For more information or to apply for either award, contact Joan Murphy, AOAPS manager, at 800-365-2219, ext. 4222, or by e-mail at JM Murphy@aoa.org.

Freddo first OD president of international eye research group


He was elected in 2006 and has served the past two years as president-elect. He is the first optometrist to lead this international organization.

ISER was founded in 1968 under the leadership of Dr. Endre Balazs who developed the first clinical viscoelastic – Healon. The mission of the ISER is to support, sustain and propagate excellent eye research throughout the world.

This is achieved by enhancing international communication and collaboration, by providing a forum for dissemination of information among eye researchers and by developing and sustaining the skills and resources of the eye research community. The ISER holds a biennial meeting. Its next meeting will be held in Beijing, China, on Sept. 24-29, 2008.

The following meeting will be held in Montreal, July 18-23, 2010. ISER also sponsors the highly regarded journal Experimental Eye Research, and Dr. Freddo is an executive editor. Dr. Freddo serves as professor and director of the School of Optometry at the University of Waterloo in Ontario.

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Lodging, from page 1

Washington State Convention and Trade Center.

The hotel greets guests with its newly expanded sleeping and meeting rooms and features original, signed artwork by acclaimed artist Dale Chihuly.

The guest rooms feature the Sheraton Sweet Sleeper Bed®, cozy seating nooks and spacious workspaces.

The Sheraton Seattle offers an indoor lap pool, fitness center and spa facilities.

Several restaurants and lounges offer great places to relax after a long day of continuing education, meetings and networking.

Grand Hyatt Seattle


The Seattle skyline, flanked by Puget Sound on one side and the Cascade Mountains on the other, while a Washington State Ferry makes its way across Puget Sound.

Pike Street Suites (Homewood Suites)

Upon completion of a major renovation slated to be finished in April, this hotel will be a Homewood Suites by Hilton property.

The hotel will offer the comforts of home in a spacious, relaxed setting.

Each suite will feature a king bedroom and a parlor with a pull-out double bed and fully-equipped kitchen.

The hotel will offer a complimentary Suite StartTM hot breakfast every morning and a Welcome Home@ reception with hors d’oeuvres and beverages Monday through Thursday.

Free high-speed Internet access will be available throughout the property.

The Space Needle, Key Arena and Seattle Center Monorail are within walking distance.

Westin Seattle

Guests of the Westin Seattle will have beautiful views of downtown, the Puget Sound and the Olympic Mountains.

The hotel is located near the Pike Place Market. Its guest rooms feature the Westin Heavenly Beds® and Heavenly Showers®.

In addition to options at several full-service restaurants, guests can brew Starbucks coffee in their rooms. The hotel offers the Westin Workout®, powered by Reebok Gym, and an indoor heated pool.

All hotel properties are non-smoking facilities and offer high-speed Internet access and restaurants.

To make reservations and register for Optometry’s Meeting®, visit www.optometrysmeeitng.org.

AOSA program highlights best of Seattle

S

Students attending Optometry’s Meeting™ can exchange their lab coats, exams and endless hours of study for networking opportunities, practice management pearls and good times.

As part of Optometry’s Meeting™, the American Optometric Student Association (AOSA) Conference includes the Awards and General Session sponsored by VSP, Thursday, June 26 from 1 p.m. to 3 p.m.

Mind reader and motivational speaker Robert Channing will entertain students during this interactive program.

“Robert Channing is one of those mind reader mentalists, “said Ryan Parker, O.D., chair of the Optometry’s Meeting™ Student Program Committee. “I’ve seen him in videos, and it’s just flat-out amazing what he can do.”

Channing will demonstrate the power of the human mind by predicting audience members’ futures, telling them how much money is in their pockets and bending spoons with his mind. Register for event #5121.

The Vision Care Institute™, LLC, will present travel grants during the “Career Options Expo: Cracking the Code—the Keys to Implement the Total Patient Care Model, Part 1” on Thursday from 3 p.m. to 5 p.m. Students must be present to win. The travel grants are designed to make travel to Optometry’s Meeting™ more affordable for students.

The winners, selected by faculty members from each school and college of optometry, are eligible to compete nationally for an additional $1,000. The topic is “UV Radiation and the Eye—How an Optometrist Can Help.” HOYA Vision Care is offering third- and fourth-year students the opportunity to win a $1,000 grant, hotel and airfare to Optometry’s Meeting™. To be considered, students must submit a patient case study involving HOYA products to the faculty judge at their school by April 1.

There will be one $1,000 winner at each school. The winning case studies will be reviewed by HOYA’s ECP Advisory Panel. The overall winner will receive a $6,000 scholarship.

For information, contact AOSA Executive Director Marlene Burle at 314-983-4231 or marburle@aol.com. The deadline is April 1.

The Vision Care Institute™, LLC, a Johnson & Johnson Vision care company, is also sponsoring the AOSA education program.

“This year we’re going to have Dr. Rumpakis talking to students about one of the most important aspects of practice, which is how to get money from insurance companies,” said Dr. Parker. “Dr. Rumpakis is one of the best lecturers on the circuit, and it’s never too early to learn about maximizing your insurance reimbursements.”

AOSA courses are offered at no charge to registered students, with the exception of the New in Practice and National Board of Examiners in Optometry (NBEO) Review courses ($10 per course).

This is the first year with the reset testing agenda for the NBEO examination, and the review course will keep students abreast of the changes. Lecture door prizes are sponsored in part by a grant from Alcon Laboratories.

The tradition of the Varilux Optometry Super Bowl, sponsored by Essilor, continues Thursday evening from 7:30 p.m. to 10:30 p.m.

“This is definitely the biggest event, and it’s a good time for students to come out and show how smart their schools are,” said Dr. Parker. “It’s also a chance for 800 to 900 students to network with other students and alumni.”

The fierce optometric competition consists of contestants representing schools and colleges of optometry vying for bragging rights, $1,000 and a crystal trophy.

A reception with great food, drinks and camaraderie will follow the competition. Register for function #0180.

After attending the TLC-sponsored lecture “Is Your Patient a Candidate for Refractive Surgery?” (#5242) on Friday afternoon, students are invited to the iConnect with TLC event at Trinity Nightclub.

“The TLC event is a great time with entertainment, food and a chance for students to talk to the upper management of TLC. I know last year I saw the CEO with 10 to 15 students crowded around him talking,” said Dr. Parker.

As one of Seattle’s hottest nightclubs, Trinity is an eclectic, multicultural club with unique rooms to fit every mood. Its majestic Main Room features one of the largest dance floors on the West Coast. Students’ guests can register with code #0260 to get a ticket.

The AOSA reserved a room block for Optometry’s Meeting™ attendees. Students are encouraged to stay at the Pike Street Suites (soon to be Homewood Suites).

Visit www.optometrysmeeitng.org to register.
Back by popular demand, the New In Practice Series is again being offered at Optometry’s Meeting™, thanks to a generous education grant from CIBA Vision, a Novartis Company.

Expert optometrists and world-class lecturers will cover a comprehensive range of practice management topics that impact new practitioners or those preparing to change practice settings.

Attendees can sign up for one or more sessions and bolster their confidence and practice management savvy by attending the New In Practice Series on June 26 and 27 at the 2008 Optometry’s Meeting™ in Seattle.

The 2008 New In Practice Series will include three information-packed sessions:

“Marketing & Networking for Practice Growth,”
Michael Bacigalupi, O.D., and Keith Davis, O.D.
Thursday, June 26
Noon – 2 p.m.

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.

Also, developing a business plan to acquire financing for opening a practice will be presented and discussed. The participant will leave with a good basic understanding of the financial aspects of starting and running a practice.

ODs and paraoptometrics will be allowed to pre-register for the program. Students may register on-site at the AOA’s Registration Desk for each course, based on space availability.

ODs who missed the 2007 series can still gain the knowledge it offers because all four sessions are available for purchase on a synchronized DVD-ROM.

Purchasing the synchronized DVD-ROM is also available on loan from the International Library, Archives, and Museum of Optometry (ILAMO) on a first-come, first-served basis.

To check availability or for more information, contact Mary Beth Cadwell at 800-365-2219, ext. 4118.

The New In Practice program is available thanks to a generous education grant given by CIBA Vision, a Novartis Company.
challenge to our profession, the American Optometric Association and its affiliates were there. The AOA can only continue to be there for the profession if every optometrist joins in.

We have been successful in advancing the profession because people joined, got involved, were passionate about an issue and acted.

Does every optometrist have to devote long hours to organized optometry? NO—but every optometrist has a duty, an obligation, and a responsibility to join and become a member. It is just that simple.

You pay your car insurance don’t you? Do you think it is a good value? How about property taxes, license fees (what do they do with that money anyway?) and a myriad of other levies, fees, taxes, dues or other expenditures that you pay without question—because it is your duty to do so. What is different about your AOA dues—dues you owe to the organization responsible for maintaining your very profession and lifestyle?

To every optometrist who has graduated from an accredited optometry school, to every optometrist who holds a license, to every optometrist who has ever treated a glaucoma patient and to every optometrist who has ever received a Medicare payment—to each of you I say you have a duty and obligation to repay your profession by joining the AOA.

The lifestyle you enjoy today is there because of the profession the AOA created and continues to create.

To those of you who “get it” and pay your dues and participate at some level in organized optometry I say “thank you.” To those non-members who may read this, the non-members who are enjoying the benefits of membership (you do have an OD degree, license to practice, prescribe drugs and get paid); I say “Don’t you feel a little bit guilty?” Your benefits are paid for by each one of us who writes a dues check.

Let me close with a quote that I find very inspirational in understanding my duty to the AOA and my profession. In 1962, while addressing cadets at West Point for the last time, Gen. Douglas MacArthur said, “Duty, Honor, Country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be.” Our profession will only be as strong as what the AOA can be—and the strength of the AOA lies in its members who understand their duty to belong.

President
from page 3

Donate to VOSH

VOSH International with the support of the World Council of Optometry and UNESCO has embarked on a program of equipment technology transfer to fledgling optometry programs in South America and Africa. This is being done with a new partner, IWEC (International Medical Equipment Collaborative), which is a nonprofit 501(c)(3) that gathers, services, cleans and packages entire eye clinics, hospitals and other medical facilities and ships them to an organization that gives them a second life.

Instructions on how to proceed are available by going to the VOSH Web site (www.vosh.org). Click on “Technology Transfer Program.”

APHA Vision Care

Section seeks nominees

The Vision Care Section (VCS) of the American Public Health Association invites nominations for the Distinguished Service award, the Outstanding Scientific Paper/Project Award, and the Outstanding Student Paper/Project Award.

The Distinguished Service Award (sponsored in part by a grant from Vistaion) was established in 1981. The highest honor the section can bestow, it is presented to an individual, institution or group who has made an outstanding contribution or demonstrated continual high-quality service in the area of public health eye/vision care.

The Outstanding Scientific Paper/Project Award recognizes an individual, group, or institution that has contributed significantly to the advancement of eye/vision care in the public health field. The contribution may be a paper either previously published or suitable for publication or a written description of a project. The paper/project should represent work that has occurred within the last two or three years, though the project may have been continuous for a longer period.

The Outstanding Student Paper/Project Award recognizes a student or group of students that has contributed significantly to the advancement of eye/vision care in the public health field from the perspective of a student in optometry, medicine, public health, or related health professions programs. The contribution may be a paper previously published, suitable for publication, or a detailed written description of a project. The paper or project must represent work that has occurred while the student(s) is/are enrolled in a professional program, although the award may be conferred after graduation. However, the award may not be granted more than 12 months post-graduation.

Award recipients will be honored during the next annual meeting of the American Public Health Association scheduled for San Diego, Oct. 25-29, 2008.

Nominations are requested by March 31, 2008, and should include a narrative statement of 250 words or less with each nomination along with a copy of the paper/project to be considered.

Nominations should be sent by email (preferred) as an attachment or by postal mail to Dr. Sui-G. Wong, chair, VCS Awards Committee, 1828 Conestoga Dr., SE, Albuquerque, NM 87123-4252, 505-293-7347, rnatlof@roadrunner.com.
Getting in touch with the AOA

The AOA's volunteer structure is supported by 96 staff. For more information on the AOA’s programs and services, you may contact the staff at the following numbers.

Accounts Payable
800.365.2219 x4248
Accounts Receivable
800.365.2219 x4239
Accreditation Council on Optometric Education
800.365.2219 x4246, x4223
JU.beck@aoa.org
WJ.randel@aoa.org
SHarper@aoa.org
Address Changes
800.365.2219 x4112
(address change)
AddressChange@aoa.org
AOA News
800.365.2219 x4216
K.Foster@aoa.org
KTPieper@aoa.org
TLCwerton@aoa.org
AOA Political Action Committee
703.837.1376
Jhoyes@aoa.org
Aviation Vision
800.365.2219 x4244
JLVeer@aoa.org
Anniversary Awards
800.365.2219 x4238
MemberServices@aoa.org
Career Guidance Materials
800.365.2219 x4260
SMeyer@aoa.org
Children's Vision Topical Interest Group (TIG)
800.365.2219 x4225
SDBrown@aoa.org
Classified Advertising
212.633.3986
K.Spurlock@allevelop.com
Clinical Care Information
800.365.2219 x4245/x4244
JLVeer@aoa.org
Clinical Practice Guidelines
800.365.2219 x4237/x4244
BTkowalkzyk@aoa.org
Coding/billing questions
703.837.1344 or
SCDwyer@aoa.org
Commission on Paraoptometric Certification
800.365.2219 x4135, x4210
DHaukechar@aoa.org
SDameron@aoa.org
Communications Group
800.365.2219 x4122
SMemaske@aoa.org
Community Health Centers
800.365.2219 x4244 or x4209
JLVeer@aoa.org
Contact Lens and Cornea Section
800.365.2219 x4209
SMemaske@aoa.org
Continuing Education:
Opt. CE-Other Assns.
800.365.2219 x4117
EMcNulty@aoa.org
Contact Analysis Service
800.365.2219 x4151
DAmogast@aoa.org
Credit-AOA CE
800.365.2219 x4256
Council on Research
800.365.2219 x4244 or x4209
JLVeer@aoa.org
Diabetes Initiative - CMS
703.837.1346
KHipp@aoa.org
Endowment Fund
800.365.2219 x4237
BTkowalkzyk@aoa.org
Environmental/Occupational Vision
800.365.2219 x4244 or x4209
JLVeer@aoa.org
Ethics and Values
800.365.2219 x4244
JLVeer@aoa.org
Event Calendar
EventCalendar@aoa.org
Eye Care Services
EAOtman@vunicansaoa.org
800.365.2219 x4234
Federal Government Relations Center
703.792.9000, x1371
FPfennick@aoa.org
Finance Center
Accounts Payable
800.365.2219 x4248
Accounts Receivable
800.365.2219 x4239
Geriatrics/Nursing Facility
800.365.2219 x4233
BTkowalkzyk@aoa.org
Health Information
703.837.1348
CJwomack@aoa.org
Hospital Practice
800.365.2219 x4237
BTkowalkzyk@aoa.org
Industry Relations
800.365.2219 x4133
KAbraum@aoa.org
Infants' & Children's Vision Coalition
800.365.2219 x4245
JLWeaver@aoa.org
InfantSEE
800.365.2219 x4266
SDBrown@aoa.org
Member Insurance Program
EAOtman@vunicansaoa.org
800.365.2219 x4234
Membership Program
703.837.1378
ADileen@aoa.org
Legal Aspects of Practice
800.365.2219 x4236
EAOtman@vunicansaoa.org
800.365.2219 x4234
LTpunkt@aoa.org
800.365.2219 x4218
JLWeaver@aoa.org
Library (ILAMO)
800.365.2219
Information and loans
x4117, 4118, 4102, or 4104;
Calendar of Meetings x4117
ILAMO@aoa.org
Low Vision
800.365.2219
Rehabilitation Section
800.365.2219 x4225
SDbrown@aoa.org
Managed Care
EAOtman@vunicansaoa.org
800.365.2219 x4234
Media Relations
800.365.2219 x4263
StHosman@aoa.org
Medicare Coding
703.837.1344
SCDwyer@aoa.org
Medicare Policy
703.837.1346
KHipp@aoa.org
Member Records (AOA)
800.365.2219 x4131
MemberRecords@aoa.org
Memorial Services
800.365.2219 x4179
JLVeer@aoa.org
Memorials and Tributes
AOA Endowment Fund
800.365.2219 x4237
BTkowalkzyk@aoa.org
Memorial
800.365.2219 x4102
JLVeer@aoa.org
New Technology
800.365.2219 x4245
JLVeer@aoa.org
Optometry Standards
800.365.2219 x4244/x4245
JLVeer@aoa.org
Optometry Leadership Institute
800.365.2219 x4110
JLVeer@aoa.org
Optometric Recognition Awards (ORA)
800.365.2219 x4258 or x4260
ora@aoa.org
Optometry Journal of the AOA
412-749-2568
PBlueeman@aoa.org
Optometry's Meeting™
General information
800.365.2219 x4214
SHildman@aoa.org
Education
800.365.2219 x4254
SAhmed@aoa.org
Exhibits
800.365.2219 x4255
KRDolgin@aoa.org
Student Programs
800.365.2219 x4251
AOC@aoa.org
Optometry's Career Center® (OCC)
800.365.2219 x1407
DC@aoa.org
Order Department
800.262-2210
To Place an Order:
Business Cards/Office Forms:
800.262-2210
JPayne@aoa.org
Payment Inquiries:
800.365.2219 x4239
Optometric Practice Management Programs
800.365.2219 x4222 or 4108
JWmurphy@aoa.org
FS@aoa.org
Pediatrics/Binocular Vision
800.365.2219 x4243
JLVeer@aoa.org
Practice Assistance
800.365.2219 x4111
JKnazoe@aoa.org
Practice Management Resources
800.365.2219 x4107
DBmcauliff@aoa.org
Practice Strategies
800.365.2219 x4267
KPaper@aoa.org
Primary Care
800.365.2219 x4245/x4244
JLVeer@aoa.org
Professional Relations
703.837.1346
KHipp@aoa.org
Public Health Issues
800.365.2219 x4244 or x4209
JLVeer@aoa.org
Public Relations
800.365.2219 x4253
SJohnson@aoa.org
Refractive Surgical Topical Interest Group (TIG)
800.365.2219 x2425
SDBrown@aoa.org
Quality Assessment and Improvement, Pay For Performance
800.365.2219 x1348
CMitchell@aoa.org
Save Your Vision Month
800.365.2219 x4263
SJohnson@aoa.org
Seal of Acceptance
800.365.2219 x4263
SJohnson@aoa.org
State Optometry Laws
800.365.2219 x4208
BMasman@aoa.org
State Legislation/State Licensure/State Optometry Laws
800.365.2219 x4208
SLCooper@aoa.org
Student and Faculty Programs
800.365.2219 x4106
JLVeerg@aoa.org
U.S. Department of Health and Human Services
301-443-1100
Exhibit Hall
800-262-2210
Youth Vision
800.365.2219 x4263
JLVeer@aoa.org
...
Industry Profile: Alcon

Investing in the Future of Sight

Preserving, enhancing and restoring sight has been Alcon’s sole mission for over 60 years. As the world’s leader in ophthalmology, Alcon works each day to deliver best-in-class products to patients everywhere through strengthening strategic partnerships with doctors in more than 180 countries.

Every year, Alcon makes the largest corporate investment in eye care research and development, according to the company. In fact, over the next five years, Alcon plans to invest more than $3 billion in efforts to prevent and, one day, eliminate blindness.

Two of the newest products resulting from this commitment to research and development are the AcrySof® ReSTOR® Aspheric intracocular lens (IOL) and iCaps® AREDS Softgels.

The AcrySof ReSTOR Aspheric is the latest addition to the AcrySof ReSTOR family of lenses, the most frequently implanted presbyopia-correcting IOL for cataract patients.

The AcrySof ReSTOR Aspheric IOL is the first and only presbyopic-correcting IOL to offer apodized diffractive step heights and aspheric optic design.

This unique IOL is designed to optimally deliver light and energy to the retina by distributing the appropriate amount of light to near and distance focal points, regardless of the lighting situation.

The AcrySof ReSTOR Aspheric IOL provides patients with a full range of vision, from near to far, without dependence on glasses.

iCaps AREDS Softgels, an easy-to-swallow, two-a-day version of Alcon’s traditional AREDS tablet formulation, are set to be released in February 2008.

The AREDS combination of vitamins and minerals, which is preferred most by retinal specialists, was studied in the National Eye Institute Age-Related Eye Disease Study (AREDS) and found to be beneficial for patients at high risk of progression of age-related macular changes.

iCaps Softgels are an addition to a family of eye vitamins including both a multivitamin formula as well as a lutein and zeaxanthin formula.

“We are excited about introducing these two new advancements to doctors and their patients,” said Dave Satter, director of Professional Relations. “We look forward to launching additional eye care products in the coming years that are the result of our substantial investment in eye care research and development.”

B&L names Ostrov chairman and CEO, Zarrella to retire

Bausch & Lomb announced it has named Gerald M. Ostrov as chairman and chief executive officer (CEO), effective immediately.

Most recently, Ostrov was company group chairman, Worldwide Vision Care, for Johnson & Johnson, where he led the company’s global Vision Care businesses from 1998 to 2006.

Current chairman and CEO Ronald L. Zarrella will retire in March and serve as chairman emeritus.

“It has been a privilege to serve as Bausch & Lomb’s chairman and CEO since 2001,” said Zarrella.

“Working with thousands of highly talented employees worldwide, we were able to grow every aspect of the company while enhancing its reputation as the world’s premier eye health brand. Jerry has extensive experience in ophthalmic businesses and consumer marketing and is the ideal leader to take Bausch & Lomb into a new era of growth.”


He was named president, CIBA Consumer Pharmaceuticals, in 1985. In 1991, he returned to Johnson & Johnson as president of its Personal Products business and then became company group chairman for its North American Consumer and Personal Care businesses.

“It’s an honor to lead Bausch & Lomb into a growth period, one that we believe will be marked by considerable success across the vision care, pharmaceutical and surgical businesses,” said Ostrov. “I’m impressed by the passion of the company’s employees and its strong relationships with industry partners and customers. We’re going to build upon an unparalleled 155-year-old foundation of trust and innovation.”

“Warburg Pincus’ commitment to a long-term investment horizon, and the collaborative relationship it has quickly built with Bausch & Lomb, is empowering the company to grow. This week’s eyecare acquisition announcement is testament to our positive momentum,” said Ostrov.

“We thank Ron for his dedication to Bausch & Lomb,” said Elizabeth H. Weatherman, a Warburg Pincus managing director and member of the Bausch & Lomb Board of Directors.

“He was instrumental in growing all aspects of the business, in leading the company through the 2006 recall, and then re-establishing widespread momentum—an element vital for the organization’s continued success. Jerry’s extraordinary knowledge and leadership will be instrumental as he helps Bausch & Lomb into an extended period of growth.”

Ostrov holds an M.B.A. from Harvard University and a Bachelor’s degree in industrial engineering and operations research from Cornell University.
Transitions to elevate consumer awareness through ads, outreach

Transitions Optical announced it will continue its legacy of using attention-grabbing television advertising to elevate consumer awareness of the importance of healthy sight.

Transitions will debut a new commercial in 2008 featuring a “day in the life” of a nature cinematographer and will be supported by new print advertising and the largest marketing campaign in Transitions Optical’s history, which will make an estimated 5 billion impressions among consumers.

Showcasing the benefits of Transitions® lenses today and tomorrow, the commercial tells the story of a nature cinematographer, who relies on her eyes for her work, against the stunning landscape of Namibia, Africa.

CooperVision introduces ClearSight 1-Day Toric contact lens

CooperVision has introduced ClearSight™ 1-Day Toric contact lenses. ClearSight 1-Day Toric lenses are the latest addition to the CooperVision daily disposable product line.

The lenses offer patients with astigmatism the health benefits and convenience of a daily disposable lens backed by CooperVision’s heritage in toric expertise.

With ClearSight 1-Day Toric lenses, CooperVision now offers toric contact lenses in all modalities, reinforcing its Total Toric Solution, which offers eye care practitioners the widest range of toric products and parameters in the industry.

ClearSight 1-Day Toric offers four different axes to fit the majority of astigmats—including 180, 160, 90, and 20 degrees—and cylinder powers of -0.75 and 1.25. Historical lens-ordering data shows that 84 percent of patients have a prescription that falls within these parameters. ClearSight 1-Day Toric positions itself at six o’clock on the patient’s eye, and stays in place hour after hour to offer exceptional stability and an enhanced level of comfort.

TVCI launches ecp podcasts

The Vision Care Institute™, LLC, a Johnson & Johnson Company, announced that it now offers a monthly podcast to eye care professionals. Available free-of-charge, the podcasts feature interviews with leading eye care professionals on the latest in eye health.

The first podcast, “Improving Compliance through Communication,” includes interviews with Walt West, O.D., and J. Paige Pantall.

Future topics include “Higher Order Aberrations and Vision Correction” with Lou Catania, O.D., D.Sc. (Hon) and “Managing Presbyopic Patients with Contact Lenses” with David Kirschen, O.D., Ph.D.

The podcasts are available in English, French and Spanish.

They can be downloaded by visiting www.tvcai.edu or subscribed to through iTunes®. iTunes is a registered trademark of Apple Inc.

Contact lens wearers may wonder why their vision sometimes fluctuates during the day. The answer may lie in the design of their contact lenses, a new clinical study demonstrates.

The findings may be of particular interest to the more than 11 million wearers of soft toric contact lenses for the treatment of astigmatism. The findings appear in the December issue of Optometry and Vision Science.

According to the study, which used a novel, infrared, video-based technique to evaluate the clinical performance of two of the most frequently prescribed toric soft contact lenses in the United States, lenses utilizing an Accelerated Stabilization Design were superior when compared to lenses using a Prism Ballast Design in two of four tasks designed to mimic real-world viewing conditions involving quick, simultaneous movements of both eyes in the same direction.
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February 4, 2008

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DEAN
College of Optometry

Pennsylvania College of Optometry (PCO) seeks applicants for the position of Dean of the College of Optometry. Under the direction of the Vice President and Dean for Academic Affairs, this position serves as the Chief Academic Officer for the Doctor of Optometry Program, and is responsible for the development, implementation, evaluation and fiscal management of the Program. The Dean is expected to continue the College’s tradition of curricular innovation and leadership in progressive optometric education. As part of the College’s academic leadership team, the Dean participates in institutional wide strategic planning, assessment, resource development and research advancement.

The Dean of the College of Optometry is responsible for all international optometry programs. This includes degree, non-degree and certificate programs currently being conducted in several countries around the world. The Dean is expected to strengthen and expand this vital part of the College’s mission.

The Dean of the College of Optometry is also responsible for faculty development and the evaluation of recommendations for faculty promotions and tenure. The Dean is a member of the Academic Program Council, which includes Deans and Program Directors for the audiology, blindness and visual impairment graduate programs, and the new physician assistant program. In this regard, the Dean of the College of Optometry is responsible for promoting interdisciplinary academic programs and student experiences.

A Doctor of Optometry degree is required. In addition, qualified applicants must possess successful and substantial leadership experience. Preference will be given to candidates with relevant academic administrative experience and a broad understanding of optometry and its present and future role within a complex and dynamic health care system.

Applicants accepted until April 10, 2008. To apply, please submit your curriculum vitae along with 3 letters of reference and cover letter to:

Pennsylvania College of Optometry, Human Resources Department
8300 Old York Road, Elkins Park, PA 19027
Contact: Karen Boykin, Executive Assistant to the VP of Academic Affairs
Phone: 215-760-1421, E-mail: karen@pcos.edu

For more information about our 18 hour doctor program, exhibits, and paraoptometric program, in beautiful Jackson Hole, Wyoming scheduled for July 17–19, 2008 please contact us at:

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For Information and Registration please call Lesley (815)644-4228
harbourtownod@hotmail.com
New England Eye College of Optometry
Full-Time Tenure-Track Clinical Faculty Position:
Cornea and Contact Lenses

The New England College of Optometry (NECO) invites applications for a full-time tenure-track faculty position in the area of Cornea and Contact Lenses within the Department of Specialty and Advanced Care. Applicants should have an O.D. degree and advanced training or experience in the areas of contact lenses and corneal science. An advanced degree such as a Ph.D. or M.S. in a related field is desirable, though not required.

Responsibilities will depend upon the unique qualifications and interests of the applicant, and will include lecturing and laboratory teaching in the Contact Lens course, research, and clinical care as a member of the professional staff of the New England Eye Institute (NEEI), the College’s clinical affiliate, in the Cornea and Contact Lens Service. The applicant must be eligible for licensure in Massachusetts.

The successful applicant will have a demonstrated expertise in specialty contact lens care, management of corneal disease, and co-management of refractive surgery. In addition, the applicant must have a commitment to excellence in clinical care, a developing record of scholarship, and a clear potential to assume a leadership role in a dynamic health care and educational environment. The applicant will be expected to establish an extramurally funded research program. Faculty rank and salary will be commensurate with experience.

The College is a small but dynamic institution with a strong commitment to optometric teaching, patient care, and the development of a collaborative research environment. Applicants should submit a complete curriculum vitae, a statement of teaching and research interests, and the names of three professional references to:

Dr. Bruce Moore, Chair
Search Committee
The New England College of Optometry
424 Beacon Street,
Boston, MA 02115
icevary@neco.edu
www.neco.edu
www.newenglandeye.org

The College is an Equal Opportunity employer.

Michigan College of Optometry
Tenure-Track Faculty Position

The Michigan College of Optometry at Ferris State University invites applications for two full-time tenure-track positions available summer 2008.

The successful applicants will assume duties in patient care and teaching in the clinic, classrooms, and laboratories. Opportunities to develop in the area of clinical administration are also available. It is preferred for the applicants to have experience working within a team teaching environment.

The applicants will be expected to develop in the areas of patient care, teaching, scholarly/professional activities, and leadership.

Position #F21544, Primary Care - Applicants should demonstrate experience and interest in clinical and didactic instruction in primary care optometry.

Position #F21558, Low Vision Rehabilitation - Applicants should demonstrate experience and interest in clinical and didactic instruction in low vision rehabilitation optometry.

The Michigan College of Optometry offers a collegial environment and excellent career development opportunities for faculty at all career levels. Salary and academic rank are dependent on qualifications, experience and evidence of an ability to develop in the applicant(s) area(s) of interest.

Please send letter of interest, curriculum vitae and the names of three references with address, E-mail and telephone number to:

Mark Swan, OD, MEd
Chair, Faculty Recruitment Committee
Michigan College of Optometry
1310 Cramer Circle, PEN 402
Big Rapids, MI 49307

Review of applications will begin immediately and continue until the positions are filled. For complete position postings or for more information about Ferris State University, please visit our web site at www.ferris.edu/mco/recruitment

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New Hampshire, Nashua. 40 Miles North of Boston. Established full scope practice seeks Full or PT O.D. Great staff and equipment including OPTOS. Excellent earnings potential/benefits. Fax C.V. to 603.888.1621 or Email NHEyeDoc@hotmail.com

South Carolina Coast – Beautiful, historic Charleston. Busy 2 day/ wk practice grossing $150,000. Selling for $75,000. Option for building purchase. Email doc2r@ aol.com or 843-345-1259

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How would you like to donate your outdated equipment to a worthy cause and receive a tax deduction at the same time? VOSH-INTERNATIONAL with the support of WCO and UNESCO has embarked on a program of equipment-technology transfer to fledging Optometry programs in South America and Africa. This is being done with a new partner IMEC (International Medical Equipment Collaborative), a nonprofit 501(c3) that gathers, services, cleans and packages entire eye clinics, hospitals and other medical facilities and ships them to an organization that gives them a second life.

Please look through your garage, closets, basement for all your unused, books, equipment, instru- ments, stock frames and lenses and any items that might be of use to a Optometry school, a student or eye clinic. Instructions on how to proceed are available by going to the VOSH website (www.vosh.org) and click on Technology Transfer Program. Information about IMEC is available at www.imecamerica.org.

The most desirable items that programs in developing countries need are: Trial lens kits, battery powered hand scopes, assorted pliers and optical tools, hand stones for edging glass lenses, uncut lens- es (both SV and SF), manual sizers, color vision tests, keratometers and biomicroscopes. This list is certainly not complete but gives an idea of some of the basic needs these developing pro- grams can benefit from. All items may be shipped directly to: VOSH INTERNATIONAL C/O IMEC.

1600 Osgood Street
North Andover, Mass. 01845

Assistance with shipping cost may be available through your local Rotary or Lions Clubs. Contact www.vosh.org for any questions or email jforrey@comcast.net and voshinternational@ comcast.net.

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Effective the October 9, 2006 issue onwards, Classified advertising rates are as follows: 1 column inch = $60 (40 words maximum) 2 column inches = $110 (80 words maximum) 3 column inches = $150 (120 words maximum). This includes the placement of your advertisement in the classified section of the AOA MemberWeb site for two weeks. An AOA box number charge is $30.00 and includes mailing of responses. The envelope will be forwarded, unopened, to the person who placed the advertisement. Classifieds cannot be reserved or commissioned. All advertising copy must be received by e-mail at kspurlock@ elesvier.com or by fax at 212.633.3820. Notification Keida Sparlock, 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 – do not assume your ad is running unless it has been confirmed. Cancellations and/or changes MUST be made prior to the closing date and must be made in writing and confirmed by the AOA. No phone cancellations will be accepted. Advertisements of “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 advertising on the Web site will coincide with the AOA NEWS publication dates. Call Keida Sparlock – Elsevier ad sales contact – at 212.633.3986 for advertising rates for all classifieds and showcase ads.

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