President’s Letter

Hello Everyone,

Winter, winter chicken dinner! I am amazed at how fast this year has gone by. Soon it will be snowing and then before we know it Fall Convention 2013. Speaking of Fall Convention - what a great time in Kearney this year. We heard a lot of good feedback about the speakers, convention site & hotels. Kudos to all the board members, especially Rhonda Gregory for all of her hard work and dedication to line up the speakers.

Many of you already know me, but for those of you who may not, here is a little about myself. I have been in the optical field for 18 years. Most of my career was in retail optical. In 2010 I joined Advanced Family Eyecare. I am an ABO certified optician, however I perform many different duties in my office. Over the years I have helped organize as well as volunteer at many different venues for optometry, including “The Gift of Sight” vision van missions throughout my retail career, vision school screenings, health fairs with visions screenings and Special Olympics. My goal is to become CPO certified.

It was “Love at First Sight” when I met my husband, Doug. He works in the optometry field as well. We have two wonderful children - Logan 14, who is a freshman at Omaha North High School and Kaitlin 9, who is a 4th grader at Pinewood Elementary School. I believe one of them will go into optometry as they have been volunteering with myself and Doug over the years at Eye Health clinics and our son wanted to volunteer at this year’s Opening Eyes. Let’s just put it this way, there is never a dull moment in our house.

Enough about me, moving on... we have one new board member, Matt Farritor - President Elect. Brandy Saltzman was re-elected as treasurer. Joanie Smith will continue as secretary, Jill Luebbert ex-officio, Rhonda Gregory past president and Dr. Desinee Drakulich as the NOA Board Liaison.

Looking ahead to 2013 – there are many opportunities to make a difference through the Para Section. You can volunteer for Special Olympics (hint, hint) or simply get involved with making a difference throughout the year. Call a board member if you are interested in helping with Fall Convention. We look for new ideas, so if you have one - suggest it. It may not get used but ideas always help.

Thank you to all who dedicate yourselves to paraoptometry across the great state of Nebraska. HAPPY HOLIDAYS!

Many Blessings,

Brook Hutson

Share Your Newsletter

☑ Forward to staff
☐ Doctor
☐ Office Manager
☐ Optometric Assistant
☐ _____________________

Find Us Online
The Paraoptometric Quarterly is available online for Paras at http://nebraska.aoa.org/x11954.xml

The NOA Staff sends an electronic notice to all Paras with emails in the database. If you are not receiving the notice via email, please let the NOA staff know. Send an email to noa@assocoffice.net with the Subject Line: “Add to PARA Quarterly email list” with the following information included: Name, Office, Office Address, Phone, Email and Fax.

Facebook
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First Impressions
by Jill Luebbert, CPOT, ABOC

At our Fall NOA Conference, we had a course on First Impressions. Among the discussions, we had a lot of sharing about what we think impresses our patients about our office designs; entry way designs, waterfalls, murals, flat screen displays. The NOA PS Board has decided to devote a portion of our Facebook page to these ‘first impression’ images. We would like to encourage anyone from the NOA Paraoptometric Section to share photos of what is special about your office. Visit with your office manager and doctors and then email your photos to our association’s IT specialist, Doug Wright at dougwright79@gmail.com. Doug will post our photos on our Facebook page. This will be a great place for us to brag about our offices and share great ideas with others.

Diabetes and eye health resources for your patients

Diabetes is the leading cause of vision loss for Americans under 74. Do your patients know you are dedicated to early diagnosis and timely treatment to prevent diabetes-related blindness? Increase public awareness and help your diabetic patients better understand how diabetes affects their eyes with resources from the AOA.
The AOA launches Diabetes & Eye Health website to boost optometrist and patient awareness

To coincide with November’s Diabetes Awareness Month, the American Optometric Association (AOA) is proud to announce the launch of our dedicated Diabetes & Eye Health Web page. This new Web resource kicks off our comprehensive AOA Diabetes Initiative to provide our members with information, tools, and resources to assist in providing the best level of care for your patients affected by this growing health concern.

As the population affected by diabetes grows, the number of patients needing relevant information will also increase. The AOA is poised to meet this demand, positioning optometrists as key members of the diabetes health care team.

Visit the page and join the Diabetes & Eye Health Community on AOAConnect!
Joanie Smith, CPOT is the Clinic Manager for Authier, Miller, Pape Eyecare for Drs Steve Miller, Jeff Pape, Courtney Goetsch, Jennifer Furstenau and Zachary Brown. She has worked there for 10 years. Joanie states that “the most rewarding part about my job is meeting the needs of our patients”. Prior to joining Authier, Miller, Pape Eyecare, she had a cleaning business.

Joanie is currently the secretary on the NOA Para section board. She decided to get involved with the board because a couple of her co-workers had previously served and they enjoyed it and encouraged her to run. Joanie says it’s rewarding to be on the board, knowing that the efforts of the board members help in making the Fall Convention successful for other paras who attend. She also says it has been very fun getting to know the other board members on a more personal level.

Joanie and her husband have 2 children—Cara, age 24 and Adam, age 19. They are adopted from Korea, so she is very much a supporter of the adoption option. She has a 13-yr-old shih tzu named Heidi.

When not at work, Joanie enjoys many activities with her husband, such as traveling, cooking and going to auctions. She also enjoys crafts, spending time with her family and is involved with church activities.

Something you may not know about Joanie—when she was about 8, she won a pie baking contest. Now, she says her husband could probably beat her in that area.
Commission on Paraoptometric Certification announces NEW Optometric Administrative Assessment-Based Certificate Program

To help your practice grow and maximize office efficiency, the Commission on Paraoptometric Certification (CPC) launched its first in a series of specialized area of care assessment-based certificate programs to help you fill the need for qualified personnel with multi-disciplined skill sets.

Certificate programs are different from certification programs because optometric staff do not earn a credential but rather a certificate of completion, and there are no on-going requirements such as certification renewal. In contrast to certification and licensure, these assessment-based certificate programs are non-degree granting programs that provide training and an end-of-program assessment to determine whether or not learning objectives are achieved.

Announcing the Optometric Administrative Assessment-Based Certificate Program

Certificate programs help fill the need for qualified personnel trained with multi-disciplined skill sets.

- Comprehensive program designed to help optometric staff develop a solid foundation in managing an optometric practice
- Organized around the fundamentals of optometric practice operation
- Parallels skills and staff knowledge required on the job
- Designed for practice managers, office administrators, front-office personnel, and support staff
- Flexible program allowing participants to work at their own pace with no time constraints to complete the assessment

Programs are divided into four self-contained units and include:

- Financial Management and Professional Issues
- Assisting Foundation
- Practice Administration
- Human Resources and Time Management

Each color-coded unit contains one or more sections, quizzes, and unit glossaries. Some units also include games and separate resource listings. The sequence of the units and sections is not prescriptive and can be read in any order.

For program descriptions and pricing, see next page.
Pech Free Form

Pech Pro lenses are available in:

DIGITAL PROGRESSIVES

Pech Elite lenses are available in three categories:

ELITE SINGLE VISION

ELITE PERFORMANCE
(Task Specific)

DIGITAL PROGRESSIVES
Elite, Elite Advanced, Elite Ultimate

Contact customer service at 800-831-2352 for pricing and additional information!

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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

The Paraoptometric Skill Builder® program is provided through an education grant from Essilor and Vistakon.
Mark Your Calendars

52nd Annual Heart of America Contact Lens Society Contact Lens and Primary Care Congress
When: Feb 15 - 17
Where: Sheraton Kansas City Hotel at Crown Center, Kansas City, MO, US

SECO International 2013
When: Feb 27 - Mar 3
Where: Georgia World Congress Center, Building A, Atlanta, GA, US

2013 NOA Fall Convention
Sept. 27-29, 2013
Younes Conference Center
Kearney, NE