

The Spectacle



A Publication of the Opticians Association of Virginia

WINTER 2016

PRESIDENT'S MESSAGE

Spring is almost here, I promise!

With spring on the horizon there are many wonderful opportunities to use your skills and knowledge as an Optician here in Virginia.

Kristi Green is signing up volunteers for several RAM missions in southwest Virginia. If you want to see first-hand what a difference a pair of eyeglasses can make, see the article in this newsletter about how to get involved!

We are also coming down the home stretch for the 2016 Spring Convention in Richmond. Please register for the meeting and make your hotel reservations as early as you can. We're offering so many educational opportunities for so many different interests, everything is sure to fill up quickly.

We're also finalizing all the

plans for the 1st annual Eye Ball, honoring 60+ years of licensed Opticianry in Virginia. We've already contacted as many of the first 500 licenses as could be found. Don't miss the opportunity to meet the people who did the hard work of establishing a licensing process. They deserve our greatest appreciation!

On a more serious note, HBI444 has become law and as predicted, the Vision Care Plans are doing their best to circumvent the spirit of the law. We are asking all of you to document any heavy-handed tactics being used to discourage providers from changing or re-negotiating current contracts. Such tactics, like being required to break a contract in order to renegotiate terms and being told that there is no guarantee that the new contract will even be available violates the spirit of the law if not the

letter of the law. Both the OAV and the VOA are monitoring these instances and need input from anyone affected.

If you haven't renewed your membership, it's time! Not only does the OAV need your financial support to work for YOU, but you gain access to price breaks on convention registrations and a dual membership in the OAA!

Also, don't forget to visit the OAV website (vaopticians.org) for updates on OAV activities and remember to LIKE the OAV Facebook page. You never know what you'll find going on there.

I look forward to seeing you in Richmond on April 2nd and 3rd AND bring your dancing shoes for the 1st Annual Eye Ball!

Judy Canty—President

A banner for the Spring Convention and Eye Ball. The background is light green with a pattern of various eyeglasses. The text is in a mix of bold, serif and sans-serif fonts. It reads: 'DECADES A Celebration of over 60 years of Opticianry in Virginia Spring Convention and Eye Ball April 2-3, 2016 Holiday Inn Richmond Airport www.vaopticians.org'. There are several overlapping cards with years: 1950, 1980, 1990, 2000, 2010, 1960, and 1970.

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THE SPECTACLE

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UPDATE ON HBI444 - VIRGINIA'S NEW LAW ON VISION PLANS

“Only contracts with vision plan providers that have been changed, amended or extended after this date will provide benefits under the new law.”

Last year, the OAV was instrumental in the passing of HBI444 which prohibited vision plans from setting unreasonable reimbursements and would also prohibit them from requiring opticians to use a certain lab, or brand of frames or contact lenses. The bill had an effective date of January 1, 2016. Only contracts with vision plan providers that have been changed, amended or extended after this date will provide benefits under the new law. The change in the law is not

retroactive to existing contracts that were not changed before January 1, 2016. The law applies to new contracts after January 1, 2016.

Under the new law, once a contract with a provider has been changed, the optician may use the optical lab of your choice, as well as use any brand of eyeglasses or contact lenses. In the contract, any requirements to buy or keep a certain amount of product may be refused, as well as clauses requiring the

optician to provide free or reduced prices for services or materials not covered in the plan.

The OAV is asking those who accept vision insurance plans to monitor their contracts, and know that when they amended in any way, the new law will apply. Anyone experiencing any heavy-handed tactics from insurance companies that are not allowing the freedom to choose a preferred lab and materials, please contact the OAV.

MEMBER PERSPECTIVE—OAA LEADERSHIP CONVENTION

Attending the Opticians Association of America's Leadership Conference was far more exhilarating and rewarding than I could have ever imagined. We took over the Hotel Contessa right on the Riverwalk in San Antonio, Texas. That weekend was full of new faces, firm handshakes and inspiration. Leadership was the main focus of this conference and I gained not only that, but so much more.

Every session started out with an ice breaker. Several vendors were present exhibiting their new and upcoming ideas and products. There was even a silent auction in which we raised over \$21,000 for the

Vision of Hope.

Fellow students and apprentices' leadership skills, tactics, and intuition were tested. Dibby Bartlett, President of the Opticians Association of Massachusetts, asked us “Move to the left of the room if you abide by the rules, move to the right of the room if you are a rule breaker.” After this statement we separated then shuffled to one side of the room if we would abide by rules and moved to the opposite side if we were rebels and broke rules. Blair Wong, instructor at Benjamin Franklin Institute of Technology, who I like to call “Buddah,” (due to his

enlightening teachings) would analyze each statement and explain how it applied to leadership.

This conference opened my eyes to multiple aspects of the current topics and the future of optometry. Words cannot express and sum up all the amazing connections I have made throughout the nation. It was honored to represent Virginia. I would highly recommend getting involved with our state's association, so you too can experience this wonderful event.

Frankie Ilog

OAV Student Representative

“That weekend was full of new faces, firm handshakes and inspiration.”

OAV WORKS WITH WILLIAM AND MARY FIELD CONSULTANCY

“The students have been conducting interviews and surveys”

The Opticians Association of Virginia is honored to have been selected by the William and Mary Mason School of Business Field Consultancy program to work with second year MBA students to help the Association create a brand for opticians. The team

is identifying and researching a solution and will be presenting a proposal at our Spring meeting. The students have been conducting interviews and surveys to help them gain a better understanding of the perceptions of the public towards opticians and will ad-

vise on how the OAV can position itself to give the public a better understanding of what an optician is and the value that opticians provide in comparison to purchasing eyewear online.

THE SPECTACLE

The Opticians Association of Virginia invites you to

The Eye Ball

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

Saturday April 2, 2016

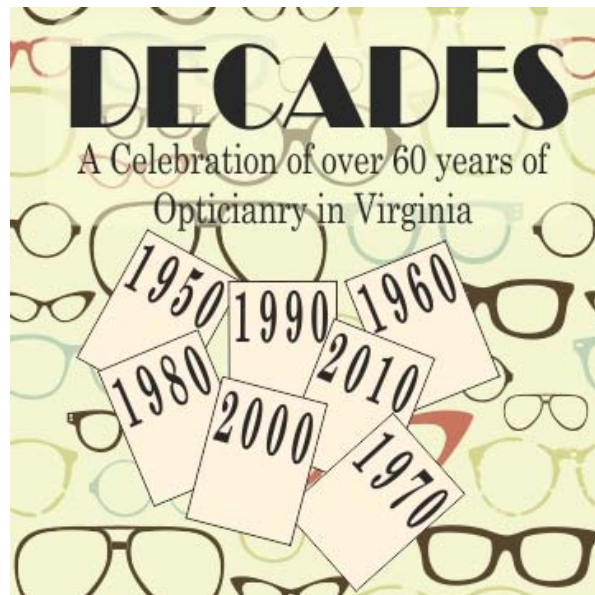
6:00 p.m. Reception • 7:00 p.m. Dinner

Holiday Inn Richmond Airport

445 International Center Dr, Sandston, VA 23150

Semi-Formal Attire

Tickets may be purchased at vaopticians.org



EXAM REVIEW CLASSES

Do you have apprentices in your office getting ready to take the licensing exams? During the Spring Convention April 2-3, the OAV will be providing exam review classes for apprentices getting ready to write the ABO exam and the Virginia State Practical exam.

The ABO review class will be held Saturday April 3. The class will be given by an instructor from the NFOS and will cover everything you need to know to pass the exam.

The State practical review class will held on Sunday, April 4. It will be given by Kristi Green, instructor at Reynolds Community College and is a hands-on class designed to help participants know the type of questions that will be asked and give them a chance to 'pretest' their skills.

Register online at vaopticians.org/register

HOTEL INFORMATION

Holiday Inn Richmond Airport

445 International Center Drive,
Sandston, VA 23150

Phone: (804) 236-1111

Reserve your room by **March 18, 2016** to get the special rate of \$99 per night and to guarantee your room.

Use Group Code **OAV** when reserving online.

AM I LEGAL—FREE SEMINAR IN LYNCHBURG

The Opticians Association of Virginia is offering a free, 1 hour ABO certified class entitled 'Am I Legal?' to Lynchburg area Opticians, apprentices and staff. This informative seminar will cover many topics including prescription release, standards of eyeglass fabrication, HIPAA rules and providing patient pupillary distances. The presentation will be given by Mrs. Judy Canty, OAV President and Mr. Robert Flippin.

Other topics for discussion will be an update regarding HB 1444, legislation the OAV was instrumental in passing to limit the control of insurance plans over eye care providers as well as exciting events from the Association for the coming months.

The event will be held **Tuesday March 15, 2016** at Hibachi Buffet, 2623 Wards Road, 6:30 pm. The seminar will begin promptly at 7:00 and OAV membership is not

required. While there is no cost to attend, food and beverages will be the responsibility of the attendee.

I hope to see you there!

Robert Flippin

434-522-9307

Rflip4u@comcast.net

“Other topics for discussion will be and update regarding HB 1444, legislation the OAV was instrumental in passing to limit the control of insurance plans over eye care providers”



Schedule of Events

7:00 – 8:00 a.m. Registration Desk opens.

Continental Breakfast Served

8:00 – 8:50 a.m. Implementing a Blue Light Practice

Valerie Manso – 1 hour ABO

Many segments of the medical community have known for several years that exposure to blue light is a contributing factor to the development of Macular Degeneration; has a negative impact on our daily vision; and impacts our overall health and wellbeing. Our patients have heard the news and we must respond. This session provides a road map of tips to develop and implement a first class blue light practice.

9:00 – 9:50 a.m. Generation Y – Know Your Patient

Valerie Manso – 1 hour ABO

Learn about a key customer - Gen Y individuals! Understand how Generation Y impacts our economy and your business. Comprehend what motivates that generation and develop strategies to capitalize on the Gen Y opportunity.

10:00 – 10:50 a.m. Diabetes – A disease with far reaching implications - Valerie Manso – 1 hour ABO

Diabetes is an endocrine (glandular) disease characterized by insufficient insulin production or the inability of body tissues to use insulin properly. When insulin in the blood stream can't get inside our cells so blood sugar levels go up (hyperglycemia) which can damage body tissues, especially blood vessels. This leads to eye disease, kidney disease, nerve disease and heart disease as well as diabetes-related eye disease. This class will give you a clear understanding of what diabetes is, help you understand the impact diabetes has on our health care systems today and in the future as well as comprehend the role the ophthalmic community plays in the early diagnosis of diabetes.

9:00 -10:50 a.m. Are our patients responsible enough for contacts? – Leah Exline – 2 hours NCLE

How often are our contact lens patients compliant with wear time and following the proper care regimes of their contact lenses? Non-compliance can lead to a plethora of complications for the wearer. This course will focus on proper care of contacts, the best solutions to recommend for specific contact lens materials and what we as eyecare professionals should see as potential red flags of compliancy. It includes a hands-on workshop introducing manual cleaning techniques and insertion and removal training best practices.

11:00 – 11:45 a.m. Membership meeting and vendor introductions

11:45 – 12:15 p.m. Meet and greet with vendors

12:15 – 1:00 p.m. Lunch

1:00 - 2:00 p.m. How to Hire and Retain Top Talent for your Optical Dispensary – Pam Fritz – 1 hour ABO

Hiring the right people for your optical dispensary, whether an optician or optometrist, is critical. Learn how and where to look for and find top talent. The tools to have in place will include job descriptions, policy and procedures and protocols, trial period expectations and contracts. Compensation packages, benefits and incentives will be discussed and performance review techniques will be covered. Benefits of continual training and education will be described.

2:00 – 3:00 p.m. Cost of Goods Management: Maintaining High Quality & Great Profits – Pam Fritz – 1 hour ABO

When cost of goods (frames and lenses) exceeds certain percentages of sales, the optical dispensary cannot be successful. The seminar will focus on frames inventory management patient demographics product mix, budgeting, vendor relations, buying groups, retail margins, and marketing techniques. The aspects of lens production to be covered include: setting up software menus, pricing, lens packages, sales techniques, working with your lab and marketing concepts. Control your cost of goods to maximize profits.

3:00—5:00 p.m. Medicare Post-op Cataract Eyewear: Supplier Compliance, Re-validation, Inspection & Coding/ Billing – Pam Fritz – 2 ABO

Providing eyeglasses after cataract surgery is an important patient benefit for the optical dispensary. DME (Durable Medical Equipment) Suppliers need to know how to be Medicare compliant, pass re-validation, enroll optical locations and pass inspection. Also covered will be patient documentation, ABN forms, coding, modifiers, medical necessity, billing procedures and filling out the new 1500 form. Medicare alternative insurance plans will be discussed.

SUNDAY, APRIL 3, 2016

9:00 -12:00 noon Building your Business with Frame Repair & Modification – Erik Meland – 3 hours ABO

This course will include instruction of a variety of frame repairs and modifications by use of a Power Point presentation along with hands on demonstration of different techniques and tools required. Students will learn the benefits and challenges that offering these services can bring to their practice. Small groups will have the opportunity to get their hands "dirty" and practice the techniques they will learn throughout the course. Attendees are welcome to bring frames in need of repair for the opportunity to have them fixed during the course.

EYE DISSECTION WORKSHOP

Bill Proctor of Old Dominion Eye Foundation will present a hands-on workshop "Eye Dissection and Corneal Transplantation" at the Spring Convention.

The workshop will be from 1 p.m.—3p.m.

Participants in the ABO and NCLE approved course will have the opportunity to dissect a human eye. They will learn how to identify the various components of the eye. In addition the participants will have an understanding of the criteria of the eye donor program. There will also be a demonstration on corneal transplantation. The workshop is an additional \$25 and requires a registration package.

THE SPECTACLE

“I wish other opticians knew the importance of the OAV”

BOARD MEMBER PROFILE—KAREN BRIDGEWATER

My name is Karen Bridgewater. I am a Capital Director and work for For Eyes, I live in Chesterfield and have been a licensed optician for 3 years.

I was born in Charlottesville Va. and raised in nearby Fluvanna County Va.

I was born with vision issues. I was diagnosed with an amblyopic right eye when I was two. After having eye patching done as a child I got glasses when I was seven or eight. The young optician that helped me was so nice to me, she talked to me about making glasses and how she made contact lenses, she explained why I could see so much better with my glasses. She even let me watch her making

glasses and contacts thru the window of her lab. At that young of an age it was the most amazing thing I had ever seen, my mom almost had to drag me out of the office. So I had an early fascination for opticianry, although I had no idea it was the career path I would stumble into years later.

I wish other opticians knew the importance of the OAV. I wish they knew the education available, that the members give their time and help the community, that the OAV works to protect and maintain the importance of our licenses here in Virginia. I wish that other opticians knew what it is like to come to one of the conventions and to be in a group of people

who have passion for their profession.

My company does charge for a PD. However, if they decide to purchase a pair of glasses the amount is credited toward the cost of what they buy.

Aside from being an optician, my family, friends, and my animals are also a great love for me. I have been married to my wonderful husband Nelson for 14 years, We have 3 cats, Elliott, Max, and Freckles. My dad Jim Armstrong is my best friend. I have been blessed since moving to Richmond 15 years ago to have established many wonderful friendships.

UPDATE FROM THE STATE BOARD

For many years, the Board for Opticians has been considering a computerized practical exam. A Request for Proposal (RFP) was issued in May 2015 after efforts to secure a sole source contract for the National Commission of State Opticianry Regulatory Boards computerized exam were

unsuccessfully. 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. Very little information was divulged as to why the process was canceled. Staff indicated that certain concerns

were raised during the process and no award could be given.

DPOR is looking into having the current exam professionally reviewed. Currently the exam is administered by Reynolds Community College.

“The RFP process resulted in no award given.”

GILL FINLEY RETIRING

After 31 years as a sales representative for Silhouette Optical, Gill Finley is retiring.

Gill has been a fixture in the Virginia optical industry and will be missed. The Opticians Association of Virginia wishes her well in retirement.

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.

COMMUNITY SERVICE SPOTLIGHT

REMOTE AREA MEDICAL OUTREACH OPPORTUNITIES FOR 2016

As we enter 2016 we are gearing up for our Virginia vision missions with Remote Area Medical, and are well on our way to having a highly successful year of outreach! Last year I am pleased to share that we had OAV representation at all 4 missions within Virginia - A FIRST for OAV! We had board members, fellow opticians and students working hand in hand to provide eyewear to our neighbors in need and ensure that the products they were receiving met our high standards. If you have the chance to participate in one of these trips you will not regret or forget it! The people that come for services are so grateful and truly appreciate the time we volunteer and the expertise we can provide.

Many would not have any other way of getting their eye care needs met if not for the work we do.

Now it is time to volunteer for an event if you are interested in serving our community. We have 5 missions this year and teams are being formed for Smyth, Wise, and Lee counties as well as Buena Vista and Grundy.

In addition to the RAM events, we also have an opportunity to help with the Special Olympics Opening Eyes program that happens the first or second weekend in June at the University of Richmond. Details on this will be provided as they are made available.

If you are interested in participating in an event or need more

information, please use the email information below to contact us.

Kristi Green, OAV Community Service Committee

kgreen@reynolds.edu

2016 RAM Missions

Team Buena Vista

Buena Vista, VA March 4-6

Team Smyth

Smyth County, VA April 29 – May 1

Team Wise

Wise County, VA July 22-24

Team Lee

Lee County, VA September 10-11

Team Grundy

Grundy, VA October 1-2



2015 Wise RAM OAV Reynolds Team



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UPCOMING EVENTS

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

July 22-24

RAM Mission—Wise County, VA

August 17, 2016

Board for Opticians Meeting—Richmond, VA

September 10-11

RAM Mission—Lee County, VA

October 1-2

RAM Mission—Grundy, VA

November 7, 2016

OAV Fall Super Sunday Symposium—Roanoke, VA

December 14, 2016

Board for Opticians Meeting—Richmond, VA



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upcoming conventions and events

www.VAOpticians.org