POA achieves InfantSEE™ Excellent Enrollment status

POA optometrists embrace role as leaders in pediatric vision care; InfantSEE education offered in June

POA members rose to the challenge as more than 40% enrolled in InfantSEE™, optometry’s public health program designed to change the way the public views pediatric vision care. In reaching this milestone, POA has achieved AOA’s Excellent Enrollment Grant. InfantSEE will be rolled out in June 2005 in conjunction with AOA’s Optometry’s Meeting.

POA offers InfantSEE education at Spring Educational Conference

On Sunday, June 12, POA is sponsoring AOA’s InfantSEE education during the Spring Educational Conference. The program offers four hours of continuing education geared toward examining infants. Dr. Glenn Steele will present “Integrating Infants Into the Primary Care Practice” and “CSI: Common Strategies for the Infant.” AOA specifically designed these programs to increase the optometrist’s comfort level in examining infants in their offices.

InfantSEE doctors get $30 discount

In conjunction with the InfantSEE program, POA is pleased to offer a $30 reduction in the registration fee for the Spring Educational Conference, June 10-12, 2005, at the Radisson Penn Harris in Camp Hill, for any POA member who registered for InfantSEE by April 30.

Registration materials have been mailed to members and are available online at www.poaeyes.org.
President’s editorial
Optometry Nation – The big picture
By Mark B. Boas, O.D., M.S.

We are not alone in Pennsylvania when it comes to dealing with matters that impact our profession and way of making a living. Although some issues are truly state-specific in nature, many important issues are national in scope. Nonetheless, they filter down and affect us directly.

The Fairness to Contact Lens Consumers Act (FCLCA) is a case in point. So when the AOA requested that each state send optometric representatives to Washington, DC in early April for the 2005 Congressional Conference, the POA was well represented. This opportunity to interact with the movers and shakers of each state optometric association fulfilled many needs of the POA. We learned about specific state issues, some that we have already dealt with or are now handling; others that we now know are coming. But it was the national agenda of the AOA that took precedent. Over two days we were schooled in the details of the national political issues affecting optometry and then we took our message to “The Hill.” I wanted to take this opportunity to tell you what is on that agenda so that you are informed, but also so that you may have input into the discussion via your feedback to me and other board members.

Historically, zero refraction contact lenses (decorative contacts) were treated as medical devices and were thus able to be regulated by the FDA. That all changed in 2003. An FDA staff directive stated “by law it could no longer regulate decorative contact lenses for ‘medical purposes’ as it did prosthetic or vision correction contact lenses.” These lenses were now classified as “cosmetics,” able to be sold at will without professional supervision. In response to patient safety concerns, Representative (and optometrist) John Boozman (R-AR) and Henry Waxman (D-CA) introduced H.R. 371, and Senators Mike DeWine (R-OH) and Ted Kennedy (D-MA) introduced S. 172. Both of these measures would restore medical status to decorative lenses requiring that they be fitted by an eye care professional.

We have all had to deal with the provisions of the FCLCA in our offices. The contact lens sellers have also had to deal with aspects of the act, especially prescription verification. Are you pleased with the way that sellers are verifying prescriptions? Many of us are not and the AOA has been listening. “Optometrists from around the country are complaining that a new automated phone verification system now being used by a leading mail order seller may circumvent the intent of the law.” The AOA has been asking doctors to lodge complaints with the FTC but realizes that “expressions of congressional interest are warranted to help facilitate corrective action.”

During our visits to Capitol Hill we urged our legislators to contact the FTC to ascertain the agency’s response to the mounting number of complaints regarding this automated verification system. Do your part and please keep those complaints coming with as much detail as possible.

The issue of children’s vision is near and dear to the hearts of Pennsylvania optometrists. We have taken the national lead in this important public health issue through Kids Welcome Here® and other pediatric programming. The AOA also supports legislation designed to encourage comprehensive eye examinations for school age children by making federal grant monies available to states for that purpose. Two bills were previously introduced to do just that. The AOA is now working with legislators to develop a bi-partisan children’s vision bill to be introduced in 2005. More later!

I don’t have space here to go into detail on all of the issues on our national agenda, but let me mention some other items. 1) Medicare reimbursement problems continue with CMS’s use of the sustainable growth rate (SGR) formula. If the SGR is left unchanged, in ten years physicians will be paid at rates 40 percent lower than they are today. 2) Concerns remain that optometrists may face discriminatory practices with Medicare Advantage plans. Regulations issued by CMS intended to promote equity in the provider selection for Medicare+Choice plans but “evidence suggests that optometrists continue to be shut out of plans arbitrarily and in some cases they are being reimbursed at lower rates for providing exactly the same service.” 3) Congress is considering legislation that would preempt state health insurance and consumer protection laws by deregulating self-funded association health plans. The AOA is urging Congress to respect state health laws and maintain patient and consumer protections. 4) Funding for eye and vision research through the National Eye Institute has not kept pace with funding for the National Institutes of Health in general. The AOA and vision researchers nationwide are urging Congress to support the NEI Citizen’s Budget recommendation of a six percent increase in FY 2006. 5) The financing of optometric education could potentially be...
Calendar

May 15, 2005
Central PA Optometric Society Awards Banquet. Hotel Hershey, 5:30 PM cocktail reception, 6:30 PM dinner. Free for CPOS members and one guest. RSVP to siebereyes@verizon.net.

May 19, 2005
Bucks-Montgomery Optometric Society CE Meeting. 6:30 PM wine & cheese followed by dinner and free CE. Doubletree Guest Suites Hotel, Plymouth Meeting. Featuring Garry Thomas, O.D., M.D., speaking on the retina. For information e-mail asiaeiss@fast.net.

June 5-15, 2005

June 10-12, 2005
POA Spring Educational Conference. Radisson, Camp Hill, PA. Featuring information about providing eyecare to infants as well as a golf outing benefiting the Donald Evans Scholarship Fund on Friday, June 10, at Rich Valley Golf Club in Mechanicsburg. Three CE hours on kick-starting your glaucoma practice and 4 hours on InfantSEE. Additional information has been mailed to members.

September 13, 2005
Philadelphia County Optometric Society CE Meeting. 7:00 PM. Tiffany Diner, 9010 Roosevelt Boulevard, Philadelphia, (215) 677-3916. Topic: dry eye. To register, e-mail PCOS at rster9737@aol.com, call the PCOS cell number at (267) 474-3190, or send your correspondence to PCOS, PO Box 1111, North Wales, PA 19454.

November 9, 2005
Philadelphia County Optometric Society, Bucks-Montgomery Optometric Society and Chester-Delaware County Optometric Society Joint CE Meeting. 6:30 PM. Doubletree Guest Suites Hotel, Plymouth Meeting. Featuring Robert Dowd, JD, LLM, “Improved Patient Care through Lawsuit Protection and Prevention.” To register, e-mail PCOS at rster9737@aol.com, call the PCOS cell number at (267) 474-3190, or send your correspondence to PCOS, PO Box 1111, North Wales, PA 19454.

Picture

Continued from page 2

affected by two issues currently being debated in Washington. The federal loan consolidation program may move from a low, fixed rate plan to a potentially much costlier variable rate plan. This could significantly increase a student’s indebtedness following graduation. Also in the works is an attempt to increase the current limits on student loan interest deductions. The AOA supports any measure that would reduce the burden of student debt on optometry school graduates.

As you can see, your national association is busy tackling many issues at the federal level and each state affiliate is involved. I am bringing optometry’s message to you just like we took our message to our representatives in Washington. Optometry is a legislated profession, like it or not, and we need to be active in the political arena both nationally, in our state, and in our local community. In Washington what I saw was your AOA dues hard at work. Rest assured that the same is occurring here in Pennsylvania.

Are you using C&E Vision Buying Group

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DON’T FORGET THIS MEMBER BENEFIT...

Kids Welcome Here materials are free to members thanks to generous support from Marchon Eyewear. If you need more brochures or another poster, e-mail Deb@poaeyes.org or call (717) 233-6455.

InfantSEE

POA-Member Doctor(s) ____________________________
Practice ____________________________
Address ____________________________
E-mail ____________________________
Phone ____________________________

Please return this form to Deb Blanchard at the POA office via FAX (717) 233-6833 or e-mail the above information to Deb@poaeyes.org
News you can use

The optometric practice as a small business: Performance measurement (Part 2)

By Charles J. Stuckey, Jr., O.D., Executive Director

In last month’s issue of the Keystoner (April 2005), I discussed measuring operational performance as a key to success in implementing changes to improve care and reduce costs within the structure of a practice business plan. In performance measurement, part 2, I will review measuring financial performance.

Measuring financial performance

While accounting deals with the past, finance concerns the future by using data of the past in an effort to predict the future. Finance includes the use of ratios from accounting information as well as the balance sheet to calculate measures of efficiency and profitability. In short, you apply finance data to calculate the relative strength of your practice.

Finance allows you to make assumptions of growth and changes in efficiency to create forecasts and process standards called proformas. You can then apply these forecasts to make decisions on the effect of operational changes or expansion plans. For example, you could support business planning decisions by projecting how increasing marketing costs by two percent would impact revenue and expenses and forecast the resultant change to profits.

Finance ratios

When measuring the financial performance of your practice, the thermometer you should use is practice finance ratios. Finance ratio analysis can help you analyze practice performance by comparing relationships between measurable data. Ratios for liquidity (current ratio = current assets/current liabilities), asset management (inventory turnover = sales/inventory), debt management (debt to total assets = total debt/total assets), and profitability (return on assets = net income/total assets) enable you to conduct common size analyses with other practices and eliminate the ambiguity created by varying numbers of employees, office size and patient volume. By studying these ratios, you will be able to spot differences as one practitioner invests more in marketing or equipment while another places budgeting emphasis on salaries or inventory. The common size analysis also shows efficiency differences in the utilization of automation or outsourced services. Benchmarking your practice against national statistics gives you a good baseline for judging how your practice compares to others.

The current ratio measures the ability of the practice to cover its current liabilities with current assets. Anything less than 1.0 is a dangerous situation because it could indicate possible insolvency. A debt-to-assets ratio over 1.0 means that a practice’s total liabilities are higher than total assets. If a practice with a debt-to-asset ratio greater than 1.0 sold 100% of its assets, it couldn’t pay its debts – another indication of possible insolvency.

Benchmarking

Using standard measures, benchmarking provides a continuous process for measuring and learning about productivity, costs and quality. Although practices often report the use of benchmarks, they rarely are integrated into the daily operations of the practice or used to create accountability or drive performance improvement. If practices truly wish to master their core business systems, benchmarking must be used to drive performance to achieve the “best practices” standard.

AOA Eye Care Benefits Committee reports Aetna reimbursement change

For the past few years, it was Aetna’s clinical policy to deny Retinal Nerve Fiber Layer Analysis (CPT 4 Code) 92135. This policy was based on a Technology Evaluation Center determination that the procedure was experimental. Things have changed.

Thanks to the efforts of manufacturers, researchers, and work done by AOA’s Eye Care Benefits Committee, Aetna has now accepted the use of retinal laser scanning.

Aetna has been under pressure because the procedure is now the standard of clinical care for glaucoma and because of the Technology Evaluation Center reversal – a decision based on current studies.

AOA’s Eye Care Benefits Committee hopes this will clear the way for reimbursement for CPT code 92135 by all payers.
POA Spring Educational Conference

Golf, horse racing and barbecue provide entertainment; education focuses on glaucoma and infant exams

Where will you be on June 10th? If you’re a golfer, you’ll be at Rich Valley Golf Course in Mechanicsburg. POA members, staff, friends, family and representatives of the optical industry will spend a beautiful spring day on the brand new driving range and golf course at Rich Valley. The outing benefits the Donald H. Evans, O.D., Scholarship Fund for PCO students.

The schedule for the day includes an 11:30 AM check-in and driving range opening, noon lunch served under the course’s outdoor pavilion, and a shotgun start at 1:00 PM. We’ll follow a 4-person scramble format, so both experienced and “newbie” golfers are invited to play. Following your round of golf, you will be treated to a steak dinner with all the trimmings, along with an awards program for the winners ... and losers.

Prizes will be found throughout the course, including a big-money hole-in-one prize. Bonus hole-in-one prizes include clubs, trips, and golf gear. Prizes will be awarded for the men’s and women’s longest drives on Hole 17, as well as a closest-to-the-pin 50/50 to benefit POPAC. First, second, third, and last-place four-somes will be honored with prizes also.

Think about it. There are at least 10 good reasons to be there.

1. Enjoying a Friday out of the office
2. 18 holes of golf
3. Prizes, prizes, prizes
4. Two great meals you don’t have to cook or clean up after
5. Working on your tan
6. Donating to a great optometric cause
7. Spending quality time with friends, family and colleagues
8. Beverage carts on the course
9. Bragging rights
10. Did I mention enjoying a Friday out of the office?

All of this can be yours for a mere $110. Register online at www.poaeyes.org, or use the registration form that recently arrived in your office. Can’t find the form? Call the POA office at (717) 233-6455 and we’ll be happy to fax you another.

Register in a foursome, threesome, twosome, or by yourself. We’ll make sure you’re covered and will have a great time. See you there!

An evening at Penn National Race Course

On Friday night, attendees not on the golf course will be bussed from the Radisson Penn Harris to the Penn National Race Course for an evening of horse racing. You will enjoy a buffet dinner and cash bar in our private club room.

POA Barbecue

On Saturday night, mix and mingle in a casual atmosphere during a poolside Barbecue. Relax after a day of education and business by unwinding with your colleagues and friends.

POA Awards Breakfast

Join optometrists, paraoptometrics and their families as we honor POA’s 2005 award recipients. We will be honoring recipients of the H. Ward Ewalt, O.D., Meritorious Service Award, Optometrist of the Year, Young Optometrist of the Year, William Van Essen Award, Gottschalk Award, Jr. Memorial Award and Paraoptometric of the Year Award.

Glaucoma Education

Drs. Glenn Corbin and Greg Caldwell will present “Kickstarting Your Glaucoma Practice,” aimed at those doctors who are just starting or who are hesitant to take that first step into a glaucoma practice. However, the benefits of this program are not limited to those beginning to incorporate glaucoma into their practices. Doctors already seeing glaucoma patients will benefit from the interactive case presentations. The three-hour course includes the hows, whys and whens to accurately diagnose and treat glaucoma, cover testing, documentation and coding, and treatment options.

InfantSEE™ Education

In addition to glaucoma education, the conference also features AOA’s InfantSEE education program, designed to increase the comfort level of doctors seeing more infants in their practices. Dr. Glenn Steele will present “Integrating Infants Into the Primary Care Practice” and “CSI: Common Strategies for the Infant,” offering four hours of continuing education.

POA members who registered as an InfantSEE participant by April 30 will receive a $30 reduction in the registration fee for the Spring Educational Conference.

Registration materials have been mailed to members, and are also available online at www.poaeyes.org.

Special thanks to our sponsors

POA’s Spring Educational Conference

Alcon Laboratories
Allentown Optical
The American Optometric Association
Central PA Optometric Society
Mid-Counties Optometric Society
Philadelphia County Optometric Society
Vision Benefits of America
Vision Source
Winchester Optical Company

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Rooney Optical Company
Three Rivers Optical
Winchester Optical Company

InfantSEE participant by April 30 will receive a $30 reduction in the registration fee for the Spring Educational Conference.
Congratulations to the following people and organizations who were nominated by local societies for POA’s awards. Winners will be honored during the Breakfast Awards Ceremony on Sunday, June 12 at the POA Spring Educational Conference.

**Optometrist of the Year**
Recipient – John F. Andren, O.D.
Nominated by the Central Pennsylvania Optometric Society
Andrew S. Gurwood, O.D. (BMOS)
Neil P. Schwartz, O.D. (CDOS)
Joseph P. Rebman, O.D. (LCOS)
Lisa Toole DeMichele, O.D. (NEOS)
Richard Sterling, O.D. (PCOS)
Richard N. Gross, O.D. (SWOS)
Susan N. Csonka, O.D. (WPOS)

**Young Optometrist of the Year**
Recipient – Michael J. Cross, O.D.
Nominated by the Western Pennsylvania Optometric Society
John A. Lieto, O.D. (CDOS)
Soshella Jalaluddin, O.D. (PCOS)
Daniel F. Russell O.D. (SWOS)

**William Van Essen Award**
Recipient – Fred Marz
Nominated by the Philadelphia County Optometric Society
Northeast Pennsylvania Lions Eye Bank (CPOS)
Community Volunteers in Medicine (CDOS)
Edward T. Reap (NEOS)
Cambria County Local Interagency Coordinating Council (SWOS)
Easter Seals of Western Pennsylvania/Preschool Vision Screening Program (WPOS)

**2004 George Gottschalk, Jr. Memorial Award**
Recipient – John F. Andren, O.D.
H. Ward Ewalt, O.D., Meritorious Service Award

Ray L. Kinch, O.D.

The H. Ward Ewalt, O.D., Meritorious Service Award, POA’s highest honor, is an achievement award recognizing life-long dedication, service and commitment to POA and optometry. This "Living Legend" award has been given only three times previously, to Irving Bennett, O.D., Donald H. Evans, O.D., and Melvin D. Wolfberg, O.D. The Pennsylvania Optometric Association is pleased to now honor Ray L. Kinch, O.D., as the 2005 recipient of the H. Ward Ewalt, O.D., Meritorious Service Award.

Dr. Kinch began his involvement in organized optometry following his graduation from the Pennsylvania State College of Optometry in 1951. By 1958, he was already president of the Central Pennsylvania Optometric Society and served on numerous CPOS committees in the 1960s. He chaired the CPOS Keyman Program for 15 years until 1993.

On the state level, Dr. Kinch began serving on the POA Board of Directors in 1958 as the vice president for state affairs and chair of the Legislative Advisory Committee, positions he held for 6 years. During this time he also served as POA’s lobbyist. He continued his Board service as president for two years until 1966, then as immediate past president until 1968.

His involvement with legislative issues didn’t end with his Board service, however, and he began serving as chair and then as a member of the Legislative Advisory Committee in the early 1970s. He served as chair of the State & National Keyman Program for 12 years through 1993. He was also heavily involved in the Vision Welfare League, the forerunner of the Pennsylvania Optometric Political Action Committee (POPAC), serving as treasurer for 16 years in the 1970s and 1980s.

In the 1960s and 1970s, he was also very involved in donating his time and services to the less fortunate in the community through the Optometric Centers of Pennsylvania, a free clinic for indigent people in Harrisburg. The clinic was run by various POA members, and Dr. Kinch was a key member of the team of volunteers who donated their services.

Dr. Kinch also stepped in during a time of need for POA when then-executive director George Gottschalk, Jr. had an extended illness. Dr. Kinch served as executive director during Mr. Gottschalk’s recovery.

In 1991, Dr. Kinch was tapped to run a new for-profit, wholly owned subsidiary of POA, the Optometric Service Corporation of Pennsylvania (OSCOP). OSCOP was designed to provide materials and services to make the operation of optometric practices easier for POA members. Dr. Kinch served as director from 1991 through 2000, at which time OSCOP was dissolved and its programs were included in POA’s Practice Resource Center programming. As director, Dr. Kinch was responsible for the day-to-day operations of OSCOP’s programs, most notably the electronics claims service, which was established as a valuable service for POA’s members.

In 1976, Dr. Kinch began serving as POA’s librarian, a position he continues to hold today. He single-handedly developed POA’s library and filing system, and has become a valuable resource and historian. He was tapped during POA’s Centennial Celebrations to provide historical information for the Centennial Issue of the Pennsylvania Optometrist.

Current staff knows him best as all-around handyman, painter and furniture mover. And, of course, friend.

POA is proud to present the H. Ward Ewalt, O.D., Meritorious Service Award to Dr. Ray Kinch.

Optometrist of the Year and 2004 George Gottschalk, Jr., Memorial Award

John F. Andren, O.D.

The Optometrist of the Year Award recognizes a member of POA whose service to the profession and visual welfare of the public is outstanding. The George Gottschalk, Jr., Memorial Award, bestowed by POA’s Board of Directors, is presented to a committee chair who demonstrates outstanding leadership. The Pennsylvania Optometric Association is pleased to name John F. Andren, O.D., as the 2005 Optometrist of the Year and 2004 George Gottschalk, Jr., Memorial Award recipient.

Since graduating from the Pennsylvania College of Optometry in 1981, Dr. Andren has been in private practice in central Pennsylvania. He was also employed by the Pennsylvania Department of Public Welfare, Office of Medical Assistance, as an optometric consultant for the Bureau of Program Integrity.

Dr. Andren has served POA as the representative for the Pennsylvania Cardiovascular Risk Reduction Board, liaison to the Pennsylvania Diabetes Task Force and representative for the Pennsylvania Medicare Carrier Advisor Committee.

Perhaps his most visible service to POA has been through his work on the Eye Care Benefits Committee for the past 11 years. He has chaired the committee since 2001, which has earned recognition by the POA Board of Directors with the 2004 George Gottschalk, Jr., Memorial Award as outstanding committee chair.

Dr. Andren is involved in his church community of Progress Immanuel Presbyterian Church, where he holds the position of Elder and serves as chairman of the Finance and Insurance Committee.

POA is proud of Dr. Andren’s achievements and is pleased to honor him with these prestigious awards.
Young Optometrist of the Year

Michael J. Cross, O.D.

The Young Optometrist of the Year Award recognizes outstanding leadership and service by a POA member who has been in practice less than 10 years. The Pennsylvania Optometric Association is pleased to name Michael J. Cross, O.D., as the 2005 Young Optometrist of the Year.

After graduating from the Pennsylvania College of Optometry in 2000, Dr. Cross began his service in organized optometry on the Western Pennsylvania Optometric Society’s (WPOS) Board of Directors. Dr. Cross took over responsibilities for the WPOS job placement service where he helps match recent graduates with optometrists looking for an associate.

He now also serves as the WPOS director of state and national affairs, keeping the society informed about legislative issues facing optometry and serving as a strong advocate for the Pennsylvania Optometric Political Action Committee (POPAC). He has been elected to serve as WPOS president next year.

Dr. Cross has volunteered with vision screenings at the Special Olympics and spoken to parents about the visual development of infants and young children. He coordinated efforts to serve the visual needs of local residents devastated by recent flooding.

Dr. Cross is active in his church, serving on the Finance Committee. He also helps coordinate a local blood drive three times a year.

POA is proud of Dr. Michael Cross’ accomplishments and is pleased to honor him with the 2005 Young Optometrist of the Year Award.

William Van Essen Award

Fred Marz

The William Van Essen Award honors individuals or organizations outside the optometric profession who have significantly served the visual welfare of the public. Pennsylvania Optometric Association is pleased to name Fred Marz as the 2005 recipient of the William Van Essen Award.

Fred Marz has led a life of civic service. He is currently a representative of the Bell Ophthalmic Technology Company, working with practitioners to enhance the visual welfare of their communities.

He implemented a clinic involving Dr. Chan at Temple University Hospital and is involved in Outreach Glaucoma Screenings at Wills Eye Hospital, providing equipment and expertise to assist eye care practitioners.

Mr. Marz will head to Kenya in 2005 to conduct an eye camp sponsored by the Bell Ophthalmic Technology Company called Streams of Life. This program will impact 1,500 families in Munyeki, providing eye care and clean drinking water for the first time ever. He is also involved with VOSH, providing equipment necessary to carry out its missions.

Mr. Marz has been mayor of Deptford, New Jersey, and has been involved in various community organizations, such as the West Deptford Library Board of Trustees and his local emergency squad.

The Pennsylvania Optometric Association wishes Mr. Marz continued success in his endeavors and is pleased to honor his contributions with the 2005 William Van Essen Award.

Call for AOA Delegates

If you would like to represent Pennsylvania at the American Optometric Association House of Delegates in Dallas on June 23-25, 2005, please phone, fax or e-mail POA by May 31.

Ilene@poaeyes.org
(717) 233-6455 – voice
(717) 233-6833 – fax

Call for POA Delegates

All members are welcome and encouraged to attend POA’s House of Delegates on Saturday, June 11, 2005 at the Radisson Penn Harris in Camp Hill.
Classified Ads

Practice for Sale
Rural Central PA. Fully equipped part-time, 2-day-a-week practice. Primary care, therapeutics, post-op cataract care, contact lens and eyeglass dispensing. Well-established practice with an abundant opportunity for expansion to a full time practice. Confidential and serious inquiries only to Optometryoffice1@aol.com.

Practice for Sale
York. Fifty-plus year old successful practice on busy street for sale. Currently only operated part-time. Great potential – has not been marketed, and just starting with glaucoma. Turnkey. $85,000 down, then owner financing to qualified buyer. If interested, call (717) 465-0258.

Practice for Sale
Somerset. Great for start-up or a satellite practice with potential to grow. Located on a very busy intersection and next to an ophthalmologist. For $85,000, includes inventory, equipment and furnishings. If interested, please call (814) 944-0873.

Optometrist wanted
Harrisburg/Camp Hill area. Optometrist wanted to fill-in while owner is on maternity leave in July and August. If available Tuesdays, Wednesdays, Thursdays or Fridays, please call Dr. Audra Sieber at (717) 580-0340 or e-mail peasesieber.eyes@verizon.net.

Also looking for optometrist to work part-time beginning September in Harrisburg and Camp Hill offices. Three to four days per week. Flexible days and hours. If interested, call Dr. Audra Sieber at (717) 580-0340 or e-mail peasesieber.eyes@verizon.net.

Optometrist wanted
Chambersburg, PA/Hagerstown, MD area. Full-time optometrist wanted. Salary plus bonus, paid vacation and insurance. If interested, call (717) 593-4521 or fax resume to (717) 593-4525.

Optometrist wanted
Pittsburgh area. Full or part-time optometrist wanted for multi-site low vision service. Part of a comprehensive rehabilitation agency for visually impaired adults. Must have good communication skills and ability to work closely on a rehab team. Experience or residence training in low vision preferred. Contact Dr. Jean Astorino or Ken Wojtczak at (412) 682-5600.

Equipment for sale
Seven custom-made lighted frame boards with fashion optical inserts. Very good condition, medium oak color, holds a total of 466 frames. There are also 2 matching dispensing tables, one glass-top corner display table and three wall mirrors. Call Dr. Stephen J. Drabick, O.D., at (610) 769-4000 with your best offer.

Equipment for sale
Rota-Table, the most impressive instrument: instruments go around, patient goes up. A real winner with adults as well as kids! Six foot diameter. Cost $5,600, sell for $1,000 (6 foot diameter). B&L cream with black standard electric chair, $300. B&L chair and three arm instrument stand. This chair flattens to a completely flat operating chair. The best of B&L’s chairs. $450. Call Dr. Herbert Fingles at (610) 667-5051.

Equipment for sale
B&L Proview eye pressure monitor for home IOP monitoring, $50. Fashion optical lighted frame displays: 3 large and 1 small, all same height with 2 dispensing tables and 1 display table, all OK condition, lights burn out often, light wood, gold trim, $1,000 OBO, photos available. Old green electric exam chair, reupholstered, works. Free. U haul from storage. If interested, call Dr. Summers at (412) 828-5333.

Equipment for sale
AO hydraulic chair and stand. Make offer to drmkelly@zoominternet.net or Dr. Malcolm Kelly at (610) 932-9356.

Advertise in the Keystoner
Free of charge to members; $1 per word, minimum $25, for non-members. Ads must be submitted in writing via e-mail to Deb@poeeyes.org or via fax at (717) 233-6833. Please indicate the number of months you want your ad to run, up to a maximum of three months. The deadline to submit classified ads is the 15th of the month preceding publication.

2005 OptoEast
September 15-18, 2005
Atlantic City, NJ
www.optoeast.com
Proposed 2006 budget announced
Budget reflects no dues increase; House to vote during June 11 session at the Radisson Penn Harris

The POA House of Delegates will convene Saturday, June 11, 2005, at the Radisson Penn Harris in Camp Hill. All members of POA are members of the House of Delegates, and are eligible and encouraged to attend. Critical issues facing the association and Pennsylvania optometry will be discussed, the budget will be passed, a request to utilize funds from the Reserve Fund for improvements to the POA office building will be considered, and officers for the 2006 Board of Directors will be elected.

Resolutions proposed by an affiliated local society to be considered by the House must be received by the executive director no less than 20 days prior to the convening of the House.

Elect your 2006 Board of Directors
Nominations and elections for the 2006 Board of Directors will take place on Saturday, June 11. Following is the recommended slate of officers from POA’s Nominating & Evaluating Committee:

- Anthony S. Diecidue, O.D., president
- Barbara M. Yanak, O.D., president-elect
- Perry C. Umlauf, O.D., secretary-treasurer
- Paul J. Lobby, O.D., trustee
- Robert P. Bittel, O.D., trustee
- Peter G. Theodorous, O.D., trustee
- Gary S. Kirman, O.D., trustee
- Mark B. Boas, O.D., immediate past president

2006 Proposed Budget

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<td>Investments</td>
<td>14,082</td>
<td>24,824</td>
<td>18,468</td>
<td>20,115</td>
<td>8.92%</td>
</tr>
<tr>
<td>Practice Resource Center</td>
<td>150,149</td>
<td>121,020</td>
<td>165,350</td>
<td>209,555</td>
<td>26.73%</td>
</tr>
<tr>
<td>MACC (OptoEast)</td>
<td>0</td>
<td>80,000</td>
<td>50,000</td>
<td>50,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>27,351</td>
<td>13,500</td>
<td>34,200</td>
<td>23,700</td>
<td>-30.70%</td>
</tr>
<tr>
<td>VCI Rent</td>
<td>6,000</td>
<td>6,000</td>
<td>6,000</td>
<td>6,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Keystoner Ads</td>
<td>1,003</td>
<td>3,000</td>
<td>2,500</td>
<td>2,500</td>
<td>0.00%</td>
</tr>
<tr>
<td>Projects for Reimbursement</td>
<td>2,154</td>
<td>2,500</td>
<td>2,500</td>
<td>2,500</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total Budgeted Income</td>
<td>$715,719</td>
<td>$757,001</td>
<td>$796,528</td>
<td>$833,372</td>
<td>4.63%</td>
</tr>
<tr>
<td>Transfer–Government Liaison Fund</td>
<td>0</td>
<td>0</td>
<td>16,000</td>
<td>16,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Transfer–Scope of Practice/Managed Care Fund</td>
<td>20,250</td>
<td>20,125</td>
<td>12,000</td>
<td>12,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Unbudgeted Income</td>
<td>31,503</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>TOTAL INCOME &amp; TRANSFERS</td>
<td>$767,472</td>
<td>$777,126</td>
<td>$824,528</td>
<td>$861,372</td>
<td>4.47%</td>
</tr>
<tr>
<td>Expenses</td>
<td>NATURAL EXPENSE AREAS</td>
<td>FUNCTIONAL EXPENSE AREAS (estimated)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------</td>
<td>--------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Actual 2004</td>
<td>2004 Budget</td>
<td>2005 Budget</td>
<td>Proposed 2006</td>
<td>Budget Variance (2006 to 2005)</td>
</tr>
<tr>
<td>Equipment Maintenance/Repair</td>
<td>$6,637</td>
<td>$1,500</td>
<td>$2,200</td>
<td>$6,600</td>
<td>200.00%</td>
</tr>
<tr>
<td>Computer System/Internet</td>
<td>27,338</td>
<td>8,000</td>
<td>17,335</td>
<td>23,970</td>
<td>38.28%</td>
</tr>
<tr>
<td>Equipment Rental/Lease</td>
<td>7,997</td>
<td>7,040</td>
<td>7,344</td>
<td>7,990</td>
<td>8.80%</td>
</tr>
<tr>
<td>Audiovisual Rentals</td>
<td>5,161</td>
<td>0</td>
<td>0</td>
<td>3,000</td>
<td>100.00%</td>
</tr>
<tr>
<td>Gas, Electric &amp; Steam</td>
<td>8,713</td>
<td>7,900</td>
<td>7,855</td>
<td>8,730</td>
<td>11.14%</td>
</tr>
<tr>
<td>Janitor</td>
<td>6,678</td>
<td>6,680</td>
<td>6,678</td>
<td>6,678</td>
<td>0.00%</td>
</tr>
<tr>
<td>Building Maintenance &amp; Repair</td>
<td>3,280</td>
<td>1,800</td>
<td>2,515</td>
<td>2,536</td>
<td>0.83%</td>
</tr>
<tr>
<td>Parking</td>
<td>5,950</td>
<td>6,300</td>
<td>6,000</td>
<td>6,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Property Taxes</td>
<td>9,845</td>
<td>9,600</td>
<td>9,577</td>
<td>9,848</td>
<td>2.83%</td>
</tr>
<tr>
<td>Water, Sewer &amp; Refuse</td>
<td>1,137</td>
<td>1,200</td>
<td>1,200</td>
<td>1,165</td>
<td>-2.92%</td>
</tr>
<tr>
<td>Property Insurance</td>
<td>1,683</td>
<td>1,500</td>
<td>1,620</td>
<td>1,700</td>
<td>4.94%</td>
</tr>
<tr>
<td>CPA Services</td>
<td>8,400</td>
<td>8,200</td>
<td>8,200</td>
<td>8,400</td>
<td>2.44%</td>
</tr>
<tr>
<td>Legal Counsel Services</td>
<td>27,607</td>
<td>25,300</td>
<td>25,300</td>
<td>25,300</td>
<td>0.00%</td>
</tr>
<tr>
<td>Financial Consultant</td>
<td>6,413</td>
<td>5,000</td>
<td>6,500</td>
<td>6,800</td>
<td>4.62%</td>
</tr>
<tr>
<td>Legislative Counsel</td>
<td>135,045</td>
<td>111,630</td>
<td>125,080</td>
<td>116,104</td>
<td>-7.18%</td>
</tr>
<tr>
<td>Public Relations Consultant</td>
<td>38,983</td>
<td>39,212</td>
<td>40,305</td>
<td>40,800</td>
<td>1.23%</td>
</tr>
<tr>
<td>Speaker Honorariums</td>
<td>2,100</td>
<td>0</td>
<td>3,200</td>
<td>4,200</td>
<td>31.25%</td>
</tr>
<tr>
<td>Meeting Room Rental</td>
<td>1,412</td>
<td>0</td>
<td>0</td>
<td>1,650</td>
<td>100.00%</td>
</tr>
<tr>
<td>Travel, Meals, Lodging</td>
<td>71,495</td>
<td>51,500</td>
<td>52,876</td>
<td>66,039</td>
<td>24.89%</td>
</tr>
<tr>
<td>Postage</td>
<td>18,994</td>
<td>21,000</td>
<td>21,222</td>
<td>21,041</td>
<td>-0.85%</td>
</tr>
<tr>
<td>Registrations &amp; Memberships</td>
<td>4,573</td>
<td>2,200</td>
<td>4,749</td>
<td>6,135</td>
<td>29.17%</td>
</tr>
<tr>
<td>Subscriptions &amp; Publications</td>
<td>580</td>
<td>650</td>
<td>755</td>
<td>1,412</td>
<td>87.02%</td>
</tr>
<tr>
<td>Telephone</td>
<td>8,936</td>
<td>8,000</td>
<td>9,000</td>
<td>9,015</td>
<td>0.17%</td>
</tr>
<tr>
<td>Education/Training</td>
<td>512</td>
<td>1,200</td>
<td>1,200</td>
<td>1,200</td>
<td>0.00%</td>
</tr>
<tr>
<td>Supplies &amp; Printing</td>
<td>45,779</td>
<td>48,543</td>
<td>52,579</td>
<td>55,196</td>
<td>4.98%</td>
</tr>
<tr>
<td>Association Insurances</td>
<td>4,313</td>
<td>3,750</td>
<td>3,274</td>
<td>3,641</td>
<td>11.21%</td>
</tr>
<tr>
<td>Salaries</td>
<td>296,173</td>
<td>287,864</td>
<td>302,377</td>
<td>302,650</td>
<td>0.09%</td>
</tr>
<tr>
<td>Staff Benefits</td>
<td>31,200</td>
<td>38,500</td>
<td>39,131</td>
<td>43,643</td>
<td>11.53%</td>
</tr>
<tr>
<td>Deferred Compensation</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Social Security/Medicare</td>
<td>23,084</td>
<td>22,743</td>
<td>22,680</td>
<td>25,770</td>
<td>13.62%</td>
</tr>
<tr>
<td>Unemployment Compensation</td>
<td>2,253</td>
<td>1,625</td>
<td>2,383</td>
<td>2,792</td>
<td>17.15%</td>
</tr>
<tr>
<td>Workers Compensation</td>
<td>0</td>
<td>0</td>
<td>1,465</td>
<td>1,466</td>
<td>0.06%</td>
</tr>
<tr>
<td>Public Relations (VCI)</td>
<td>20,330</td>
<td>20,000</td>
<td>10,000</td>
<td>10,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Income Tax (UBIT)</td>
<td>1,154</td>
<td>500</td>
<td>1,175</td>
<td>1,200</td>
<td>2.13%</td>
</tr>
<tr>
<td>Reserve Fund (5% dues)</td>
<td>25,630</td>
<td>25,189</td>
<td>25,751</td>
<td>25,701</td>
<td>-0.19%</td>
</tr>
<tr>
<td><strong>Total Budgeted Expenses</strong></td>
<td><strong>$862,383</strong></td>
<td><strong>$777,126</strong></td>
<td><strong>$824,528</strong></td>
<td><strong>$861,372</strong></td>
<td><strong>4.47%</strong></td>
</tr>
<tr>
<td>Unbudgeted Expenses</td>
<td>12,718</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$875,101</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
AOA Committees
The following POA members have been appointed to AOA committees for the 2005-2006 administrative year: Harvey P. Hanlen, O.D., Leadership Cabinet Pool; Melvin E. Lilly, O.D., Leadership Cabinet Pool; David R. McPhillips, O.D., Leadership Cabinet Pool; Jean Marie Pagani, O.D., Leadership Cabinet Pool; Joseph P. Shovlin, O.D., Leadership Cabinet Pool; Charles M. Wormington, O.D., Leadership Cabinet Pool; James M. Caldwell, O.D., Faculty Relations Committee; Scott A. Edmonds, O.D., Information and Data Committee; James S. Spangler, O.D., InfantSEE Committee; Satya B. Verma, O.D., Professional Relations Committee.

New Members
We are pleased to announce the following new POA members. Please welcome these members to their professional association.
Kerry J. Burrell, O.D. (BMOS)
Maria Ruduski-Downey, O.D. (BCOS)
Leah E. Shanfeld, O.D. (BMOS)
Jay H. Stoltzfus, Jr., O.D. (LCOS)

Loaner Library
A new issue of Better Buys for Business, “The Laser Fax Guide,” is available for members through POA’s Loaner Library. Members can borrow items by e-mailing mail@poaeyes.org or calling (717) 233-6455.

100-hour Ocular Therapy Course
June 5-15, 2005
Sponsored by PCO Elkins Park Campus
Registration Fee: $2,775
Deadline for registration is May 6, 2005

For additional information or to register, visit the Education & Events page of POA’s web site at www.poaeyes.org or visit www.pco.edu

ARE YOU SHARING THIS NEWS WITH YOUR STAFF?
Most of the information in the Keystone is not only valuable for you, but also for your staff. We encourage you to share your Keystone with your office manager, paraoptometrics and other staff.

OFFICE ROUTING FORM

☐ Doctor
☐ Office Manager
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para
☐ Para

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e-mail: mail@poaeyes.org
web site: www.poaeyes.org

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