President’s Letter

Surprise, surprise, surprise! The holiday season is in full swing as we all prepare to close the year out and rush in the New Year with a bang. The 2014 Fall Convention was a great time that brought some new amazing speakers and classes that took us back to ophthalmic basics. The board received great reviews about the speakers, classes, facilities and their staff members. I would like to thank all the board members for the hard work and time they put in to make it one of the best conventions in years.

A special thanks to Matt Farritor for thinking outside the box to come up with a lineup of amazing speakers.

Because this is my first message, I’ll share a little bit about myself; many of you already know me but for those who don’t here is a little about my background, and me, personally. I started in retail chain optical in 2001 and moved to private practice in 2008. In 2009 I became ABO certified, and in 2010, I obtained my CPOA. Currently, I am attending college to finish my Information Technology degree. In 2014 I was brought on at Nebraska Eye Institute as the lead optician and to help with systems administration.

The main thing that hooked me into the optometric industry was working with children - the ability to make a difference in their lives and see their little smiles. In my personal life, I live with my girlfriend, her 18-year-old daughter, and our new puppy. I also have four children from my previous marriage, ranging in age from 6 to 21 both girl and boys. Our house seems to be ran by two little girls: my 6-year-old daughter Chesney, and the 3-month-old puppy Maizie. But enough about me…

I would like to welcome our two new board members, Karen Larkin was elected to a special 1-year-term for the vacated treasurer seat, and Lindsay Franson, our new secretary. Our new President-Elect Brandy Saltzman just completed two terms as secretary. Jill Luebbert remains as our ex-officio, with Matt Farritor as the Past President, and Dr. Nancy Dob will be the NOA Board liaison.

The para board looks forward to representing you all this year. We have already started looking into new speakers for the 2015 Fall Convention, and discussed topics of interest for the year. Feel free to contact any of the board members if you wish to get involved this year, or have any questions or suggestions. I am truly excited and honored to serve as your NOA Para President and look forward to working with the board and you this year.

God Bless and Happy Holidays to all of Nebraska’s Paras.

Daniel Book ABOC, CPOA
NOA Para President 2015
NOA Paraoptometric Board of Directors
Elected at September Convention

The Paraoptometric Section of the Nebraska Optometric Association (NOA) elected their 2014-2015 Board of Directors at their Annual Fall Convention September 26-28 in Kearney. Daniel Book of Lincoln was installed as President for the 2014-2015 term by Immediate Past President Matt Farritor, Lincoln. Other officers elected to the Board were Brandy Saltzman, Wayne, as President-Elect; Karen Larkins, Lincoln, as Secretary; and Lindsay Franson, Lincoln as Treasurer.

Approximately 200 paraoptometrics from across the state attended the annual convention.

NOA Paraoptometric Past Presidents

1978-1979 Mary McCartney
1980-1981 Marge Wubbels
1982 – 1984 Linda Sturgeon
1984 - 1985 Gail Walker
1988 – 1989 Linda Sturgeon
1990 – 1991 LaRee Peterson Ahlers
1991 - 1992 Sally Conner
1992 – 1993 Sally Conner
1994 – 1996 Inta Larson
1996 – 1997 Jill Luebbert
1997 – 1998 Tami Franklin
1998 – 1999 Dawn Cech
1999 – 2000 Linda Sturgeon
2000 – 2001 Cleo Ellis

2001 Michelle Bentley -Kelly Travis
2002 Stacy White
2003 Sandy Authier
2004 Penny Adkisson
2005 Linda Schutt
2006 Kirk Kastens
2007 Jill Luebbert
2008 Kara Stokey Brashears
2009 Sonja Hansen
2010 Ann Utter, CPOA
2011 Doug Wright
2012 Rhonda Gregory
2013 Brook Hutson
2014 Matt Farritor

Special Thanks to Our 2014 NOA Convention Paraoptometric Continuing Education Sponsors

Alcon
Authier Miller Pape
Jill Luebbert, CPO, ABOC
Hoya
Kugler Vision

Lifetime Vision Center
Millard Family Eyecare
Kincaid, Fett & Tharp
Lincoln Vison Center
2014 Para of the Year - Sue Seger, CPO

Sue Seger, CPO, has 14 years of experience at O’Neill Family Eyecare, P.C. in O’Neill, NE. She serves as Patient Care Manager and Optical Manager, directly oversees team members, is responsible for successful EHR implementation and execution, optical inventory and patient orders, team member schedules and team unity. Sue is the go-to person for troubleshooting all patient care and optical problems. She is involved in the hiring process and oversees the training of new team members. She works with patients for prelims, diagnostic testing, and optical care and works directly with doctors on any patient or team member concerns.

Sue can often be found going beyond the call of duty by doing whatever needs done, including changing light bulbs, taking bank deposits, shoveling the walk, washing windows, repairing equipment, coming early, leaving late, setting up health fairs, scheduling See To Learn clinics, presenting to the boy scouts, and paying home and nursing home visits to patients who need frame adjustments, repairs, or even help with eye drops.

Sue’s exceptional, diligent, enthusiastic work ethic and integrity inevitably rub off on co-workers, and she has an amazing way of combining management, humor, mothering and friendship that leaves her respected and endeared by her teammates and patients alike. She is a true leader, and a shining star at O’Neill Family Eyecare.

Previous Para of the Year Recipients

- Joanie Smith
- Melanie Swift
- Jennifer Smith
- Sonja Hansen
- Rhonda Gregory
- Kara Stokey Brashears
- Katie Circo
- Elizabeth Brockhaus
- Melia Hefti
- Linda Schutt
- Darcy Popple
- Sandy Heuer
- Shelly Long
- Melanie Swift
- Cathy Kahny
- Bonnie Kettler
- Sandy Authier
- Jill Luebbert
- Inta Larsen
- Tami Franklin
- Susan Wortman
- Kelly Travis
- LaRee Ahlers
- Deb Philips
- Marlea Kittle
- Linda Sturgeon
- Gail Walker
- Lois Harder
- Sally Conner

Fall Convention Photos - September 26-28, 2014

More photos can be seen on the NOA Paraoptometric Section facebook page.
2015 Paraoptometric Examinations

Important Notice: Due to the revised implementation of ICD-10 to October 1, 2015, the CPOC examination will be not be offered during the November, 2015 examination period.

<table>
<thead>
<tr>
<th>Application Deadlines</th>
<th>Exam Dates</th>
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<tbody>
<tr>
<td>1/09/15 (9:00 PM EDT)</td>
<td>2/7/15—2/21/15</td>
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<td>4/10/15 (9:00 PM EDT)</td>
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<td>7/10/15 (9:00 PM EDT)</td>
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<td>11/7/15—11/21/15</td>
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What is AOA Para Certification?
Paraoptometric certification is a program developed by a respected panel of American Optometric Association paraoptometrics and optometrists, created to encourage continuing education and knowledge as the field of optometric assisting grows.

The AOA offers four certified programs for optometric staff. Each program requires successful completion of an examination prepared and administered by the Commission on Paraoptometric Certification (CPC) with the assistance of Professional Testing Corporation. The purpose of the examinations is to assure a level of knowledge to perform the functions necessary to each certified designation. Recipients must renew their certification every three years to remain current in their field.

The CPOTM, CPOATM, and CPOTTM examinations are accredited by the National Commission for Certifying Agencies (NCCA). The NCCA accreditation serves as a benchmark on how organizations should conduct certification and clearly distinguishes the excellence and value of CPC certification.

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<tr>
<th>Certification Levels</th>
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<td>Program:</td>
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<tr>
<td>Certified Paraoptometric (CPO™)</td>
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<td>Certified Paraoptometric Assistant (CPOA™)</td>
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<td>Certified Paraoptometric Technician (CPOT™)</td>
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<td>Paraoptometric Coding Certification (CPOC™)</td>
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<tr>
<td>Specialty</td>
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A CPO™ is a person who has attained national recognition via certification by demonstrating an understanding of the concepts used in optometric care.
A CPOA™ is a person who has attained national recognition via certification by demonstrating the ability to apply the concepts used in optometric care.
A CPOT™ is a person who has attained national recognition via certification by demonstrating the ability to understand, apply, and interrelate the concepts used in optometric care.
A CPOC™ is a person who has attained national recognition via certification by demonstrating proficiency, expertise, and validating superior knowledge in an optometric coding environment.
Our Success Is Measured By Your Business Growth

Resources to Feed Your Success From the Ground Up

Matt Jilek
Sales Consultant
Lincoln to the Wyoming border
402.304.5691

Ed Robson
Sales Consultant
Eastern Nebraska
402.980.4141
**AOA Paraoptometric Resource Center**

Are you an Associate Member of the AOA?

All paraoptometrics/optometric staff of AOA member ODs may become AOA associate members and have access to all current Paraoptometric Resource Center (PRC) member benefits and services, at no membership cost to the paraoptometric and no added membership cost to the AOA-member optometrist. Paraoptometrics interested in gaining access to these resources should request that their AOA member OD enroll them.

This new AOA OD member benefit means free access to programs and services that offer education and staff training, significant discounts on education materials for purchase, discounts on registration fees for Optometry’s Meeting®, and information communicated through AOA publications.

Information needed to enroll staff:

- Legal name of staff (as appears on Driver’s License)
- Date of Birth
- Unique email address for each staff person

**AOA Members Can Still Take Advantage of Think About Your Eyes Advertising**

There’s still time for AOA members to reap the benefits of the highly visible Think About Your Eyes (TAYE) consumer advertising campaign, designed to change the way people think about their vision health. Currently, there are only about 35-40 Nebraska optometrists signed up on the practice locator for TAYE. While all optometrists reap the benefits of this nationwide advertising campaign, you can increase your practice visibility by subscribing to the practice locator listing.

Think About Your Eyes (TAYE) is a nationwide, multi-million dollar TV, radio, print and Internet advertising campaign that educates Americans on the need for better vision health, encourages them to schedule an eye exam and helps them find an eye doctor. AOA members get special pricing for TAYE practice listings, and can add multiple AOA member OD names at no additional charge. Plus, to stand out with your potential patients, an AOA member logo is added to your practice listing. Go to www.thinkaboutyoureyes.com and use the code aomember14 during enrollment. After signing up, you’ll also receive in-office promotional materials for your practice.

Since the national launch of the TAYE campaign in 2013, eye exams have increased 4.5 percent, leading to an additional 5.2 million annual eye exams and the diagnosis of more than 525,000 previously undiagnosed eye diseases.

The AOA’s fellow partners in TAYE include The Vision Council, All About Vision, Gunnar Optiks, National Vision, Inc. (NVI), SpecialEyes, SPY, Walman Optical, Transitions, Fatheadz, Chemistrie Eyewear, Essilor, Luxottica Group, and Eschenbach. Alcon became a partner in November.

Members can read more about the TAYE campaign here, and add their name to the practice locator by clicking here.

If you have questions about the TAYE campaign, please contact:

Stephanie Campbell
Assistant Director, Strategic Alliances
American Optometric Association
703-837-1016
scampbell@aoa.org

**MOTIVATE** the Public.
**HELP** Your Profession.
**GROW** Your Practice.

Please help the AOA and Think About Your Eyes increase awareness of annual eye exams in 2015!

Think About Your Eyes, the nationwide, multi-million dollar television, radio, print and Internet advertising campaign has increased eye exams for practices just like yours by 4-8% in 2014.

SIGN UP TODAY AT thinkaboutyoureyes.com/aoa or call 1-855-449-TAYE (8293)
NOA Members Impact Lives in VOSH Trip to Peru

In October, four NOA members were part of a 12-person team who traveled to Peru with VOSH/Nebraska to give optometric care to those in need. Drs. Ellen Weiss, Cherie Lodl, John Crotty and Kim Baxter. In addition to the four optometrists, the team consisted of four opticians, a dentist, a nurse and two support staff. They were joined in Peru by some physicians and a dentist, two nurses and a minister. In total their team performed eye exams on 571, and dispensed 464 glasses and 246 sunglasses. Dental examined 52 adults and 19 children, and performed 19 extractions, 10 cleanings, 6 sealants, and 63 filling/restorations. Medical examined 82 adults and 45 children. Labs were ordered for 82 patients, 66 patients were treated for parasites, and 219 prescriptions were filled.

Read Dr. Weiss's Journal Account: Dr. Ellen Weiss is the current Nebraska/VOSH President, and also President-Elect of VOSH International. She summarized the Nebraska/VOSH trip to Peru in journal entries you can read on page 8.

Next Nebraska/VOSH trip: In January, Nebraska/VOSH will head to the Dominican Republic. NOA members going include Drs. Ellen Weiss, Gary Pedersen, Rusty Crotty and Terry Adams.
Day 1 (Saturday, Oct. 14, 2014)
Traveling to Puno - Our Nebraska VOSH (VOSH.org) team consists of 12 members. Ten of us left Omaha Saturday morning and met the other two in our group in Houston. We flew to Lima, arriving there at 10:10 pm. Customs took about an hour to clear, as six of us were pulled over due to the glasses in our suitcases, and had to go through further inspection and paperwork before proceeding. We spent the night in the Holiday Inn at the airport, and boarded our flight to Juliaca at 6:25 am Sunday. Next we caught a bus to Puno, where our hotel is for the week that we have clinic.

Day 2 (Sunday)
The altitude in Lima is 12,400 feet, so altitude sickness is a concern. Many of us are on meds to prevent issues. Most of us have headaches today probably a combination of the altitude and lack of sleep. We did go to mass at the Catholic Church by our hotel. The town is having a celebratory day, so after church there was a parade through town, and that night there were fireworks.

We had a briefing with MMI, our host group in Peru, and met the other volunteers. We all went to bed early to have a good nights sleep before our busy day in clinic tomorrow.

Day 3 (Monday)
Our first day of clinic went well. In addition to optical, our group provided dental, pharmacy and medical exams. We worked out of a church, and the patients had to climb two flights of spiral stairs to the dental clinic, and come down a long flight of stairs to the optical, pharmacy and medical clinic.

Optometrists in our group are Ellen Weiss, OD and Cherie Lodl, OD from Omaha, Kim Baxter, OD from North Platte and John Crotty, OD from Auburn.

Day 4 (Tuesday)
Word got out that we were holding clinic, so we arrived this morning to a large line of people waiting for us. Memorable patients were a child who had a large amount of astigmatism and a teenager with high myopia. Neither had worn glasses before. The difference we make in people’s lives—the ability to see in the classroom, read a book, work on the computer, etc.

Day 5 (Wednesday)
Today and tomorrow we work in a town called Lampa, which is up at even higher altitude about an hour and twenty minutes away. Luckily we have all adapted to the high altitude without incident, although we still lose our breath easily with any type of exertion. Lampa is a much poorer town, and the need is great. We are working out of a church again, and are paired up with the Red Cross which is a new organization for us to work with. Dr. Jeff Leff is from CS and works with a Peruvian dentist. They are keeping up applying sealants and performing cleanings, extractions and restorations.

Day 6 (Thursday)
Today is our last day of clinic. We returned to Lampa to a large crowd waiting. We had examined 10 people from the police force the day before, so the police were out in force throughout the day, providing crowd control in their new sunglasses they received the day before. Prior to seeing the optometrists we check the patients’ acuity and eye pressure and then autorefract them to get an idea of their prescription. After they see the optometrist to determine their final prescription the patient then goes to optical which has the big task of finding a pair of glasses that fit them. Today we head to Cusco. I will share our final patient numbers and stats in the next day or so.

Peru trip summary:
On our trip VOSH/Nebraska had 4 optometrists, 4 opticians, a dentist, a nurse and two support staff. We were joined in Peru by some physicians and a dentist, two nurses and a minister. In total our team performed eye exams on 571 and dispensed 464 glasses and 246 sunglasses. Dental examined 52 adults and 19 children and performed 19 extractions, 10 cleanings, 6 sealants, and 63 fillings/restorations. Medical examined 82 adults and 45 children. Labs were ordered for 82 patients, 66 patients were treated for parasites, and 219 prescriptions were filled.

We were fortunate to pair with MMI, Medical Mission International, and left many prescription glasses and sunglasses for their use as they were continuing their medical mission in Juliaca the following week. Next our team traveled to Cusco via Peru Rail for some R&R, with a wonderful day spent in Machu Picchu.

VOSH/Nebraska trip to Peru October 2014
A journal account by Dr. Ellen Weiss, President of Nebraska VOSH; President-Elect of VOSH International.