A MESSAGE FROM THE PRESIDENT

VERA J. KOHLER CPOA

I hope everyone had a great holiday. 2014 should be an enjoyable year for PPA. Not only do we have great education scheduled for the meeting in St. College March 21-23, in addition the AOA Optometry’s meeting will be in Philadelphia, Pa. June 25-29. For those of you that have never attended a national meeting you owe it to yourself to attend. It will be well worth your time.

The education last May in Lancaster was very well attended. I am not sure whether it was the education or the location or both. Thank you for attending and making it a huge success. I also would like to thank the PPA Board, Committee members and POA for all their work organizing the education and meeting. If there are any speakers or topics you are interested in, please contact April Stewart Vice-President of Education or any board member. Visit our web page at poa.org for a listing of all board members.

The last thing I would like to address is volunteering to be a board or committee member. PPA is well recognized and one of the leading states in the nation. Elections will be held at the meeting in St. College March 22. All the positions (except President) are open and require minimal time.

You can talk yourself into success. The secret is a simple but life-changing shift in vocabulary. Trading “can’t” for “I can.” Replacing “maybe” yourself and that confidence will carry you toward your dreams!

I am looking forward to serving you as President and I am open to any suggestions or questions.

Yours in Paraoptometry,

Vera Kohler CPOA
ParaEyes • Page 2

Fact 306:  
The healthy human eyes can distinguish 17,000 different colors.

CPO FLASH CARDS ARE A GREAT COMPANION TO THE CPO STUDY GUIDE.  
CPOA/CPOT FLASH CARDS COMPLIMENT THE SELF STUDY COURSE FOR PARAOPHTOMETRIC ASSISTANTS AND TECHNICIANS.  

CAMILLE SEGANOS, CPOA  
Email: camilivanili@yahoo.com  
Phone: 814-266-7611  
Fax: 814-266-3532  

Are you thinking of studying for a certification? The PPA Loaner Library has many resources to help you to study. There are study guides and flash cards available for CPO, CPOA & CPOT. All materials are available for loan for 8 weeks.

Message from the President Elect:  
Sarah Owens CPOC

A warm thank you to everyone who has supported the PPA in the past year. 2013 was a successful year and we welcome all the new members who joined us in May. I look forward to seeing all of you and some new faces at the March 2014 conference in State College. Do not forget to stick around after education on Saturday for a cocktail hour meet and greet.

Best wishes to another great year!

Sarah Owens CPOC
Message from the Vice President of Continuing Education:
April Marshall, CPO

The Pennsylvania Paraoptometric Association in conjunction with Pennsylvania Optometric Association is proud to be holding education in State College at the Nittney Lion Inn, Saturday, **March 22, 2014**. This year we have two extraordinary speakers, Jill Luebbert, CPOT and Susan Henault. Both are well known speakers, Jill is well known in many states and serves on the AOAPS Board as Trustee. Susan is one of our Pennsylvania Paraoptometrics who has spoken for PPA and several local societies. We are sure you will enjoy them.

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**March 22, 2014 Education Conference Schedule**

From 8-9 am
Track 1 – Jill Luebbert – Performing Reliable Visual Fields- 1 hour - see attached course description
Track 2 – Sue Henault – Customer Service: A Critical Differentiation- 1 hour – see attached course description

12:45 – 1:45 Business meeting

From 2 – 3 pm
Track 1 – Jill Luebbert – Technicians Role in Medicare Compliance- 1 hour - see attached course description
Track 2 – Sue Henault – Best Strategies for Successful Dispensing: the Key to Patient Satisfaction- 1 hour - see attached course description
From 3:15-5:15 pm
Track 1 – Jill Luebbert – Contact Lens Workshop – 2 hours – see attached course description

From 3:15-4:15 pm
Track 2 – Sue Henault – Developing the Ideal Staff – 1 hour - see attached course description
From 4:30-5:30 pm
Track 2 - Competing for Today’s Consumer – 1 hour - see attached course description

Best Strategies for Successful Dispensing: The Key to Patient Satisfaction (1 Hour)
In a nutshell, this seminar is designed to help reduce or even eliminate pesky, patient remakes by reviewing the strategies of dispensing that will enable you to (against all odds ;-) to “get it right the first time”. Because no technique is full-proof, also covered in this program are a series of trouble-shooting concepts that will increase patients’ confidence in your skills, and therefore reduce the need to “remake” eyeglasses, just to give a customer the sense of satisfaction they desire.

Customer Service: A Critical Differentiation (1 Hour—Management)
Because many opticians and technicians never receive formal training in customer service, this seminar is perfect for those who could use some pointers to becoming more polished professionals. It is structured to help eye care professionals become more customer focused in their day to day dealings with patients and with each other. This course provides optical staff with practical and relevant suggestions that will lead them to a much more fulfilling career within the eye care industry.

Developing the Ideal Staff (1 Hour—Management)
Many eye care management professionals never receive formal training, so this seminar is perfect for veteran opticians who now find themselves in the role of office manager. It is specifically designed to help optical managers become more effective leaders. A successful manager starts by surrounding himself or herself with the best possible team of players, so this course spells out the human resource “do’s and don’ts” of hiring. Another (often neglected) key responsibility of managers is to set the vision for their team and then fully equip employees to attain those goals. This course provides managers with practical and relevant tools to help them lead hourly personnel toward exceptional performance and teamwork.

Competing for Today’s Consumer (1 Hour—Management)
This course explains the unique advantages the independent practice has over retail chain optical stores, and online optical retail options. It also clarifies the importance of managing the patients’ eye care experience from start to finish, specifically for the benefit of the PATIENT. I highly recommend this class to any customer that is concerned about maintaining patient retention levels, or has noticed a drop in monthly capture rates. I especially recommend it to independent practices that have never monitored capture rates, but desire to do a better job in this crucial area.

Technicians Role in Medicare Compliance (1hr) Course Description :
We all know that ‘if it isn’t recorded, it didn’t happen’. This course will guide us through the steps of accurate recording to justify billing. Whether you perform the tests or chairside scribe for the doctor, this course will help you become proficient in the necessary aspects of proper charting. Understand the importance of performing proper pretest exam procedures. To be knowledgeable on established guidelines for proper billing. Appreciate complete charting documentation.

A Contact Lens Workshop Outline Course Description:
Contact lenses have come a long way. Join us as we discuss the contact lens. We will learn about where contact lenses come from, discuss the differences in contact lenses and learn how to instruct patients in the placement, removal, care and handling of soft contact lenses. We will discuss the solutions option for the contact lens wearer. This is a hands-on workshop. Appreciate the history of contact lenses. Be able to identify soft contact lenses. Be able to identify “hard” contact lenses. Instruct patients on placement and removal techniques for soft contact lenses. Instruct patients on placement and removal techniques for gas permeable
contact lenses. Educate patients on proper care systems for soft contact lenses. Educate patients on proper care systems for gas permeable contact lenses.

Performing Reliable Visual Fields
Visual field testing is an integral part of the vision assessment process. Performing the procedures accurately is critical. This course will guide the technician through the steps of performing accurate and repeatable visual fields. Understand the terminology used in visual fields. Be knowledgeable of specific visual fields tests. Be able to accurately prepare the instrumentation for visual fields test. Guide the patient through a reliable testing procedure

Do not miss out on this education. Watch for your registration form soon…

During the Business Meeting we will be holding election of officers for 2015.

President-Elect – Duties- Perform the duties and responsibilities of the President in the President’s absence or in the event of the failure or inability of the president to perform the duties. Prepare and present a report for the board and general meetings. Attend all PPA board meetings and general membership meetings

Vice President Continuing Education- Duties- Arrange topics and speakers for educational meetings. Submit educational materials to Commission on Paraoptometric Certification for approval. Oversee the recording of continuing education hours and awards, also recourse library and economic task force. . Attend meetings and report to the president/board.

Secretary/Treasurer- Duties – Keep accurate records of the proceedings of all board of directors and general membership meetings, submit the minutes to the president for approval within two weeks of the meeting, Attend all PPA board meetings and general membership meetings. As treasurer- perform all duties assigned by the president. Be custodial of funds, legal and fiscal documents and securities received in the name of the association. Present a written, detailed financial report to the general membership. Collect and deposit all monies and dues for the association. Keep a complete and correct list of all members.

Vice President of Communication/ Public Relation- Edit, publish and distribute the associations newsletter. Attend all PPA Board meetings. The V.P. of Public Relation chairs the Paraoptometric of the year award, and promotes the Girl Scout Patch Program. Attend all PPA board and general membership meetings. Purchase gifts as defined in the guidelines as instructed by the president.

If you are interested in serving on the PPA board, contact Vera Kohler, CPOA, president for more details.

Volunteering Doesn’t Take a Lot of Time, Just a Little Time to Care!
Message from Vice President Communications and Public Relations
Estela Valera (Ellie) CPO

Welcome 2014 and hello to all the brand new Paraoptometrics. I hope you all had a safe and fantastic holiday season. This year has so many amazing events for us in store. I am excited about this year. It seems as time progresses, PPA becomes stronger. I am pleased with the results of 2013. It was a positive and informative year. Let’s make 2014 even better!

Warmest Regards to everyone!
Ellie

Message from Secretary/Treasurer
Cindy Whitman, CPO

Our current membership is one hundred eighty eight Para’s including three honorary members. We have sixty one renewed memberships for 2014. Our checking account balance is $3999.53 (three thousand ninety nine dollars and fifty three cents) and savings account is $23,528.14 (twenty three thousand five hundred twenty eight dollars and fourteen cents).

I am looking forward to working with the board as the new secretary/ treasurer for the Pennsylvania Paraoptometric Association. If you have any questions or concerns please feel free to contact me at cwhitman@atlanticbb.net. Please, remember to report your credentials’ or any e-mail changes.

Best regards,
Cindy

Important Dates

March 2014 - POA/PPA Spring Congress
June 2014 - AOA Optometry’s Meeting in Philadelphia, PA
Don’t forget to join our group on [Pennsylvania Paraoptometric Association] It’s a great place to share ideas/photos and keep in touch with the other PPA members. Also, Pennsylvania Optometric Association, Paraoptometric to read about your benefits

Message from the AOA Liaison Report:
Roberta Beers, CPOT

What’s New for 2014?

- Our name will change from the Paraoptometric Section to the Paraoptometric Resource Center

- Our email address will change from PS@aoa.org to PRC@aoa.org

- No membership dues for all optometric staff/paraoptometrics who are employed by an AOA member optometrist.

- Billing and Coding: Foundations for Beginners CD-ROM will be available for purchase. Get all nine units on one CD!

- A new look and special features have been added to enhance the AOA MarketPlace experience. Starting in 2014, you will be able to search by category or keywords when placing your order for our education products.

Beginning in January 2014, all paraoptometrics working under the direction of an AOA OD member will have access to all current Paraoptometric Section (PS) member benefits and services, through a new Paraoptometric Resource Center. There will be no membership cost to the paraoptometric and no added membership cost to the AOA OD member. This will give approximately 75,000 paraoptometrics/optometric staff across the country access to resources and tools to prepare them for certification examinations.

The Commission of Paraoptometric Certification (CPC) is continuing to make the CPOT Practical Examination a computer based test. Candidates should watch for information coming toward the middle to latter part of 2014.

The Coding Certification Exam continues to be a success. The office administration certificate program is up and going. This is very different than the traditional certification in that fact that this will be a one-time test, with no continued credit needed and only a certificate is issued (no certification).

Paraoptometrics can watch for an opportunity for a CE through a new item writing webinar that will be somewhat interactive that will give Paraoptometrics the skills needed to be part of the item writing process. This will be an opportunity for interested Paraoptometrics to be part of the committee structure within CPC.
The registration for all certification exams is online through the portal for Professional Testing Corporation that can be found on aoa.org and a tutorial is posted on the AOA website that will give candidates guidance through the registration process.

**Nominate your professional peer today!** Do you know a paraoptometric who goes above and beyond? The AOA Paraoptometric Section is now accepting nominations for both the Paraoptometric of the Year (POY) Award and the Community Service Award. Learn more about each of these awards, prizes, nomination criteria, and the nomination form by visiting [http://www.aoa.org/paraoptometrics/membership/awards-and-recognition](http://www.aoa.org/paraoptometrics/membership/awards-and-recognition)

**Paraoptometric Skill Builder®**

## New Product Bundles (Educational Materials)

**CPO Certification Study Bundle**
- CPO Study Guide CD
- CPO Review Course
- CPO Study Flash Cards
- Anatomy & Physiology Education Module

**CPOA & CPOT Certification Study Bundle**
- Self-Study Course
- Self-Assessment Exam
- Study Flash Cards (all four sets)

**CPOA & CPOT Flash Card Bundle**
- Study Flash Cards (all four sets for one low price…SAVE!)

**CPOC Certification Study Bundle**
- Anatomy & Physiology Education Module
- Practice Management 101 Education Module
- Insurance Processing Flash Cards
- Coding Book Set (2013 AMA CPT Standard Edition & Codes for Optometry 201

For more information about the bundling educational materials, contact Joan at the AOSPS - JVAbney@aoa.org
DO YOU KNOW A GIRL SCOUT IN YOUR COMMUNITY? ARE YOU A GIRL SCOUT LEADER?

PPA PROMOTES VISION AWARENESS BY ENCOURAGING EDUCATIONAL OPPORTUNITIES TO EARN A VISION AWARENESS PATCH.

FOR MORE INFORMATION ON EDUCATIONAL OPPORTUNITIES TO EARN THE VISION AWARENESS PATCH, PLEASE CONTACT THE GIRL SCOUT PATCH COMMITTEE CHAIR

CAMILLE SEGANOS, CPOA
Email: camilivanili@yahoo.com
Phone: 814-266-7611
Fax: 814-266-3532

PPA's Paraoptometric Reference Manual

The Pennsylvania Paraoptometric Association is pleased to announce the release of the 3rd Edition of the Paraoptometric Reference Manual. The manual is available for distribution to anyone interested in a great reference tool for staff, new and previous.

The manual consists of 264 pages of training and reference material, including the following:

- possible duties of the optometric assistant
- practice management
- special needs patients
- chairside assisting
- screening tests
- twenty-one points exam
- importance of documentation
- refractive status of the eye
- pharmacology (diagnostic and therapeutic)
- common diseases and injuries of the eye
- ocular/non-ocular emergencies
- contact lenses
- lens materials
- vision therapy
- optometric and medical abbreviations
- a page glossary
As a non-profit organization, the income from the sale of these manuals is reinvested in furthering the education of Paraoptometrics throughout Pennsylvania, and the United States.

The manual can be purchased for $40.00, plus $7.00 S/H for any non-PPA member, or $25.00 plus S/H for PPA members.

If you are interested in purchasing a manual, or would like additional information, please contact: Theola Amundson, CPOT  
118 Scotland Avenue  
Punxsutawney, PA 15767  
phone (814) 938-7697  
theam123@verizon.net

Your profession is not what brings home your paycheck. Your profession is what you were put on earth to do with such passion and such intensity that it becomes spiritual in calling. -- Vincent Van

EYE FACTS

Boys are more likely to be color blind. Around one in every 12 boys has some level of color blindness, while only about one in every 200 girls is affected.

A blink of an eye takes about 300 to 400 milliseconds, or one-third of a second.

Your eyelashes life span of five months and the entire length of all eyelashes shed by a human in a lifetime is more than 98 feet.

Smokers are four times more likely to go blind than non-smokers.

The human eye can distinguish 500 shades of gray (We thought 50 shades of gray was impressive)
Do you know a Paraoptometric who has been outstanding in your office, local society, in the field of paraoptometry? Now is the time to honor him/her by nominating them for Paraoptometric of the Year.

**Pennsylvania Paraoptometric of the Year Nomination Form**

**Rules**
- The candidate must be a member in good standing of the Pennsylvania Paraoptometric Association
- The nomination must be submitted to the committee chair person
- The nomination must be submitted by a local paraoptometric society, or local optometric society, a PPA member, a POA member, or by Nominee
- The nomination must be submitted on this form
- Nominations may be resubmitted in future years

**Criteria**

**Area I - Service to optometry and the Pennsylvania Paraoptometric Association**
- Contributions of personal effect and time toward the professions advancement.
- Service as an officer, committee member or chair on the local, state or any official organization
- Promotion of the associations goals and programs
- Activity in support of the associations projects
- Involvement in public information activities

**Area II - Public/Community Service**
- Participation in public service programs (vision screening, etc)
- Service to sight saving groups, education, the community, religious or service institutions, charitable causes, etc.

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**Nominee:**

Name: ____________________________________________________________

Office Address: _______________________________________________________

Home Address: _________________________________________________________

Office Phone ___________________________ Home Phone______________________

**Nomination Submitted By** (individual or group)

Name(s) ___________________________________________ Date __________

Title(s) ___________________________ Office Phone _________________________

Association___________________________________________________________

Office Address_________________________________________________________

Completed forms and return to: **Submission Deadline – February 3, 2014**

Roberta Beers, CPOT
1344 W. 38th Street
Erie, PA 16508
W (814) 868-0895
rmbeers@zoominternet.net
Words Make a Difference

The following is a list of preferred terms that will enhance the way your office is perceived by your patients. It will balance the need to say things in a professional and pleasing manner, yet not become so obtuse that a patient does not understand what you’re talking about.

After you have read over the list, it is important you review it with your doctor. We tend to use terms used by the doctor so it is important that all staff members plus doctors are on the same page. The list is also a must-read for all new staff members.

- Don’t say customer or client .....Say patient
- Don’t say sell .....Say prescribe or dispense or provide
- Don’t say buy .....Say order
- Don’t say store or shop .....Say office or practice
- Don’t say business or trade .....Say practice or profession
- Don’t say price .....Say fee
- Don’t say old patient .....Say established patient
- Don’t say waiting room .....Say reception area
- Don’t say back room .....Say lab or administrative office
- Don’t say optical shop .....Say optical dispensary
- Don’t say buy frames .....Say select frames
- Don’t say girl ..... Say technician or assistant or optician or staff member or use person’s name
- Don’t say employee .....Say staff member
- Don’t say is busy ..... Say is with a patient
- Don’t say doctor is on vacation .....Say the doctor is out of the office
- Don’t say doctor is late ..... Say schedule was interrupted by an emergency
- Don’t say equipment ..... Say instruments
- Don’t say check eyes ..... Say perform examination
- Don’t say check – up ..... Say follow-up exam
- Don’t say trial contacts .....Say diagnostic contact lens
- Don’t say fit contacts .....Say prescribe contacts
- Don’t say check contacts .....Say evaluate contacts and corneal health
- Don’t say pick-up glasses ..... Say dispense eyewear
- Don’t say drug ..... Say medication
- Don’t say pressure check or glaucoma test or air puff ..... Say tonometry or measurement of intraocular pressure
- Don’t say picture ..... Say photograph or image
- Don’t say no- line bifocals ..... Say progressive lenses
- Don’t say antireflective coating ..... Say antireflective lenses
- Don’t say no problem ..... Say thank you and you’re welcome
Some Comic Relief

PS E-Newsletter

Quarterly ParaEyes E-News
One of the great benefits of membership is the quarterly Pennsylvania Paraoptometric newsletter, (Para-Eyes) E-News. The newsletter features a message from your Chair, information on happenings within the Association, as well as in you, CE opportunity listings, and much more. Deadlines to submit information for the newsletter will be announced two weeks before it goes to print. We are always looking for input from you and the local societies.
Order Form

☐ PPA Paraoptometric Reference Manual

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Checks payable to: Pennsylvania Paraoptometric Association

Send to: Theola Amundson, CPOT
118 Scotland Ave.
Punxsutawney PA, 15767