

The Spectacle



A Publication of the Opticians Association of Virginia

FALL 2015

PRESIDENT'S MESSAGE

The OAV ushered in fall with a fantastic Fall Symposium in Fredericksburg! Opticians from around the state were treated to some great education courses, one-on-one time with vendors and a silent auction that featured 3 tables of awesome items that netted nearly \$400 for our general fund.

You weren't there? Here's what you missed:

- 8 hours of ABO education from industry professionals including Laurie Pierce, Mike McGuire and our own Leah Redden.
- Table-top displays from vendors including Diversified Ophthalmics, Luxottica, Luzerne, West-Groupe and Santinelli.
- A silent auction with items from The Pampered Chef and Mattel. Yup, you

missed the chance for 2 Barbie Eye Doctors!

- A networking lunch that featured delicious Italian dishes and pumpkin cheesecake that was to die for!

On the business side, OAV has formulated our response to the call for changes to the Eyeglass Rule and the Contact Lens Rule. The challenges raised by Sen. Charles Schumer of New York and supported by online retailers will affect our industry as a whole and the practice of Opticianry as a profession. Please don't let someone else define our critical role in the fitting and dispensing of both eyewear and contact lenses.

Additionally our state regulations are open for regulatory review. Make it your business to attend the next Board for

Hearing Aid Specialists and Opticians scheduled for December 16 at 9AM. The meeting will take place at DPOR offices, 9960 Mayland Drive in Richmond. The meeting is open to the public.

The OAV Board of Directors is hard at work planning the Spring Meeting in Richmond. We will be celebrating 60+ years of Licensed Opticianry in Virginia and are on the hunt for Opticians with LOW license numbers. Mark your calendars NOW for April 2-3, 2016. You're going to be in Richmond having an EYE BALL!

If I don't see you soon, have a safe and happy holiday season.

Judy Canty

SAVE THE DATE!

Opticians Association of Virginia presents

The "Eye Ball"

*A Celebration of over 60 Years of Opticianry in Virginia
Honoring Virginia's First Licensed Opticians*

**Saturday April 2, 2016
Richmond, Virginia**

All are invited to attend

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OAV RESPONSE TO FTC REQUEST FOR PUBLIC COMMENT

“Patients are still not aware that they must given a copy of their prescriptions immediately upon paying for it”

The Federal Trade Commission is reviewing The Eyeglass Rule and recently asked for public comments. The Rule originated in 1978 because doctors were not releasing prescriptions freely. Senator Chuck Schumer publicly weighed in stating that eyeglass prescriptions are not complete as written, and should contain the PD to allow the consumer to freely shop online. He argues that demand for eyeglasses should result in extensive, healthy competition and that adding the PD to the prescription would allow consumers to shop more freely.

After careful consideration, the OAV submitted a response to the FTC which read as follows:

The Opticians Association of Virginia is writing in response to The Eyeglass Rule. While there are additions to the Rule that would be beneficial to the consumer, we are in favor of preserving the rule as written, and extending it be more specific and also address eyeglass prescription dates.

The OAV believes that optometrists and ophthalmologists should not be required include the patient’s Pupillary Distance (PD) on a prescription. Should the PD be a part of the prescription, Opticians will be obligated to fulfill it as written. A PD is a measurement that may need to be adjusted depending on the patient’s lifestyle, lens design type or patient physiological changes. An incorrectly measured PD by a third party may require place additional burden on the optician if the lenses need to be remade.

The OAV is in favor of retaining the prescription release rule. Patients are still not aware that they must be given a copy of their prescription immediately upon paying for it, and doctors are still not freely releasing the prescription at the end of the exam.

Doctors should be reminded of the provisions of the Rule, and freely hand the prescription to patient without them having to ask. More often than should be occurring, patients are led into the dispensary before paying for the exam, and shown their options for eyewear. We would ask the Rule be amended to include language that the prescription must given to the patient on completion of the exam.

We are also in favor of ex-

tending the Rule to cover the release of a duplicate prescription, and permit the release of the prescription to third parties with permission from patient.

We would also like to address the eyeglass prescription expiration date. In the absence of a medical reason with corroborating pathology, we see no valid reason for a prescription to contain an expiration date. Eyeglasses worn by the patient do not expire on a given date, and we believe that there is no reason for the same written prescription to expire. Licensed opticians can neutralize and duplicate eyeglasses, which negates an expiration date. While the OAV agrees that patients may need regular eye screenings, especially as they age, an expiration date on an eyeglass prescription should not be used as a tool to force patients to return annually or semi annually.

Contact lens prescription expiration date should be enforced, with regard to online companies and that there should be more stringent enforcement. We would like to see a continuation of the “no limit” policy on the number of contact lenses that can be ordered. In the absence of pathology, we believe a contact lens prescription expiration date of one year from the date of the exam is appropriate.

The Eyeglass Rule is working as designed, and the OAV is in favor of keeping it in place thereby enabling a competitive environment in both service and price, giving the consumer the maximum freedom of choice.



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WHAT DOES THE EYEGLASS RULE ACTUALLY SAY?

The following is an excerpt from the FTC "Eyeglass Rule" (16 CFR Part 456)

Section 456.2 Separation of examination and dispensing

It is an unfair act or practice for an ophthalmologist or optometrist to:

(a) Fail to provide to the patient one copy of the patient's prescription immediately after the eye examination is completed. Provided: An ophthalmologist or optometrist may refuse to give the patient a copy of the patient's prescription until the patient has paid for the eye examination, but only if that ophthalmologist or optometrist would have required immediate payment from that patient had the examination revealed that no ophthalmic goods were required;

(b) Condition the availability of an eye examination to any person on a requirement that

the patient agree to purchase any ophthalmic goods from the ophthalmologist or optometrist;

(c) Charge the patient any fee in addition to the ophthalmologist's or optometrist's examination fee as a condition to releasing the prescription to the patient. Provided: An ophthalmologist or optometrist may charge an additional fee for verifying ophthalmic goods dispensed by another seller when the additional fee is imposed at the time the verification is performed; or

(d) Place on the prescription, or require the patient to sign, or deliver to the patient a form or notice waiving or disclaiming the liability or responsibility of the ophthalmologist or optometrist for the accuracy of the eye examination or the accuracy of the ophthalmic goods and services dispensed by another seller.

In Plain English:

- (a) The patient must get a copy of their prescription when the exam is complete;
- (b) The exam must be given regardless of where the patient intends to buy eyewear;
- (c) A patient may not be charged an additional fee for the release of the prescription;
- (d) The prescriber cannot disclaim liability for the accuracy of the eye exam.

"The patient must get a copy of their prescription when the exam is complete."

2015-2017

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MEMBER PERSPECTIVE—FALL SYMPOSIUM

“The first thing that came to my mind is, ‘Why?’...I learned more in 8 hours than I could have learned in a full year.”

My name is Karen Bridgewater, I am a licensed optician in Richmond Virginia. I have been a member of the Optician Association of Virginia (OAV) and a Capital Director for almost a year. I have been attending conventions for the past two years. I have been very fortunate to have surrounded myself with the members of the OAV. It means a lot to me to know that I have friends, colleagues and mentors that I can contact, bounce ideas off of, and grow not only as a person but also as a licensed optician.

I was shocked to walk into the OAV Fall Symposium and see only half of the room filled. The first thing that came to my mind is, “Why”? Every time I have attended a conference I have such a great time. I leave feeling energized and I have much more education to provide to my patients and this time was no exception. I learned more from the three speakers from this convention, in 8 hours, than I could have learned from on the job training and research done in a full year. I cannot understand why more licensed opticians do not take

advantage of this education. The OAV brings to the table the epitome of speakers. I can guarantee (because I go to the conventions), if I was not getting this education my competitor would be. I attend these conventions because I do not want to be inadequate as a medical professional. I owe getting this education to myself and my patients.

I am sorry I missed you this time, I look forward to seeing you at the Spring Convention.
Karen L.H. Bridgewater, LDO, ABOC

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BOARD MEMBER PROFILE—DARLA ALL

Name: Darla Ann All

Board Position: 2nd Vice President, previously Capital Director

Where do you work?: Market Manager of Virginia for For Eyes Optical

What region do you live in? Capital (Midlothian, VA)

How long have you been an optician? I have been in the Optical field for 25 years and a Virginia License Optician for 22 years

I am American Board Optician Certified

Where did you grow up? I grew up in Clintwood, VA as one of 9 siblings

Other Comments: I believe it is our responsibilities to give back to the community and to help the world see a better future

What I would like to accomplish on the OAV Board is to bring awareness that OAV is for every Optician. (Private Practice, Retail, Wholesale etc....) How important it is to continue our education and to grow our organization with members that are passionate about our profession.

I am a member of the Bon Air Manchester Midlothian Lions Club, Eye Glass Chairman & 1st Vice President



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UPDATE FROM THE STATE BOARD

“Opticians from the adopting states have been able to move across stateliness with relative ease because of the shared examination standard.”

In our Spring newsletter, we told you of the Board for Hearing Aid Specialists and Opticians plans to select and implement for a computerized practical exam. Previous efforts to secure the NCSORB computerized practical through a sole source contract were unsuccessful. NCSORB is the National Commission of State Opticianry Regulatory Boards, formed by individual state opticianry licensing boards that come together and share information, discuss issues affecting the licensing of Opticians and work together in an

impartial setting to face the many legislative challenges. In 2000, NCSORB identified the need for, and developed a shared computer simulated practical exam. After 10 years of development, the exam has been adopted in four states, administering over 2000 exams. Opticians from the adopting states have been able to move across stateliness with relative ease because of the shared examination standard.

The Board Staff recommended issuing a Request for Proposal as the fastest way to

get the exam in place and the RFP was issued in May.

At the time, we expected a decision to be made by July 1 for a January 1, 2016 implementation. Unfortunately, the RFP process resulted in no award given. At this time, it is unclear as to the reasons a contract was not awarded. We expect more information to be available at the next Board Meeting on December 16. At this time the Board will discuss the next steps to implement a computerized exam. We will keep you updated.

COMMUNITY SERVICE SPOTLIGHT

CROSSOVER HEALTHCARE MINISTRY IN RICHMOND

CrossOver Healthcare Ministry's Eye Clinic in Richmond serves patients who have no health care coverage and who are also low-income. The Vision program was designed by CrossOver Healthcare Ministry in collaboration with the Virginia Eye Institute and the MEDARVA Healthcare (formerly Richmond Eye and Ear Center) in 2010. The vision teams see patients from CrossOver as well as five other medical safety-net providers. Last year, they served patients from more than 20 cities and counties around Richmond, with the majority coming from Henrico County, Richmond City, and Chesterfield County, respectively.


The clinic has two volunteer ophthalmologists and one volunteer optometrist who see patients and run the eye clinic 2-3 days each week. CrossOver vision patients receive a complete eye exam including retinal screenings, refractions, and visual field exams. If these routine exams reveal abnormalities, the patient will be referred to specialists for treatment. For patients needing corrective lenses, CrossOver is currently able to provide vouchers for glasses at Lens Crafters and Virginia Eye Institute however, the number of patients that the clinic is seeing has increased. In recent months, the number of vouchers for free eyeglasses has decreased.



CrossOver is looking for optical stores in the Richmond area that would be willing to donate one or more pair of eyeglasses on a monthly basis to their patients. For more information about CrossOver visit crossoverministry.org. or contact Karen Bosley at 804-622-0803 ext. 113 or kbosley@crossoverministry.org for more information.
















LOOKING FOR A NEW JOB?


The OAV Website is a valuable resource for job seekers. Opticians can peruse opportunities from all over the State of Virginia, as well as find a position that would provide them with the career path for which they are looking. Part time positions, full-time positions and as well as positions for all type of optical personnel are listed. Positions Vacant are posted often. Employers are encouraged to send descriptions of their open positions for listing on the site. There is no charge to list positions. Positions can also be posted on the OAV Facebook page, if so desired.



Sales Rep Quick Reference Guide

District Sales Manager: Christine Harron Clay cell: 757-652-1675 email: Charron@Marcolin.com

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<div style="text-align: center; background-color: #004a7c; color: white; padding: 5px;">MEREDITH CELLA</div> <p style="text-align: center; font-size: small;">Sales Representative MCella@Marcolin.com 757-672-1512</p> <div style="display: flex; justify-content: space-around; text-align: center; font-size: x-small;">    </div> <div style="display: flex; justify-content: space-around; text-align: center; font-size: x-small;">    </div> <div style="display: flex; justify-content: space-around; text-align: center; font-size: x-small;">   </div>	<div style="text-align: center;">CUSTOMER SERVICE</div> <p style="text-align: center; font-size: small;">Phone: 1.888.MARCOLIN Website: salesusa.marcolin.com</p>



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UPCOMING EVENTS

December 16, 2015

Board for Opticians Meeting—Richmond, VA

March 5-6, 2016

RAM Mission—Buena Vista, VA

April 1-3, 2016

OAV Spring Convention—Richmond, VA

April 2, 2016

OAV "EyeBall"—Richmond, VA

April 15-17, 2016

Vision Expo East—New York, NY

April 20, 2016

Board for Opticians Meeting—Richmond, VA

April 29-May 1, 2016

RAM Mission—Smyth County, VA

August 17, 2016

Board for Opticians Meeting—Richmond, VA

December 14, 2016

Board for Opticians Meeting—Richmond, VA



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