President’s Letter

WOW! Hard to believe that conference is here and another year has flown by.

Conference will be in full swing as you read this edition of our Para Quarterly. The board has worked very hard to include a variety of courses for everyone to enjoy. I hope that everyone found at least one or two courses that were a great fit for you. My other hope is that for those courses that did not suit what you were looking for, that you at least took away one thing from the course that you could share with your office. Please take the time to fill out the course surveys at the end of each course so we, as a board, know how to improve the courses offered in the future, and to better serve you—the best Para’s & Opticians ever.

I would like to take this opportunity to “THANK” my fellow board members who served with me this year. A HUGE HUG goes out to each of them for their support and friendship throughout this past year. Without these board members the fall conference would not have been possible. YOU GUYS ARE THE BEST. So here goes: Thank You: Matt Farritor, Brandy Saltzman, Rhonda Gregory, Alissa Johnson, Joanie Smith, & Jill Luebbert.

Anyone interested in serving on the board should let the NOA office know or contact one of the board members listed above so we can get you on the fall ballot. Serving on the board is a great opportunity to have fun, meet others & work towards a common goal of planning conference.

At this time, (drum roll please): I would like to welcome Matt Farritor your new NOA Para President for the upcoming 2013-2014 year. Matt, I wish you the best and know that you will do awesome as the President for the Paras, Opticians & Doctors of the great state of Nebraska. GO BIG RED!

Have a safe & fun time at the conference.
Brook Hutson, ABOC
Para President 2013

NFCV Silent Auction in the Exhibit Hall Friday Night

The annual Nebraska Foundation for Children’s Vision Silent Auction is Friday during the Exhibit Hall. Look for the orange balloons at various booths, and bid on some great items. Here’s a sample of what’s available:

Quilted wall hanging
Handmade Husker pendant necklace
iPod nano 16GB
Kindle Fire
2 Bottle wicker wine tote
Husker Volleyball
Husker stocking hat (black)
Husker stocking hat (white)
Husker Football Jersey (black)
Husker Football
Fall Festive Package
Callaway Golf Bag
iPad
2 hours of Marketing/PR consulting
2 Husker volleyball tickets & parking pass
Husker Putter (Odyssey Versa Clone)
Hand crafted storage crate with 4 quarts of homemade goodies
2 Tickets to Lincoln Secret Supper
And More!
Enter Your School Vision Evaluation Data

By Dr. Jeff Klein, NFCV Board Member

The Nebraska Foundation for Children’s Vision (NFCV) and NOA are once again asking for our members help in collecting data on school vision evaluations in Nebraska. Our goal is to collect enough data to gain supporting evidence that the school evaluation law in Nebraska should be enhanced.

Please take the time to help us with this project. Details on entering the information can be found here: http://tinyurl.com/l2jxm4c.

This information can help us ensure that the children of Nebraska have healthy vision for a lifetime.

Visit the NOA Superbooth in the Exhibit Hall

Booths 8-10; 13-15

Learn more about your membership with the Nebraska Optometric Association at the NOA Superbooth featuring:

- Member Benefits
- Public Relations Efforts
- Membership Survey
- Third Party
- NOA PAC
- NFCV
- EyeCare Council
- NOA Para Section

Calendar of Events

Vision Expo West
International Vision Expo West. Exhibition: October 3-5, 2013
Education: October 2-5, 2013
Sands Expo & Convention Center, Las Vegas, NV

Any news you would like to share in our next Quarterly? If so, please contact Kathryn Keithley at 402.274.3218 or ktdid_120@hotmail.com
Para Certification Examination Schedule

The CPO™, CPOA™, CPOT™, and CPOC™ examinations are administered during an established two-week testing period four times yearly, Monday through Saturday excluding holidays, at computer-based testing facilities managed by PSI, in addition to a paper/pencil administration annually conducted at Optometry’s Meeting® in June.

2013 Testing Dates
November 2013 Testing Period
Application Deadline: 10/5/2013
Testing Begins: 11/2/2013
Testing Ends: 11/16/2013

Practical Exam Testing Dates - TBD

The CPOT Practical Testing is in the midst of being revised and will not be offered again in 2013. Hopefully they will begin testing again in early 2014. Many changes in the works!

Instructions for finding a PSI testing location

• To find a testing site, select this link www.ptcny.com/cbt/sites.htm
• Click on “Certification/Professional Associations” link
• Select the sponsor of the examination you are taking from list (Commission on Paraoptometric Certification/CPC)
• Click on “Test Centers” under Information Links section on right.
• Select the sponsor of the examination again (Commission on Paraoptometric Certification/CPC)
• Fill out the form to see up to 20 Testing Centers matching your specified criteria.
• To see “Testing Software Demo”
• Go to http://www.psiexams.com/
• Click on “Certification/Professional Associations” link
• Select the Sponsor of examination you are taking from list.
• Click on “Testing Software Demo” under Information Links section on right.
• Select “Software Demo” in the window.
• Press “Start Online Demo Test” button.

Why Run for the NOA Para Section Board?
By Jill Luebbert, CPOT, ABO

I have had the distinct pleasure of serving on the NOA PS Board in several capacities over the years. I could never have anticipated how much each of those opportunities was going to impact my life and my career. The friendships made and the opportunities accomplished during those terms have been priceless for me.

The NOA PS is offering the opportunity for each of you to have the same experience. Board positions of Treasurer and President-Elect are open for the upcoming year. This is your chance to share your thoughts, ideas and energies with your fellow paraoptometrics in our state.

“I really don’t have the time.”

I can tell you from experience that the positions do not require as much time as you are probably thinking. Meetings during the year are held over telephone conferences.

“I don’t have the skills? ”

If you have ever thought, “I wonder” or “I wish” when it comes to your career or education, then the answer is YES. Leaders are the ones willing to bring ideas to table and then work with the team to see how the idea can work.

The NOA PS Board is a team of individuals with dedication to paraoptometry. As a team, everyone contributes and works together to accomplish the goals that the Board establishes.

Is this year the year that you say, YES to furthering your career and the NOA PS? If so, then consider volunteering to serve on the Board. You will have an unbelievably positive experience.

Seeking Para Board Nominees

The Paraoptometric Section Board of Directors is seeking nominations for the 2013-2014 Board. The positions of President-Elect and Secretary are open. If you are interested in running for a position, please talk to one of the Board members at Convention, or be ready to nominate yourself - or someone else - during the Annual Business Luncheon. Make sure that you choose someone who is willing to fill the role and not take them by surprise. It is a great honor to serve on the board and to have an active role in deciding the educational offerings that are brought to us each year.

The New AOA.org

The AOA recently launched a new web site to better serve members and the profession. The new site features mobile-friendly design, and an enhanced Dr. Locator, as well as providing a single sign-on for several popular services, including EyeLearn™ and AOAExcel™.

In the coming months, the AOA will continue enhancing the site. Ongoing development for the AOA’s online store, the AOA Marketplace will include an expanded product selection and an improved customer experience.

Plus, get daily updates of AOA News, right on the home page. Visit AOA.org today to find resources for you.
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ODs Can Recognize the Value of Paraoptometric Staff by Registering them for AOA Associate Membership

Source: newsfromaoa.org, September 10, 2013

The recently passed AOA bylaws changes open AOA membership to paraoptometrics and expand access to educational benefits beginning Jan. 1, 2014, all at no additional cost to AOA-member doctors or staff. Registering staff as AOA members is a top way to recognize the value of paraoptometric staff bring to practices across the country. With Sept. 15-22 designated as Paraoptometric Recognition Week, current AOA Paraoptometric Section (PS) officers reflect on the bylaws change.

“When I left the House of Delegates, my mind envisioned all the possibilities ahead for the profession,” said PS Immediate Past Chair Beverly Roberts, CPOT. “The section will soon transition to the Paraoptometric Resource Center and begin a new chapter in delivering programs and services to paraoptometrics. Open access to member benefits will translate into helping paraoptometrics provide even better patient care.

“The new bylaw will automatically open the profession to a brighter and stronger future, facilitating membership growth and providing more educational and networking,” said Linda Rodriguez, CPO, PS chair-elect. “I could not feel more proud and honored to be part of an amazing profession representing thousands of members throughout the country, all committed to helping provide the best eye care and duly recognized as an essential part of optometry.”

AOA member optometrists will be able to begin registering their staffs during the fourth quarter of 2013, but can begin preparing now. (See below.)

“The new Paraoptometric Resource Center will fulfill the Paraoptometric Section’s mission statement to reach all paraoptometrics and provide education and training for them,” said Lori Kindschy, CPO, PS chair. “I was honored to be part of the leadership that forged forward with new ideas that will impact optometry in such a positive way.”

For more information on the bylaws change and on paraoptometric benefits, visit www.aoa.org/paraoptometrics.

Registering staff for the NEW Paraoptometric Resource Center by year’s end

BEFORE going online to register staff:

Determine your practice’s main contact. Will the doctor be registering staff and providing updates or will another individual, such as the practice’s office manager, be designated to act on the member doctor’s behalf?

Staff may only be linked to a single location. If the practice has more than one location, determine which staff will be linked to which practice location. If a practice has more than one AOA member, determine what staff will be linked to which AOA member ID. You will need to have AOA member ID number(s) in order to register staff.

Gather the following information for each paraoptometric/ optometric staff to complete the registration form:

• Name
• Maiden name/other name known by
• Date of birth
• Unique email address for each individual (no practice group email accounts)

Remember: There is no additional cost to the doctor or the staff member.

35th Anniversary Celebration for the AOA Paraoptometric Section

The AOA Paraoptometric Section is celebrating its 35th anniversary this year.

The section has gone through many transformations, but one thing that has not changed is its mission to education paraoptometrics across the country.

Did you know? During the 81st Annual AOA meeting, the House of Delegates approved the formation of the Paraoptometric Section. The first council president, Carol Schartner, CPOT, said, “That first year was a busy one. We were developing a Constitution and By-laws, a dues structure, committees, and most of all, recruiting members.” If you have a story to share about being a PS member, contact us at PS@aoa.org. We’d love to share it with our other PS members!

Keep Up To Date on Third Party Issues

So much is happening in the Third Party world lately - be sure to log on to the NOA Third Party page and keep on top of the issues by reading the latest Third Party Newsletter by Dr. Ed Schneider.

Your solution for SUCCESS

**Paraoptometric Skill Builder® provides staff training and development solutions**

Did you know there are a wide variety of optometric staff training options that will improve quality and help you save time and money?

When it comes to balancing the need for quality training for paraoptometrics, time to provide the training, and maximizing your training budget, look to the AOA Paraoptometric Section for your training solutions.

- **For your practice:**
  - Staff training programs and products tailored to meet your specific practice needs

- **For your paraoptometrics:**
  - Free online courses and live webinars
  - Education modules, articles and cross-training materials
  - Flash cards and self-assessment tools

The AOA Paraoptometric Skill Builder® program now provides *Beginner and Intermediate Levels* on CD. These cost-effective units provide the results-driven training optometric staff need in an easy-to-learn format with convenient access to the training when and where they need it.

*Beginner Level One* units focus on basic foundational topics for new optometric staff. It is offered online at no cost for Paraoptometric Section members. *Beginner Level One* is also available for purchase on CD. Expanding upon knowledge learned in the beginner units, *Intermediate Level Two* offers 13 additional units also on CD.

The AOA Paraoptometric Section provides you with the tools you need to educate and train your paraoptometrics. Find your solution for success by utilizing one of the many programs and services provided by the AOA Paraoptometric Section.

Contact the AOA Paraoptometric Section today to get tailored training and measurable results. For more information, call 800-365-2219, ext. 4108, or visit [http://www.aoa.org/documents/paraoptometric/NewProductGuide_Rnd3.pdf](http://www.aoa.org/documents/paraoptometric/NewProductGuide_Rnd3.pdf)

The Paraoptometric Skill Builder® program is provided through an education grant from Essilor and Vistakon.
**Last Chance in 2013! Become a Certified Paraoptometric Coder**

There is just one more opportunity to sit for the Certified Paraoptometric Coder (CPOC) examination in 2013.

The CPOC exam centers on mastery of common health care billing code systems – the American Medical Association's (AMA) Current Procedural Coding® (CPT), the International Classification of Diseases, Ninth Revision (ICD-9), and the U.S. Department of Health and Human Services’ Healthcare Common Procedure Coding System (HCPCS). In addition to the coding systems, the examination covers anatomy and physiology, medical terminology, medical records, claim filing, and compliance matters.

The open-book examination consists of 125 multiple choice questions related to anatomy and physiology, medical terminology, CPT® and ICD-9-CM codes, medical records, claim filing, and compliance matters. Candidates will have 2 hours in which to complete the proctored examination.

**More info:** [https://www.aoa.org/paraoptometrics/certification/paraoptometric-coding-certification](https://www.aoa.org/paraoptometrics/certification/paraoptometric-coding-certification)

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**Examination FAQs**

**What is a CPOC?**
A person who has attained national recognition via certification by demonstrating proficiency and expertise, and validating superior knowledge in an optometric coding environment.

**What content do I need to study?**
The full content outline is shown in the CPOC Handbook for Candidates. The CPOC Study Map shown in the candidate handbook will provide a list of study resources, links, and suggested references according to the subject matter. The 2013 Codes for Optometry and CPT® Standard Edition books are available from the AOA Marketplace. These are the only reference books permitted for use during testing.

**What type of questions are on the examination?**
The items are all multiple-choice. Try the sample quiz. ([http://fs.aoa.org/cpc/cpcoc-sample-items/](http://fs.aoa.org/cpc/cpcoc-sample-items/))

**How do I apply?**
Applications are available online at the Professional Testing Corporation (PTC) website [www.ptcny.com/clients/CPC/](http://www.ptcny.com/clients/CPC/).

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**Billing & Coding: Foundations for Beginners**

Perhaps you have participated in a billing and coding webinar made available through the AOA Paraoptometric Section. What better way to begin preparing for the CPOC examination. Webinar participants are able to earn one continuing education credit toward renewal of the Certified Paraoptometric Coder (CPOC) certification after successfully completing the quiz after the webinar. If you missed any of the live webinars, they are still available for Paraoptometric Section members. Those available are:

- Unit 1 - Medical Terminology
- Unit 2 - Current Procedural Terminology
- Unit 3 - Diagnostic Codes: History and Purpose
- Unit 4 - Evaluation and Management Services
- Unit 5 - Health Care Procedures Classification System (HCPCS)
- Unit 6 - General Ophthalmologic Services
- Unit 7 - Special Ophthalmologic Procedures and Modifiers
- Unit 8 - Claim Filing
- Unit 9 - HIPAA

The Billing and Coding: Foundations for Beginners course is brought to you through an unrestricted education grant from Vision West.
October is See To Learn Month in Nebraska

October is See To Learn Month in Nebraska. Participating NOA members are encouraged to do their own promotion and to schedule See To Learn appointments in October.

NOA & NFCV Promotion

• Governor will proclaim October as See To Learn Month: Governor Heineman will sign a proclamation naming October See To Learn Month in Nebraska on October 16.

• Press Releases: A press release & media alert will be sent to all media outlets statewide and to all Nebraska Senators.

• Facebook ads targeting parents of 3-year-olds will be run during October.

• Information distributed through early childhood organizations: Fliers and viral emails will be sent to Head Start, Nebraska Association for the Education of Early Childhood and other organizations who deal with early childhood.

• Facebook Page for See To Learn Month will feature daily tips and information on children’s vision.

• NFCV & NOA Web Sites: Both the NOA and NFCV web sites will be updated to include information on See To Learn Month.

Promote See To Learn in Your Practice

See To Learn is one of the best and most recognizable public service projects of Nebraska optometrists. Vision is vital to the educational success of Nebraska’s children, and each See To Learn provider plays a part in ensuring those children are visually ready to learn.

By seeing children at age 3, you have the opportunity to encourage them to come back for their kindergarten evaluations, and future exams. It is all part of providing vision care for a lifetime.

More ideas:

• Ask your mayor to sign a proclamation for your community

  • The Governor proclaimed October as See To Learn month for Nebraska, but you can also ask that your local officials proclaim See To Learn month in your community. Ask them to sign this proclamation: http://nebraska.aoa.org/Documents/NF/SeeToLearn/SAMPLESeeToLearnProclamation.doc. Alert your local media - this is a great photo opportunity. If you have other participating See To Learn providers in your community, be sure to work with them on the proclamation signing.

• Copy the email at http://nebraska.aoa.org/documents/ne/STLEmail.doc and send it to your address book - ask them to forward it to their friends and family who might benefit from the program.

• Direct Mail Postcards - Copy this postcard (http://nebraska.aoa.org/Documents/NF/SeeToLearn/STLDirectMailPostcard10.pdf and mail it to all households with 2-3-year-olds in your community.

  You can write a note on the postcard: “FYI - signed Dr. Smith,” and send it to your current patients or parents of 2-3 year-olds in your community. You can even purchase a mailing list for those households in your community from an online mailing list service such as www.infousa.com.

  Or include them in your monthly statements.

• If your practice has a web site, include information about See To Learn on your site.

• Does your practice have a Facebook page? Send an update to all your fans reminding them about the free assessment for 3-year-olds. Or, do it through your personal Facebook profile. Ask them to become fans of the See To Learn Facebook Page.

• Does your newspaper or radio station have an online version? Ask for a quick blurb about the free program on their site.

The See To Learn program provides free visual assessments for 3 year old children. See To Learn evaluations provide a wonderful opportunity for the doctor to discuss with parents the importance of visual examinations and how important vision is to learning, and remind parents about the new requirement for school vision evaluations.

See To Learn is operated in our state by the Nebraska Foundation for Children’s Vision. NOA continues to strongly support this award-winning program as a key component of its children’s vision initiative.

Consumers can get referrals by calling the Eye Care Council at 800-960-EYES (800-960-3937)