FREE PUBLIC EDUCATION MATERIALS FOR POA MEMBERS

Don’t forget that as a benefit of your membership, you have access to POA’s public education materials at no charge. Take advantage of these wonderful PR tools:

- Kids Welcome Here® poster
- Kids Welcome Here® brochures
- White pupil flyers
- PDEHA diabetes poster

To request brochures or posters, simply e-mail Deb@poaeyes.org or call (717) 233-6455.

GET MORE POA MEMBER INFO BY E-MAIL

If we don’t have a current e-mail address on file for you, you’ve received the Keystoner as a black-and-white copy via USPS. That also means you’re not receiving any of POA’s other e-communications either. If you want to not only receive your Keystoner via e-mail, but also receive legislative, education, local society and general membership messages from POA via e-mail, please send us a quick update by e-mail at Deb@poaeyes.org.

2014 POA Spring Congress
MARCH 21-23, 2014
NITTANY LION INN, STATE COLLEGE, PA

10 hours of CE at CONGRESS

Plus...

3 additional hours of CE at the AMD CENTERS OF EXCELLENCE PRE-CONGRESS PROGRAM

Please see the registration brochure at the end of this issue for information and to register.
President’s editorial

New year; old resolutions
By Marianne E. Boltz, O.D., F.A.A.O.

The clock strikes twelve on New Year’s Eve - 2014 is here! The crystal ball just dropped in Times Square, and a large Hershey’s kiss just descended in Hershey. Auld Lang Syne lyrics echo from the TV, while fireworks pierce the quiet and light up the sky of downtown Hershey. I begin to reminisce about the highlights of 2013 and think about what may lay ahead for 2014. Resolutions … ugh, the obligatory New Year resolutions … for me and for the Pennsylvania Optometric Association.

Personally, my New Year resolutions don’t change too much year to year. They usually involve losing weight (20 pounds would be really great!) and getting to work a bit earlier each day (which means not hitting the snooze alarm each morning at least three times). But, alas, I’ve come to the realization as to why these same issues plague me each year: I need to address the big picture. For instance, rather than focusing on just what my scale says each morning or what clothes fit me, realize that the more important issue is my general health – providing for a good quality of life now and for the future. Also, I must realize how lucky I am to have a career as a pediatric optometrist that gives me so much personal satisfaction, and a position at Penn State Hershey Eye Center that provides me so many unique patient care and teaching opportunities. So what’s the big deal about getting a half-hour less sleep in the morning?

Likewise, the POA each year has resolutions that continue to challenge the organization. Two of these repetitive goals are increasing active membership numbers and increasing member contributions to both POPAC and AOAPAC. It is my hope that more Pennsylvania optometrists will, as I did, step back and look at the big picture in regards to these issues. I want the statewide non-members to look past the cost of yearly dues and realize the value of the numerous tangible and intangible benefits of membership in the POA and AOA. I also hope that you, as POA members, will be a bit more generous with PAC donations, realizing how extremely important they are to the future of optometry in this state and nationwide. Contributing to one or the other is also not acceptable - we need to support efforts of both PACs to move the profession forward locally and throughout the country. Optometry is a legislated profession, and maintaining the practice privileges we have today and any hope for scope of practice expansion in the future bluntly costs money. I wish I could say that we can advance our profession just because what we want is right and best for our patients; but that is, sadly, just not enough. It is one compelling lesson I learned over the last six years as a POA Board member.

I am both humbled and excited by the honor of representing each of you as the 2014 POA president. We have much to look forward to this year! For example, we are planning to roll out several pediatric initiatives (making 2014 the unofficial “Year of the Child”) and have the privilege of hosting the AOA Optometry’s Meeting in Philadelphia this June – we hope to see you there. Dr. Rich Christoph (POA president-elect) and I represented Pennsylvania earlier this month at the AOA President’s Council in San Antonio. Stay posted for the next issue of the *Keystoner* for our report on the hot topics and highlights of this interesting conference – it’s always a unique opportunity to learn what is happening with the profession of optometry around the country.

In the meantime, I wish you and your family a happy, healthy New Year. Good luck making those resolutions … just don’t forget to make the POA a part of them!

Marianne

mboltz1@hmc.psu.edu

Regulatory reminder

DEA numbers cannot be preprinted on prescriptions

POA recently received a letter from the Pennsylvania Pharmacists Association (PPA) regarding invalid prescriptions that contain preprinted DEA numbers on their face. The letter reiterated the language of the Controlled Substances, Drugs, Devices and Cosmetics Act that prohibits the preprinting of DEA numbers on prescription forms. PA Controlled Substance Requirement 25.53(e) states:

“The Federal Drug Enforcement Administration registration number cannot be preprinted on the prescription form.”

Since preprinting DEA numbers on prescription forms is prohibited in Pennsylvania, DEA numbers must be added at the time the prescription is written.

PPA has reminded its membership about this issue and has asked professional health associations to remind their members of the requirements of the law.

POA’s blog, The POAeyes Post, contains a June 21, 2013 post dedicated to prescription requirements in Pennsylvania, which can be viewed at http://www.poaeyes.blogspot.com/2013/06/prescription-requirements-in.html. In addition to the DEA number issue, it includes detailed information on spectacle, contact lens, pharmaceutical and Medicaid prescription requirements.

PPA has advised that if a pharmacist receives a prescription with a preprinted DEA number, the prescription is considered invalid and the prescription should not be filled. Instead, the pharmacist should request that the patient obtain a new prescription or contact the prescriber directly, both options causing a delay that could harm the patient.

PPA has been informed that auditing entities are denying claims and recouping 100% of the claim or refills for prescriptions that have a preprinted DEA number.

President’s Editorials are now posted on POA’s President’s Editorials Blog at www.poaeyesPresident.blogspot.com for your comments.
News you can use

CMS resources for ICD-10 codes

As you are all well aware, the industry-wide conversion to ICD-10 goes live on October 1, 2014. All health care providers covered by HIPAA must make the transition from ICD-9 to ICD-10 codes by the compliance deadline. ICD-10 will affect every aspect of how your office provides care, from software upgrades and patient registration and referrals, to clinical documentation and billing.

Key steps to prepare for ICD-10

With adequate planning and preparation, your practice can ensure a smooth transition. CMS has provided the checklist below that can help make sure you keep your efforts on track.

1. Inform and educate staff about the transition to ICD-10.
   • Appoint an ICD-10 coordination manager
   • Tell your staff about upcoming changes and your transition plan
   • Educate staff on changes in documentation requirements from health plans
   • Seek resources from CMS and professional and membership organizations to help with the transition

2. Perform an impact assessment. Identify potential changes to existing workflow and business processes by looking at your current use of ICD-9.
   • Make a list of staff members who need ICD-10 resources and training, such as billing and coding staff, clinicians, management, and IT staff

Getting ready for testing

Once you have completed the planning steps, prepare to test ICD-10. It is important to conduct internal testing of ICD-10 within a clinical practice as well as external testing with payers and other external business partners.

Resources

The CMS ICD-10 website at www.cms.gov/ICD10 offers resources and guidance to help plan for the ICD-10 transition. Tailored guidance and tips for planning are available on the provider resources page. To keep up-to-date on the latest news, sign up for weekly ICD-10 e-mail update messages and follow @CMSGov on Twitter.

POA provided excellent education in November on this issue, including a session by AOA staff member Rodney Peele, and anticipates that AOA may offer additional opportunities in June in Philadelphia. We also encourage you to take advantage of the CMS resources, including any Webinars offered.

HIPAA resources

POA has been asked by members whether there is a listing of Pennsylvania attorneys who have specialty knowledge with HIPAA law. POA’s legal counsel has advised that HIPAA is not an authorized area of law certification, however every county bar association has a lawyer referral program. While the referral programs will likely not have a HIPAA category, most bar associations have a health care category. Callers should specify that the health care question involves HIPAA.

HIPAA-related questions may also be directed to the AOA and its HIPAA compliance section of its website, which has significant resources. Among the documents online are a sample business associate agreement and a sample notice of privacy practices. Both sample forms are acceptable for use in Pennsylvania without modification.

The POAeyes Post includes an August 18, 2013 post with links to HIPAA resources at www.poaeyes.blogspot.com/2013/08/compliance-date-for-new-hipaa-rules-is.html.

See News on page 4
News
Continued from page 3

POA’s Third Party Center scores another victory
By Greg A. Caldwell, O.D., F.A.A.O.
POA Third Party Center

There are numerous reasons why POA membership is important. Advocacy for our members and patients is one of those reasons. POA’s Third Party Center (TPC) is scoring victories monthly for Pennsylvania optometry. POA’s TPC has been working with UPMC to get optometrists added to the fee schedule for CPT 83861. CPT 83861 is defined as microfluidic analysis utilizing an integrated collection and analysis device, tear osmolality (ie Tear Lab). The reimbursement for commercial is $20.75 and Medicare Advantage is $22.71 according to UPMC and effective 7-1-2013.

At this time I would like to thank the Third Party Committee for their dedication and hard work in 2013. I am looking forward to more positive outcomes in 2014. Thank you to POA’s TPC members for serving on this committee.

Documentation requested for rejection of prescriptions written for Medicare Part D beneficiaries

OA is receiving reports from several states that pharmacies are not accepting certain prescriptions written by optometrists for Medicare Part D beneficiaries since December 1. AOA is working to address this alarming situation with CMS, and could use more information from doctors who have been affected.

For example, AOA has received multiple reports that involve prescriptions for glaucoma topical medications for Medco Part D beneficiaries. If you are finding that prescriptions are not being accepted for any other drug or any other Part D plan, please notify Dr. Charlie Stuckey at the POA office at (717) 233-6455 or Charlie@poaeyes.org. It is particularly helpful to share any information in writing from a patient, a pharmacy, drug plan or Medicare. For additional information, contact Brian Reuwer at AOA at BReuwer@aoa.org or Rodney Peele at rpeele@aoa.org.

POAPAC update

New program offers incentives to pledge $500 or more annually
By Greg A. Caldwell, O.D., F.A.A.O., POPAC Fundraising Chair

Talking with friends and colleagues over the past few years, an important issue on everyone’s mind seems to be implementation of health care reform and the challenges and opportunities our profession will likely face in the coming months and years. Health care reform is in full swing at the state and national level.

POA’s Third Party Center and Legislative Affairs Committee through direct and grassroots lobbying efforts have positioned the profession well and now, more than ever, continue to play a central role in fighting for increased access to care while ensuring optometrists and the patients we serve continue to be treated fairly.

Proactive and behind-the-scenes work by POPAC has really helped us secure an increased voice in Harrisburg. In 2013 we were able to give to over 200 Pennsylvania legislators or candidates; however, there were still some we were unable to support.

POPAC has launched a fundraising drive aimed at increasing the number of doctors who donate $500 or more per year beginning January 1, 2014. With the generous support of Beitler-McKee Optical, Luzerne Optical and the POA, we are pleased to announce the benefits of this program.

Each doctor, upon pledging a minimum of $500 per year via credit card/EFT or upon receipt of a check in that amount, will be entitled to:

• One free pair of Crown Jewell Digital Progressive lenses with AR. An opportunity to earn additional free pairs will be available should your office begin prescribing these lenses. A representative of Beitler-McKee will also provide a 30-minute educational program for you and your staff regarding digital technology. Current Beitler-McKee accounts will also be eligible for these incentives;
• A complimentary lens voucher good for one free pair of proprietary Free-Focus freeform progressive lenses with AR from Luzerne Optical;
• $50 credit toward a POA continuing education program in 2014.

We all know that POPAC fights and wins for optometry. The work of POPAC can and does directly affect you and others on the individual level.

While our success in the past has been significant, there is still so much more work to do. I encourage you to consider investing in POPAC today.

Please help us continue the work of building a pro-optometry majority in Harrisburg by investing in POPAC today. Our mission is real, and we need your help today. (Pledge form included in this issue.)

Local Society PDEHA Challenge

To meet – and hopefully exceed – the goal of 60% of membership participation in the Pennsylvania Diabetic Eye Health Alliance (PDEHA), the task force has developed a local society challenge that will run through March 1, 2014. The local society with the highest percentage of members participating in PDEHA, including doctors who have signed up before the contest began, will be victorious and enjoy VIP treatment at POA’s Annual Spring Congress in March in State College.

The fabulous prize pack will include bragging rights, acknowledgment in the Keystoneer, special recognition at Congress, Penn State memorabilia, a table of honor at the front of the House of Delegates, extra drink ticket and reserved lunch seating in the Exhibit Hall. Of course, the real winners will be diabetes patients who will have access to quality, timely care from their optometrist.

To sign up, simply return the Letter of Agreement to POA. For more information on PDEHA or to sign up online, visit www.pennsylvania.aoa.org/x11771.xml.
House of Delegates

Proposed 2015 POA budget announced

The proposed 2015 POA Budget has been approved by the POA Board of Directors and recommended for adoption by the POA House of Delegates on Saturday, March 22, at the Nittany Lion Inn, during the POA Congress.

Most line items of this proposed budget are in line with previous years with the overall budget being 4% more than the 2014 Budget. Some considerations for this proposed budget are:

1. The approval of this budget by the POA House of Delegates will establish 2015 POA dues at $745, which is an increase of $20 (approximately 2.75%).

2. The 2014 budget reflected the significant budgeting and scheduling impacts of Optometry’s Meeting coming to Philadelphia this June. The 2015 budget reflects a return to our traditional schedule of a Winter meeting, Spring Congress, September meeting and November meeting.

3. The Deferred Compensation line will show funds being paid out for the second year (same as 2014 budget), while the Transfer–Deferred Compensation line in the same amount on the Income side shows funds being withdrawn from the mutual fund to cover the payout. For the most part, the income and expense will be a wash for the next 15 years.

4. POA has begun a feasibility study for a common POA/AOA membership database (association management software/AMS). The Computer System expense line again reflects what we expect to be the additional annual costs related to POA’s transition to the common AMS should the feasibility study show favorable results. Funds approved by the House remain in the Reserve Fund to pay for the one-time conversion costs until needed.

5. We have not yet received notice from the City of Harrisburg that steam heat will be discontinued, so we will continue to use heat pumps as our primary source of heat with steam heat as a backup this winter, and therefore expect our energy costs to remain relatively consistent. Funds approved by the House of Delegates remain available in the Reserve Fund should a new heat source become necessary.

6. As a result of the C&E contract, we continue to include both an income and expense for sponsorship for local society meetings. In 2015, these lines have been reduced to $7,000 from $15,000 to reflect actual use by local societies. The income and expense is a wash so if the amount received from C&E is less (or more) than $7,000, the expense will also reflect the same amount. POA will continue to contact local societies to set up ways that the local societies can utilize these funds.

7. The 5% of annual dues income transfer to the Reserve Fund was again included in the 2015 budget.

We have provided the two previous budgets for comparison. Keep in mind that changes to a small number can show a large percentage of variance for a small dollar change, and a large dollar amount change to a large number can show as a small percentage of variance.

If you have any questions, please contact POA Secretary/Treasurer Dr. Rebecca Wincek-Bateson at BeccaWBateson@gmail.com or Deb at the POA office at (717) 233-6455 or Deb@poaeyes.org.

2015 Proposed Budget

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<td><strong>$1,050,308</strong></td>
<td><strong>$1,092,855</strong></td>
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<td><strong>TOTAL INCOME &amp; TRANSFERS</strong></td>
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## Expenses

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<td>Computer System/Internet</td>
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<td>Equipment Rental/Lease</td>
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<tr>
<td>Telephone</td>
<td>10,435</td>
<td>10,831</td>
<td>11,500</td>
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<td>Education/Training</td>
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<td>3,695</td>
<td>4,445</td>
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<td>Public Relations (VCI)</td>
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<td>Income Tax (UBIT)</td>
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<td>7,000</td>
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<td>29,038</td>
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<td>$1,103,855</td>
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2014 Pennsylvania Optometric Association

Awards Program

~ Exciting changes announced ~

To ensure that POA's Awards Program continues to honor members whose contributions are worthy of recognition, the association periodically undertakes a review of the program’s criteria and processes. In 2013, the Awards Committee completed a comprehensive review and the Board of Directors adopted changes that begin with the 2014 awards cycle. Changes include consolidating and simplifying criteria, opening up the nomination process to committees and adding two new awards.

Due to changes necessary to accommodate Optometry's Meeting in Philadelphia, this year's awards will be formally presented during an Awards Ceremony in November. Recipients will also be acknowledged during the POA/PCO reception in Philadelphia during Optometry's Meeting. Consequently, the 2014 deadline for nominations has been extended to March 1.

Following are highlights of the changes. Details for each award are included in the 2014 Awards Nomination Packet. A list of previous nominees and recipients for each award are available on POA's Awards Program page as well.

1. The nomination process for several of our awards has been opened up to POA's committee structure. Beginning with this nomination cycle, both local societies and committee chairs may nominate for Optometrist of the Year, Young Optometrist of the Year and Merit Award. The William Van Essen award remains a local society-nominated award.

2. The criteria for POA's Optometrist of the Year and Young Optometrist of the Year was simplified and consolidated, and a nomination form and criteria for the Merit Award is now included in the Nomination Packet. (Local societies do not need to present Merit Awards within their societies in order to nominate for a POA Merit Award.) In addition, a clarification was made that legislators are not eligible candidates for the William Van Essen Award.

3. Two new awards have been created: The new Distinguished Legislator Award, nominated by POA's Legislative Affairs Committee or Board of Directors, honors state legislators who have distinguished themselves in championing the cause of optometry; and the new Dr. Jerry Davidoff Memorial Award, nominated by POA's Board of Directors or Awards Committee, honors individuals who have made significant contributions to the advancement of optometry at the state and national levels. POA's H. Ward Ewalt, O.D., Meritorious Service Award, which honors outstanding lifelong dedication to the profession, will continue to be presented by the Board of Directors.

Get involved with your professional association

POA House of Delegates

The POA House of Delegates will convene during POA's Congress on Saturday, March 22, 2014, from 2:45-6:45 PM at the Nittany Lion Inn in State College.

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 2015 budget will be adopted, proposed resolutions and any by-laws amendments offered will be considered, and officers for the 2015 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 2015 Board of Directors

Nominations and elections for the 2015 Board of Directors will take place on Saturday, March 22. Following is the recommended slate of officers from POA's Nominating & Evaluating Committee:

Richard P. Christoph, O.D., president
Mark M. Margolies, O.D., president-elect
Lori Gray, O.D., secretary-treasurer
Steven P. Eiss, O.D., trustee
Rebecca L. Wincek-Bateson, O.D., trustee
David A. Evans, O.D., trustee
Edward B. Savarno, O.D., trustee
Marianne E. Boltz, O.D., F.A.A.O., immediate past president

Call for POA Delegates

All members are welcome and encouraged to attend POA's House of Delegates

SATURDAY, MARCH 22
2:45-6:45 PM
Nittany Lion Inn, State College

Call for AOA Delegates

If you would like to represent Pennsylvania at AOA's House of Delegates

JUNE 19-21
in Philadelphia, PA

Please contact POA by May 15
at Ilene@poaeyes.org
(717) 233-6455
March is Save Your Vision Month! How are you celebrating this year? As a benefit of your membership, VCI is once again offering Save Your Vision Month coloring sheets **FREE to members**. Simply download the 8 1/2” x 11” coloring sheet from POA’s Web site and use it to sponsor a coloring contest in your office or community, or hand one out to each parent who comes to your office in March. Check out POA’s website for additional Save Your Vision Month resources, like a certificate of participation and letter to parents.

Visit **www.poaeyes.org** or **www.aoa.org** for more ideas
Classified Ads

Practice for sale

Montgomery County. Professional solo practice located on a main highway in a free standing prime location with off street parking for sale. Practice is a well established, medically oriented practice with state of the art equipment (Cirrus OCT, anterior and retinal digital camera and capturing system, FDT screening and full threshold visual field perimeter, topographer and EMR). Practice has an extensive contact lens inventory, many specialized fitting sets and an optical dispensary. Great opportunity to practice full scope optometry and can easily support 1-2 optometrists. Please respond via e-mail to ERL1952@GMAIL.COM.

Bucks County. Optical/optometric practice in Bucks County for the past three decades. Great opportunity for a modest asking price. Contact Rich Sterling, OD, CBI or Steve Rosen, JD (www.sunbeltnetwork.com) at sarosen@sunbeltnetwork.com or (610) 941-2177.

Pittsburgh area. Long-established (40 years) optometry practice for sale. Close relationships with many local employers. Average 100 exams per month. Great potential for medical model. Much room for growth. Contact us at centersvisioninc@yahoo.com.


Practice wanted

Bucks, Montgomery or Chester Counties. Optometrist looking to purchase a practice. Please contact m2m@gmail.com if interested in selling.

Optometrist wanted

Reading area. Part time associate optometrist wanted for busy commercial location. 1-2 days per week with additional flexible hours. Located just north of Reading. Contact Dr. Richard Christoph at (484) 332-1393.

Lancaster. Optometrist needed 1-2 days/week for busy optometric private practice with potential for growth in the future. Experience with Officemate/Examwriter preferred. We have been in practice for 32 years and take great pride in our technology-based examinations balanced with old-fashioned personalized attention and care. We specialize in both routine eye exams and contact lenses as well as medical examinations and treatment of glaucoma, diabetes, dry eye and macular degeneration. Please e-mail jacobsoneyecare@gmail.com or call (717) 517-7190 and ask for Randi.

Monroeville. Optometrist wanted, part-time, initially two days/week in full-scope private practice. Fully equipped office with EMR, automated equipment and finishing lab. Contact Dr. James Budd at (412) 372-8188 or jmb4652@windstream.net.

Pittsburgh. Part-time associate position available in professional well-established suburban private optometric practice. Two days per week with potential for increased scheduling in future. Full-scope optometric practice with latest technology, optimally trained staff and full-service lab on site. PA license, malpractice insurance and credentialing with major regional third party payers, both medical and vision required. Fax resume to (412) 795-9557.

Northwestern PA. Optometrist wanted for two optometrist-owned private practices in Warren and Bradford located near Erie and Jamestown, NY. Two great locations, two optometrists, ophthalmologist and full staff. Full-scope primary care equipment and facilities at busiest intersections in two counties. Newly-equipped full-service lab. Established over 35 years and still caring. Owner wishes to spend more time enjoying family. Snow sports, flying, hunting, fishing and boating on Allegheny national and state parks all within one hour. Associates welcome or outright sale to well-qualified practitioner. If interested, see us on the web at www.eyecarecoda.com or contact us at codamgmt@verizon.net or (814) 726-1104.

Harrisburg. Vision Resources of Central PA (formerly Tri-County Association for the Blind, a division of a 93-year-old non-profit) is seeking a part-time optometrist to specialize in low vision rehab. Practice specializes in low vision. Flex hours, top dollar pay with no financial risk. Comes staffed with assistant, optician and low vision aid specialist. Full line of up-to-date low vision aids, equipment, electronic medical records software and medical billing. Steady referral base. If interested, please contact Danette Blank at (717) 238-2531 or e-mail dblank@vrocp.org.

Pittsburgh. Part-time opportunity for an optometrist in downtown Pittsburgh. Established primary eye care practice with advanced contact lens care emphasis. Must have current PA license with no restrictions and DEA number. Send resume and inquiries to LHL@consolidated.net.

Philadelphia Region. Good opportunity for new graduates! Looking for part-time associate to work in full-scope practice, 1-3 days per week. Please contact Dr. Geoffrey Paterson at (610) 609-6041 or drgeoffpaterson@gmail.com for more information.

Northeastern PA. Looking for a part-time optometrist in a long-standing full-scope optometric practice. 12,000+ active patients with a heavy medical concentration. Potential for future equity in practice. Experience preferred. Send resume or contact this office at dchbilling@yahoo.com.

Central PA. Busy optometric practice looking for a full-time/part-time associate. Professional environment with no weekend hours! Our office is located in Lebanon, PA. Competitive wages. Call Lebanon Eyecare Associates at (717) 272-3068 (ask for Dr. Eder or Bob Rittle) or e-mail resume to dochollis@comcast.net.

Central PA. HealthDrive Eye Care Group would like to add new optometrists to our thriving practice throughout central PA. At HealthDrive we provide eye care services for very deserving elderly patients residing in nursing homes and assisted living facilities. Our positions cover the Lebanon, Perry, Juniata, Mifflin, Snyder, Northumberland, Schuylkill, Columbia or Union county areas. Please contact Tanya Jones at tjones@healthdrive.com or call (857) 255-0293 to inquire about our full- and part-time positions.

Harrisburg PA. HealthDrive Eye Care Group needs an optometrist for our practice in the Harrisburg PA area for 2-3 days per week. We provide optometry services for very deserving elderly patients residing in nursing facilities. Contact Tanya J
HealthDrive Eye Care

KEYSTONER 10
January/February 2014

 Classified
Continued from page 9

Jones at tjones@healthdrive.com or (857) 255-0293 to learn more.

Central CT. HealthDrive Eye Care Group needs a full-time optometrist to service nursing homes in the Central CT area. The position offers full benefits and a very generous 100K+ salary. Please contact Tanya Jones at tjones@healthdrive.com or (877) 724-4410 to learn more.

Southeastern PA/Montgomery County. Very professional optometric practice seeking sharp optometrist for permanent part-time position. Full spectrum instrumentation available for thorough patient care; medical coding and good contact lens background helpful. Transition possibility exists – reply with CV and cover letter to optomhelp2@gmail.com.

CE cruise


Equipment for sale

Nine office chairs; like new black metal sleigh frame with navy upholstery. Secretary desk; metal 24X45. Slat walls with acrylic frame displays. Frame heater with glass beads. Office stools; 3 total one with back. Briot 4000 pattern Edger. Briot Blocker. Novamatic pattern maker. Two vintage Schiotz tonometers. Polaroid only Mydriatic retinal camera; Kowa fx-500c. Two AO projectors with stands and slides. If interested, contact Richard A. Bechtel, O.D., at rbechtel@ptd.net.

Oculus Easyfield with chin rest stand, asking $4,500; Accutome Pachpen, asking $1,600; Keeler All Pupil 2, asking $1,000; 200 plus frames and approximately 200 cases, asking $2,500. Contact Dr. Nicole Beckish at nbeckish@gmail.com if interested.


Used HRT II for sale. Still works. Make an offer. Please e-mail Lindsay@kilmoreeye.com.

Cirrus OCT 5000 Table. (aprox 21 /12 x 39 3/4 inches. Never taken out of the shipping container, shipped 8/2013, $500, call (610) 828-9701 or 828fayette@gmail.com.

Motorized instrument table, $250, wheelchair accessible, black color with white table top, top size is 22” x 35,” excellent condition. Visual acuity projection screens, $35 each, two are 18” round and two are 15 1/2” square. Two Bausch & Lomb Aseptor stainless steel trays for soft contact lens vials, $20 each, each tray holds 72 vials. Reply to weimer3019@hotmail.com.

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 issues you want your ad to run, up to a maximum of three issues. The deadline to submit classified ads is the 10th of the month preceding publication. (Example: December 10th deadline for the January/February issue. See online classified listing for schedule.) POA/C&E members can also post classified ads at www.cevision.com.

POAeyes Post

A great resource is POA’s POAeyes Post. It’s a new blog that will highlight pertinent information and provide member feedback. It currently has ACA and HIPAA resources, membership posts and motorists vision information, among other topics.

AOA.org/News

Check out www.aoa.org/news to take advantage of the resources AOA posts there daily. The site features the most recent articles in the main part of the page, then has posts categorized by Advocacy, Eye Care Advances, Health Care Reform, Inside Optometry and Practice Management down the right side. It’s also formatted for your mobile device to function like an app; all you need to do is search for aoa.org/news.

2014 ORA program deadline is March 31

Paperwork for AOA's 2014 Optometric Recognition Award program must be received by AOA by March 31. Continuing education hours credited for the 2014 Award must have been earned in the 2013 calendar year. Information is available on AOA’s website.

Volunteers needed for VOSH PA mission to Haiti in May

POA member Dr. Paul Halpern will be leading a VOSH PA mission to the west coast of Haiti May 17-24, 2014. He is seeking doctors to accompany him. The mission will provide care for up to 2,000 people during the week, including provision of eyewear, treatment of disease including trachoma and glaucoma, and arranging for cataract surgeries. The mission will take about $30,000 worth of donated medications. All services are provided free.

Volunteers will be housed, fed and transported by a local group who will develop clinic sites, usually located in a church, school or local health center. Mission volunteers will be well-equipped with portable slit lamps, tonometers, binocular indirects and autorefractors. Doctors are encouraged to bring their own hand instruments. Every dollar donated is expended to provide care. There is no paid staff. Missions are often referred to as an opportunity to “give back” in appreciation for what our profession has provided to us.

Those with questions or who are interested should contact Dr. Halpern directly at paulhalpern@verizon.net.
Memorial Cards

Show your patients you care with memorial cards. All funds are used to support vision education and research.

Each pack contains:
10 memorial cards, 10 matching envelopes and 10 pre-addressed post cards

Cost:
Members: $40; Non-members: $60

To order:
Mail check made payable to Vision Conservation Institute to 218 North Street, Harrisburg, PA 17101 or
e-mail Deb@poaeyes.org; call (717) 233-0925; or fax (717) 233-6833

Date __________________________________________________________

Name ________________________________________________________

Address ______________________________________________________

☐ POA Member rate: _____ packs at $40 each
☐ Non-POA Member rate: _____ packs at $60 each
Recurring Contribution – What color are you?

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<td>Corporate donations are not permitted under state law. All contributions must be made via personal check/credit card/bank card.</td>
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<tr>
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I authorize POPAC to charge my credit card or debit card according to the contribution I have pledged above and understand my account will be charged 1) ONCE for a one-time contribution or 2) MONTHLY, QUARTERLY or SEMI-ANNUALLY AS INDICATED for a recurring contribution until I cancel.

Signature

Online Contribution via PayPal

To make a quick, easy and secure contribution through PayPal, please visit www.poaeyes.org. Both recurring and one-time contributions can be processed via PayPal.

Mail or fax this form to: POPAC, 218 North Street, Harrisburg, PA 17101; Fax (717) 233-6833

Contributions for POPAC are not deductible for federal tax income as a charitable contribution.

POPAC complies with applicable laws and files regular reports with the Bureau of Elections.
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Want more patients and more revenue? Then you want VSP Global® Premier!

- Increase your online visibility on the vsp.com Find a VSP® Doctor directory.
- Earn $10 more on Marchon® and Altair® frames!

PREMIER
Get on the path to Premier.
To learn more, visit vspglobal.com/Premier or contact a sales consultant from any one of the VSP Global companies.

*Available on VSP Signature Plan® and VSP Choice Plan® claims starting January 1, 2014. Your practice must maintain a $20,000 minimum in Marchon and/or Altair net purchases to continue to receive the additional $10 frame payment.
C&E Vision is the only Buying Group of Choice in the industry. We are proud to support the POA and its members. Along with earning dues credits C&E Vision also donates a percentage of our revenue to help the society put on CE courses, special events and much more.

Members of C&E Vision also enjoy the convenience of our web based services to help manage and streamline their practices.

Support Your State Society
and earn money towards your annual dues

C&E Members Earn 2% of net buying group purchases .75% of ABB Concise Purchase

Save Time & Money.

(800) 346-2626
www.cevision.com

C&E has a Savings Guarantee. Call to learn more.
Exclusive Benefits for
Pennsylvania Optometric
Association Members

With POA membership you get access to exclusive insurance solutions through USI Affinity, a proud partner of the Pennsylvania Optometric Association for more than 50 years.

USI Affinity’s endorsed insurance programs for POA include:

- Disability Income
- Life Insurance
- Accidental Death & Dismemberment
- Hospital Indemnity
- Business Overhead Expense
- Long Term Care

Let USI Affinity work with you to design the coverages that work best for you and your business.

To learn more, contact USI Affinity today!

Call 800.327.1550 or visit http://benefits.usiaffinity.com/poa/

We Bring More to Your World

Visit AllerganOptometry.com to access a world of possibilities for your practice.
New members
We are pleased to announce the following new POA members. Please welcome these doctors to their professional association:
Tiffany A. Burick, O.D. (NWOS)
Kelly F. McCann, O.D. (BMOS)

Congratulations
POA Executive Director Dr. Charles Stuckey has been selected to chair a new AOA initiative, the OcuHub State HIE Strategy Team, that will focus on the role of AOA involvement in the development of health information exchanges across the country. He has been involved in the development of e-health initiatives in PA for several years, and is taking his expertise to the next level.

PPA Paraoptometric of the Year Award
The Pennsylvania Paraoptometric Association honors one of its members annually with the Paraoptometric of the Year Award. Doctors are encouraged to nominate their paras for this award. The Paraoptometric of the Year nomination form can be downloaded from PPA’s website, and nominations are due February 3.

Doctors may also submit nominations for the AOA Paraoptometric Resource Center’s Paraoptometric of the Year. Nominations are due February 1, with information available on AOA’s website.

PPA ParaEyes included with this issue
To increase networking between our optometrists and paraoptometrists, PPA’s ParaEyes is included in this issue. We encourage you to read it to find out more about PPA, and then share it with your staff.

In Memoriam
We extend our sympathy and prayers to the family of John Biernacki, O.D.