

MAR. 2018



Focal Point

Newsletter of the Arizona Optometric Association

AZOA 2018 Spring Congress: Heads Back to Loews Ventana Canyon Resort

This year's Spring Congress is being held April 13-15 at the truly spectacular setting of the Loews Ventana Canyon Resort where you can walk out the back doors and step into the natural beauty of the Sonoran desert. Inspired by nature and the surrounding saguaro cactus, architect John Hill constructed the resort to blend into the southwestern landscape.

From the moment you arrive at the luxury resort in Tucson, you are greeted with a magnificent view of the Catalina Mountains and indigenous saguaro cactus in every direction. With the distinct Sonoran desert smell filling the air around you, you get a sense that Loews Ventana Canyon is a luxury hotel unlike any other. Here, you'll find amenities and services that make you feel like you've just checked into paradise. During your stay, they encourage you to enjoy the sunshine, the miles of hiking trails, the 80-foot waterfall, and all of the other relaxing, indulgent offerings.

The breathtaking spa resort in Tucson has something for everyone. From kids' activities to spa treatments and championship golf, your family will never run out of things to do. Loews Ventana Canyon offers close proximity to the University of Arizona and to many other activities, making it ideal for convenient Tucson travel. Kick back, relax, enjoy your travel experience, and let Loews take care of the rest.

The 2018 Spring Congress noted faculty will be presenting 16 hours of COPE-approved CE, and includes:

- Dr. Josh Johnston
- Dr. Ron Melton
- Dr. Brad Sutton
- Dr. Randall Thomas
- Tucson VA Residents: Drs. Loren Rodgers, Ryan Martinez, Kaitlin Vass, Lauren West, Yang Pan & Krista Reuland

The early registration deadline for CE is 3/23/2018. ■

Please visit www.azoa.org/Connect for more information

PRESIDENT'S MESSAGE: BY DR. DAVE COULSON

I spoke with many AZOA past presidents last April and they were definitely right. This presidency year really goes by fast. There are so many people that contribute time, effort and money to our association. Thank you for all you do. Specifically I would like to recognize just a few people for the work they have been



doing. Chad Carlsson, our AOA PAC chair, has continued to see increases in PAC contributions over the past 5 years. In fact, over the last 3 years, contributions have exceeded goal by as much as 40%. Chad, thank you for your enthusiasm and for getting us to whip out our checkbooks for the sake of our profession. Danielle Lanzer is heading up our membership committee and is doing a fantastic job leading, recruiting and developing fresh ideas to gain critical increases to our membership numbers. Thank you, Danielle, for your commitment to making us stronger. Todd Smith, our immediate past-president, has been an incredible help over the past year. I'm so appreciative for his insight, willingness to continue to step up in so many capacities, comic relief and continued leadership going forward. We are fortunate to have Todd represent Arizona as our next representative on the GWCO board. Thank you to Rand Siekert for his counsel as well as his service on the GWCO board for all these years. Annette Hanian, who needs no introduction as our legislative chair, I cannot thank enough for all her tireless work to protect and advance our profession here in Arizona. Josh Baker, Dean of College of Optometry at Midwestern University and ex-officio board member, has done an amazing job strengthening the relationship between the school and the AZOA. I am very appreciative of the access he has given us to work

with the students and faculty in collaborative efforts. Finally, thank you to the outstanding AZOA staff: Kate, Joanne and Stacey Meier. Kate works incredibly hard to run the office and organize all of the details for the congresses throughout the year. Joanne guides us in accounting and keeps all the numbers aligned. Both Kate and Joanne have to keep Stacey in line which is quite a feat in and of itself. Truly though, Stacey is doing a great job as our ED and I am very thankful for his leadership and guidance throughout the years. The AZOA is very fortunate to have the staff that we do.

I am excited about the development of the Young Professionals of AZOA. This group is intended for AZOA members that have been out of optometry school 10 years or less. The focus of the group will be on programs and social events providing the opportunity to network with colleagues, learn practice success strategies and give a voice to these members in the association. Our hope is for our younger members to feel more engaged and empowered to grow and lead Arizona optometry. The inaugural event is in the works and will be announced soon.

In just a few weeks the gavel will be passed to Beth Pyle-Smith, the next AZOA president. Beth has a passion for optometry and is incredibly organized and detail oriented. I am looking forward to her leadership over the next year. It has been a pleasure serving this past year.

Connect, Evolve and Thrive.

AZOA President, Dr. Dave Coulson

EXECUTIVE DIRECTOR'S MESSAGE: BY DR. STACEY MEIER

OPIOID CLASS REQUIRED FOR LICENSURE

SB1001 was passed during a special session of the Legislature called by Gov. Ducey this past January. The Bill requires all health care professionals who are authorized to prescribe controlled substances to complete a minimum of three hours of opioid related continuing education each license renewal cycle. The new law is effective April 26, 2018; the law also applies to any person in a medical degree program that will eventually permit them to obtain a DEA number and prescribe controlled substances, so there may be a change to the current curriculum for students in the Optometry Program at Midwestern University in order to meet the provisions of the law.



Currently, our Arizona State Board of Optometry is amending rules to comply with this new law. The AZOA has been in contact with the Arizona College of Optometry and the State Board, and will keep everyone apprised as more information becomes available. ■

Stacey Meier, OD, AZOA Executive Director

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LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

Legislation Committee Update by Annette Hanian OD, Chair

Arizona is unique in that we have “Sunrise Process” required for non-MD health professionals to expand legislated scope of practice. We are required to submit an application justifying our requested scope expansion prior to September 1 and are required to survive a hearing of the Joint House and Senate Health Committees prior to introducing a bill the following session. This gives MDs an additional five months and an additional hearing to protect their turf. The AZOA has worked with a coalition of other professionals and think-tanks to revise the current Sunrise process. We are attempting to level the playing field at the Capitol. So far, we have successfully made it through the Senate committees and floor votes with two amendments, neither of which resulted in us getting less than we originally asked in the bill. We made it through the House committee, but are required to make an amendment to “compromise” with the other stakeholders in the process aka MDs and the Health Chair. At the time of the writing, we are preparing for that stakeholder meeting. If able to find some common ground that does not gut the bill, then we will move forward in the House, but the amended bill will again have to go through the Senate to approve the amendment there before it goes to the Governor. There are plenty of opportunities for MDs to kill this bill and keep the Sunrise process the same as it has been for 30 years. We still have a chance to

fix a broken process, but it is an uphill battle for the next month or so.

There were several other bills that affect Optometry that were introduced or passed this session. Watch for future reports for a full session review for 2018.

This is a group effort and every member of the AZOA is considered a member of this committee. Your phone calls, emails and contributions make our legislative efforts possible. There is no Legislation Committee without the members of the AZOA. THANK YOU!!!



SAVE THE DATE:

**The AZOA's Annual:
"OPTOMETRY DAY AT THE CAPITOL"**

Tuesday, March 27th, 2018
Serving corndogs, chocolate-dipped
strawberries and fresh-squeezed
lemonade from 11AM-1PM on
the Capitol Lawn.

Volunteers are needed. Set up (9am-11am)
& clean up (1pm-3pm)
Please contact Annette at [drhanian@](mailto:drhanian@completevisioncare.com)
completevisioncare.com

Spring Congress Schedule

FRIDAY, APRIL 13

12PM-5PM Registration (please note that registration does not open until 12pm)

1PM-3PM **Anterior Segment Grand Rounds/Johnston/52110-AS**
This course will review complex cases of various anterior segment problems including viral and bacterial infections, graft failures, and genetic disorders, including testing and treatment options, and offer strategies for proper diagnosis and treatment.

3PM-5PM **Innovations In Dry Eye Treatments/Johnston/52112-AS**
Optometry's role in the medical treatment of eye care problems will continue to increase as health care evolves. It is critical for optometrists to be proficient in managing ocular surface diseases as optometrists are the primary eye care providers today. The course will outline the steps necessary to properly diagnose and treat common conditions that cause ocular surface diseases.

5PM-7PM **AZOA Carnival - Exhibit Hall & Cocktail Reception**
Come one! Come all! Step right up and have a ball! The AZOA Carnival Spectacular is coming to town and here is your ticket to join your fellow ODs and leading industry partners/vendors in carnival lane. There will be games, photo booths, activities and more.....popcorn, booze and treats galore! Carnival/fair/circus attire is encouraged.



7PM Dinner on Own for Attendees

SATURDAY, APRIL 14

7AM Registration and **ALCON LABS SPONSORED BREAKFAST/PRESENTATION**

8AM-10AM **Key Issues In Ocular Disease Management/ Melton & Thomas/51916-PH**
A team-taught course addresses various key issues while treating ocular diseases. Challenges and diagnostic/treatment options are discussed with emphasis on sharpening skills in the diagnosis and medical management of a variety of disease entities.

10AM-12PM **Melton-Thomas Clinical Grand Rounds/Melton & Thomas/51915-AS**
Challenges in treating a wide variety of anterior and posterior segment diseases are shared in a clinical rounds format. This course covers both common and not so common ocular disorders encountered in over 70 years of combined clinical practice. An interactive approach is used to discuss diagnosis and management strategies involved with each case presentation. Clinical pearls will be shared to enhance patient care with our colleagues

12PM-2PM Exhibit Hall/Luncheon

2PM-4PM **Pharmacology Rounds/Sutton/47852-PH**
This course covers the pharmacology and clinical uses of many topical ophthalmic medications and oral medications, as well as ocular side effects

of certain oral medications. Categories include antibiotics, NSAIDs, steroids, antivirals, anti-allergy medications, pressure lowering agents, and many others.

4PM-5PM AZOA Business/Membership Meeting

5PM-8PM Cocktails/Dinner/AZOA Awards Presentations

8PM Dr. Beth Pyle-Smith's Carnival-Themed New President's Reception - President's Suite
(Everyone welcome!)

Please join us at the reception honoring Dr. Beth Pyle-Smith as the 2018-2019 President of the AZOA! Have a cocktail, play some games and mingle with some of your fellow Optometrists at this event which is always a crowd favorite!



SUNDAY, APRIL 15

7AM Registration and **VISIONEERING TECHNOLOGIES, INC SPONSORED BREAKFAST/PRESENTATION**

8AM-10AM **OCT The Optometrists MREye/Sutton/50472PD**
This course covers the scientific principles behind OCT technology, both current and emerging, and the clinical indications for its use. The majority of the course consists of clinical case examples highlighting the use of OCT in patient care and management. Several conditions including macular edema, VMTS, ERM, macular hole, AMD, PED, neurosensory retinal detachment, glaucoma, NAION, ONH drusen, solar maculopathy, outer retinal tubules, and many others are covered.

10AM-12PM **Cancer and the Eye Ocular Tumors, Malignancies, and Neoplasms/Sutton/55767-SD**
This course covers systemic cancer principles and epidemiology as well as several types of ocular malignancies. Uveal metastatic tumors, primary uveal tumors, choroidal nevi, melanocytoma, and retinoblastoma are covered in detail. An emphasis is placed upon the differential diagnosis and management of each ocular neoplasm.

12PM-1PM Lunch on Own

1PM-3PM **Tucson VA Residents Present: SAVAHCS Ocular Disease Grand Rounds/55721-SD**
This course highlights various ocular and neuro-ophthalmic disease processes. The differential diagnoses, optometric management, and clinical pearls will be discussed.

Case 1: The Miller-Fisher Variant of Guillian-Barré Syndrome
Speaker: Loren Rodgers OD

Case 2: Retinal Pigment Epithelium Tear with Subsequent Full Thickness Macular Hole Associated with Anti-VEGF in the Treatment of Exudative AMD
Speaker: Ryan Martinez OD

Case 3: Endophthalmitis After Aflibercept Injection
Speaker: Kaitlin Vass OD

Case 4: Orbital Invader! Deep, Invasive Basal Cell Carcinoma
Speaker: Lauren West OD

Case 5: Isolated Abducens Palsy Reveals Diagnosis of Multiple Myeloma
Speaker: Yang Pan OD

Case 6: Management of Ocular Sequelae 2' Glioblastoma: Maximizing Vision-related Quality of Life
Speaker: Krista Reuland OD

AOA-PAC UPDATE: BY DR. CHAD CARLSSON

Hello Fellow AZOA Members and welcome to The Spring of 2018! Why is it that time flies after you turn 21 and otherwise seems so slow prior to that as a child or teenager?!?! Well,



I hope you all had a wonderful holiday season and made it through the winter months without getting too cold since the weather got pretty chilly around here after February started?! I think we can all agree we're blessed with this sunny Arizona climate unlike the Midwest and East Coast that get the usual Old Man Winter WALLUP while we complain about sunny and only a High of 58! (;

With that said, I also wanted to take the time to commend those Members that have helped our Association meet its goals for the last 3 years that the AOA-PAC sets for our State Association! Without you, this would not have happened. In fact, we have exceeded our goals set from the AOA-PAC by an average >120% over the last 3 years! That is something to definitely be proud of "FO SURE!"

However, imagine if more of our Members contributed something whether it be time or money then the same group of Members that donate both every year. Without those reliable Members we'd look pretty pathetic since that accounts for only 63 Members of the over 478 active Association Members here in the AZOA! Did you know that there are over a 1000 OD licenses in Arizona and our Association makes up less than half that number?!

This is why 1-800 comes after us every year legislatively since they see us as WEAK! And of course why we need to actively stand up and fight the fight together vs alone. Therefore, please talk to those you know who practice Optometry in this State and ask if they're an active Member of the AZOA. And if they say yes, then shake their hand, look them in the eyes and say thank-you for being supportive of our profession. Then politely ask if they also help by contributing their time or any monies to our State PAC (aka OPACA) and/or contribute on a National level by supporting the AOA-PAC. If not, look them in the eyes and say thanks again for supporting our Association as that means so much to our Members, but please also consider supporting our profession legislatively since we all hopefully know by now that our profession was founded through legislation.

Forgive me for addressing this topic over and over again, but Grandma always said the

cont'd next page

AOA-PAC UPDATE: BY DR. CHAD CARLSSON

“squeaky wheel gets the grease!” Please show your support and take the time to donate today to both PACs and help Dr. Annette Hannian and myself reach our goals for both PACs so that we all succeed in making our profession better and stronger! As a result, my personal goal for 2018 is to raise over 30K for the AOA-PAC and I hope with your help and other new Members, that we can reach this goal and “blow the doors off” the AOA’s and our Association’s expectations.

All we’re asking is a little bit of your time or money for the AOA-PAC; it’s really easy. Either talk to your legislators and/or Congressmen when Annette and I ask you to through emails or phone calls on certain Bills we’re trying to push through legislatively. Or give monetary donations to our State PAC (OPACA) and our AOA-PAC. All you do for donating to the AOA-PAC is as follows: AOA Members can easily go to www.aopac.org/donate and using your AOA Member ID # to login; you can then sign up for a one time contribution if not a recurring contribution. Just simply use the drop-down for FREQUENCY and change that to whatever you wish to do and then put your credit card info to process the transaction.

Again, it’s so easy to do and when you do the recurring contribution, it really breaks down the financial commitment to where you don’t even notice the expense anymore. But at the end of the year, that monthly recurring contribution adds up to a nice

donation for a worthy cause on behalf of all of us!

Either way, thanks for taking the time to read this important article and I and many other Members look forward to seeing you all down in Tucson for our annual Spring Congress Meeting. Hoping the weather will be sunny and of course warmer for some CE & pool time as we catch up and enjoy each other’s company.

**Take-care and See You Soon,
Chad A. Carlsson, OD, FAAO
AOA-PAC Chairman of the AZOA**

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SIXTH ANNUAL [RESIDENTS' DAY] AN OCULAR DISEASE SYMPOSIUM

Presented by the Arizona College of Optometry

An Optometry Continuing Education Program

Saturday, April 28, 2018 | 9:00 AM to 4:00 PM

Continental Breakfast | 8:00 TO 9:00 AM

Midwestern University Auditorium | Glendale, Arizona

FULL DAY: Early Registration \$125; \$175 after March 15, 2018 | Up to 7 CE hours | Lunch included

HALF DAY: \$85 | Up to 4 CE hours | Lunch not included

Please pre-register online at:

www.midwestern.edu/residentsday2018

For more information, contact Laura Addy, O.D., FAAO
623.806.7267 | azcopt-ce@midwestern.edu



Full Day: Up to 7 CE Hours*

Half Day: Up to 4 CE Hours*

*COPE approval pending for all courses



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MEMBER NEWS

AZOA Welcomes NEW MEMBERS!

(as of March 2018)

Dr. Shannon Borrego

Dr. Andre Juarez

Dr. Kevin Helmuth

Dr. Sarah Huff

Dr. Amy Keding

Dr. Katie Kroona

Dr. Herlynnne Martin

Dr. Doreen Ng

Dr. John Osika

Dr. Kelsey Rounfort

Dr. Matthew Roe

Dr. Brian Sturgill

Dr. Kelly Varney

Dr. Kaitlin Vass

SCO WELCOMES NEW BOARD MEMBERS

Meier, Shaw Join Board



SCO welcomed two new Board of Trustees members at the Board's January meeting. Stacey Meier, OD '84, pictured at left, is the new Alumni Council Board representative. Financial services professional Lynn Shaw, Sr., was appointed to a full board term. The new Board Chair is Doug Clark, OD, who succeeds Cristie Travis as she continues her service on the Board. The Board's weekend agenda included review of a new scholarship funding plan to meet a strategic plan goal of expanding financial incentives. This endeavor is designed to encourage the most qualified optometry students to choose SCO for their education.

SAVE THE DATE FOR 2018 FALL CONGRESS!

NOVEMBER 2-4, 2018



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How to Respond to Prescription Requests from a Contact Lens Retailer

Requests for copies of a prescription by a contact lens seller are different than the standard prescription verification requests that are sent following a patient's order of contact lenses. They are less common than verification requests, so some doctors and their staffs may not see them frequently and may have questions about how to respond. The most important thing to remember about a request for a prescription is that you must respond. There is no "passive" response to a request for a copy of a prescription from a seller from which your patient is purchasing lenses. According to the federal Contact Lens Rule, individuals prescribing contact lenses must:

- Give a copy of the contact lens prescription to the patient at the end of the contact lens fitting—even if the patient doesn't ask for it.
- Provide or verify the contact lens prescription upon completion of a fitting to anyone who is designated to act on behalf of the patient, including contact lens sellers.

While verification requests are still the most common method used by contact lens retailers to check that a customer is ordering the correct lenses, requests for actual copies of prescriptions have become increasingly common.

- Remember, prescribers have an obligation under the Contact Lens Rule to respond to requests for prescriptions from retailers.
- The Fairness to Contact Lens Consumers Act (FCLCA) does not require that patients provide written authorization to prescribers to release a prescription. Patients instead typically authorize the contact lens seller to obtain the prescription from their doctor during the ordering process. Prescribers do not have the right under the FCLCA to require that the patient provide written authorization to the prescribers, or to ask to see the authorization given to the seller, before the prescriber sends a copy of the prescription in response to a prescription request.
- Releasing a prescription in response to a request from a contact lens seller is not a HIPAA violation.

If the requested prescription is expired or otherwise invalid, the AOA recommends communicating that fact promptly to the requesting seller. Previously the Federal Trade Commission (FTC) recommended responding to prescription requests in the same way a prescriber would answer a verification request, which includes the option to inform a seller that a requested contact lens prescription "is inaccurate, expired or otherwise invalid." If a requested prescription is nearing expiration, a doctor may note that in his or her communication back to the seller along with the prescription. Please again note that there is no "passive verification" for a prescription demand, so in all cases you must respond to the request, even if just to report a problem.

Reporting Issues to FTC

Please report any issues with online contact lens seller violations of the Contact Lens Rule to Kara Webb at kcwebb@aoa.org. Incidents should also be reported directly to the FTC, which oversees enforcement of the Contact Lens Rule. The FTC's online complaint system can be accessed at: ftccomplaintassistant.gov

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American Optometric Association
243 N. Lindbergh Blvd., Floor 1
St. Louis, MO 63141
1 (800) 365-2219
www.ExcelOD.com



Emerging Trends in HIPAA Violations – And How to Keep Your Practice Safe

Across the health care industry, new trends are emerging in HIPAA compliance. Secondary penalties associated with HIPAA violations are starting to become more prevalent, and can easily be avoided by implementing an effective HIPAA compliance program in your practice.

Learn more about the tools you need to better understand compliance and keep your practice safe in an upcoming webinar for AZOA members, hosted by AOAExcel’s endorsed partner, Compliancy Group:

“The Cost of Non-Compliance: Beyond HIPAA Violations” webinar

Tuesday, April 3 at 12pm MST

This webinar will examine some of the ways that HIPAA violations can pose roadblocks to an optometry practice by reviewing previous settlements and fines. Examples will include FileFax Inc., who was targeted by the Illinois Attorney General for improper disposal of medical records, and a January 2018 Connecticut Supreme Court ruling that allows patients to sue a provider for damages related to HIPAA violations.

Implementing an effective HIPAA compliance program to help avoid violations in the first place is the most effective way to protect your practice. The Guard is a web-based compliance solution from Compliancy Group that addresses the full extent of HIPAA, HITECH and Omnibus Rule regulatory requirements. AZOA members have a member benefit of three additional months free, included with a one-year subscription.

For more information about Compliancy Group, and the HIPAA resources available to AZOA members through AOAExcel, please visit ExcelOD.com/HIPAA-compliance.

SAVE THE DATE FOR 2019 BRONSTEIN SEMINAR!

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