

The Spectacle



A Publication of the Opticians Association of Virginia

WINTER 2015

MESSAGE FROM THE PRESIDENT

WOW - What a way to ring in the new year! 2015 has truly thundered in with an explosion of legislative activity for our profession. I am very pleased to report that, thanks to your responses to our calls for action, we were not only able to get House Bill 1444 amended to include opticians but also successfully through the Labor and Commerce committees within the House. Although we are taking this moment to celebrate our victories so far our fight is not quite over yet. Cross-over has taken place in the General Assembly and the bill is headed into the Senate. Now the bill must pass through the sub and full committees of the Senate as well. I would love to tell you that we can all sit back and let the rest take

care of itself but we need to continue to be diligent. Please continue to take action as we send any addition emails through this process. The House delegates heard our voice and responded - now it is time to let our voices be heard in the Senate! In addition, please take a moment to thank the House delegates that took time to listen to us and stand up for this bill.

As our spring convention nears, my time as your President is coming to an end. It has truly been my honor to serve you and our association in this role. Attending OAA Leadership conferences over the past several years, I've witnessed a growing emphasis on a demand for Opticianry to evolve. It is an exciting time to be an optician.

Sometimes this is hard to see when consumed with our own day to day routines. Engaging in state and national meetings, community service outreach and peer collaboration keeps my passion for my profession alive! If I could leave one impression on each of you, it would be to look outside your four walls. Seek out opportunities to get involved and stay engaged. As your state association, I know we will continue to provide you with these opportunities and look forward to a strong future.

I hope to see each of you in Richmond this April! Best Regards,



Kristi Green
OAV President

A VICTORY FOR OPTICIANS AND ECP'S

It's been a long time since Opticians were challenged to get involved with State Legislation. During the 2015 session of the General Assembly, Opticians were called and responded in a great way! A bill was offered before the House of Representatives that would require vision care plans to follow fair and ethical business practices. Vision care plans would no longer be allowed to dictate fees for non-covered materials and ser-

vices, and could not require certain labs or materials be used. This would have been great legislation, except that HB1444 left out opticians! Opticians also accept vision care plans, and also need to be able to choose the best materials and labs for their patients' needs.

Seeing that opticians were not included in the bill, the OAV set about hiring a Legislative Services firm to direct us in our efforts to be

added to the legislation. Lauren Schmitt of The Hill-bridge Group was engaged by the OAV to meet with the Delegates proposing the legislation and assist in getting language added to the bill that would include opticians.

Lauren worked with representatives from the optometrists and ophthalmologists groups to negotiate suitable changes to the bill that

(Continued on page 3)

Inside this issue:

Serve on the Board of Directors	2
A Victory for Opticians	3
Spring Convention	4
Highlights and hotel info	5
Am I Legal?	6
State Board Update	6
RAM Missions	7

THE SPECTACLE

OAV 2015 PARTNERS

Visit our website for contact information of your local Account Executive.



2013-2015 BOARD OF DIRECTORS

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DO YOU WANT TO SERVE YOUR PROFESSION?

The OAV nominating committee will be looking for members that may consider taking a seat on the board of directors/executive committee for the 2015-2017 Term.

We will also be accepting nominations from the floor during the business meeting at the Spring Convention in April 2015 as provided by the association bylaws and the elections will held.

Act Fast! The deadline to submit your name as a potential candidate to the nominating committee is February 28, 2015. Please let us know if you would like to submit your name for a seat on the Board and in what capacity. Positions are President, First and Second VP's, Secretary, Treasurer, and regional directors for the five regions.

Send your Name, Address, Best Method of Contact and Desired Position to the person serving your region.

We will submit all names and desired positions during our nominations committee meeting in February. All nominations must be for members of the Opticians Association of Virginia. If you are not a member, please refer to the OAV website for information

regarding membership and the upcoming meeting. For your convenience, a link is provided to the OAV website:

<http://www.vaopticians.org/>

CONTACT INFORMATION FOR THE OAV NOMINATING COMMITTEE:

Central – Russ Snodgrass

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Tidewater – Debby Robertson

email: debby@ruffeyes.com

cell: 757-293-8199

Capital – Darla All

email: all.lady@comcast.net

cell: 540-915-2669

Northern, Southwest and Exofficio – Jackie Lincoln O'Keefe

email: okeefelincoln@gmail.com

cell: 757-469-5367



A VICTORY FOR OPTICIANS AND ECP'S

“Delegates mentioned on several occasions that they received hundreds of e-mails from opticians!”

(Continued from page 1)
would satisfy all parties. The grassroots outreach by Opticians to their legislators was phenomenal! They sent e-mails, and called their legislators in support of the HBI444. When the bill was presented in sub-committee, delegates mentioned on several occasions that they received hundreds of e-mails from opticians! This communication goes a long way to proving that we care about our profession. The bill was referred to the Finance and Labor subcommittee for evaluation. The bill's sponsor, Delegate Lee Ware (R-Powhatan), added an amendment to include opticians. Robert Flippin represented the OAV and spoke in favor of the bill. Tom Cox, an optician from Roanoke also spoke in favor of the bill. Other opticians were also present at the

hearing to show support. After hearing from the “3 O's”, all of whom spoke in favor, representatives from the vision care plans spoke against the bill. Our voices were louder, as delegates voiced their displeasure at not hearing from them until this time.

After discussion, a vote was taken with 8 in favor and 2 against. Opticians had been added to the bill as it related to covered services, and the bill moved onto the full committee. This was a huge victory for opticians, whose value has been undersold for years! Without Opticians contacting legislators, this would not have been the case.

The OAV was pleased to work with the Optometrists and Ophthalmologists groups. We are appreciative that they worked with us to

create a solution that was acceptable to all involved.

The hearing of HBI444 before the full committee on Commerce and Labor was delayed a few times due to circumstance beyond our control. During that time, action alerts encouraged our members to contact the committee members and ask for their votes in favor. As expected, lobbyists for the Vision Care plans spoke against the bill. An amendment was put forth, asking to strike a section that allowed a lab of the provider's choice to be used. The amendment was not granted, and after surprisingly little discussion the bill was reported out of the committee with a unanimous vote in favor.

At the time of publication, HBI444 had passed the House and was in committee in the Senate. The OAV retained Lauren to assist with following the bill through the Senate. Once the bill passes the Senate it would go to the Governor to be signed into law.

The grassroots effort by opticians is to be complimented. Through the numerous e-mails and phone calls, we got the attention of the legislators. We thank each one of you for all your efforts. Through this victory, we are truly advancing Virginia's Opticians.



Opticians in front of the General Assembly Building after the first sub committee meeting. Left to right: Debby Robertson, Reid Rowland, Tom Cox, Robert Flippin, Michelle Nelms, Ross Eckert, Kristi Green.

THE SPECTACLE

SATURDAY, APRIL 18

7:00 A.M. REGISTRATION DESK
OPENS AND CONTINENTAL BREAKFAST
SERVED

8:00 – 8:50 SHOULD YOU
CHARGE FOR A PD?—MARK JOHN-
SON—ABO—1 HOUR

This panel discussion will give current statistics on Online optical in the U.S. We will discuss different ways, different practices address the issue of measurements for patients to order eyewear online. This discussion will allow the attendees to develop a plan to address online optical in their practice that fits their practice model.

9:10 -10:00 KNOW YOUR MARKET AREA—MARK JOHNSON—ABO—1 HOUR

This course will allow the practice to better analyze their market area to identify opportunities for improvement and/or growth. The practice will have a better understanding how to identify the appropriate market position along with better understanding of competitors and vision insurance in the same market area.

9:10 -10:00 CONTACT LENS FITTING USING CORNEAL TOPOGRAPHY—LEDONNA BUCKNER—NCLE—1 HOUR

This course highlights the differences between a valid and invalid map and what can be done to get the best map possible. They will learn the different types of data that the topographer can gather and how to apply the data to contact lens fitting as well as understand how simulated fluorescein patterns work and how they can aid in contact lens fitting.

10:20 -11:10 THE EYEWEAR WANTS AND NEEDS OF TODAY'S KIDS—JILL LUEBBERT—ABO—1 HOUR

This course is designed to help to give a concept of what is involved with a dispensary designated to kids. Whether it is to be a part of your current dispensary or one all of its own, the attendees will gain insight to the steps to get there.

10:20 -11:10 BEYOND THE LIMBUS - AN INTRODUCTION TO SCLERAL LENSES—LEDONNA BUCKNER—NCLE—1 HOUR

This course will introduce the attendee to scleral lenses. It will review the history and evolution of the design while educating the participant about current applications. An emphasis will be put on proper patient selection empowering the practitioner with the knowledge to choose patients who will benefit from the design, while also benefiting the practice.

11:30 – 12:20 BLUE LIGHT FRIEND OR FOE—JILL LUEBBERT—ABO—1 HOUR

We are each becoming increasingly aware of the impact of blue light. We will discuss the where, what and how of blue light effect and how the optical industry plays a key role in the future of health of our patients in the control of blue light.

11:30 – 12:20 BEYOND THE LIMBUS - FITTING BEYOND THE LIMBUS—LEDONNA BUCKNER—NCLE—1 HOUR

This course will provide the information necessary for the contact lens practitioner to implement scleral lenses into their practice. Fitting goals necessary for a proper fit will be discussed as well as troubleshooting tips for solving the most common complications. Attendees will be able to choose diagnostic lenses and perform proper evaluation and follow up care for a scleral lens patient.

12:30 – 2:00 P.M. LUNCH, ELECTIONS AND MEMBERSHIP MEETING

2:00 – 4:00 P.M. GAME ON – STEPPING INTO EYE CARE—JILL LUEBBERT—ABO—1 HOUR

This one of a kind course will help new members to the eye care team learn and have fun at the same time. The "edu-tainment" gameshow course takes the boring out of studying and puts the joy back into learning. Using state of the art game show format, each contestant will have a chance to win prizes AND walk away with a solid review of the course material. This unique session helps teach technical information in an easy-to-learn format.

2:00 – 4:00 P.M. BEYOND THE LIMBUS - APPLICATION AND REMOVAL TECHNIQUES FOR SCLERAL LENSES—
LEDONNA BUCKNER—NCLE —2 HOURS

This two hour workshop will teach the skills necessary for handling, caring for and teaching application and removal skills to scleral lens patients. Thirty minutes of lecture time will be followed by a ninety minute wet lab. Lecture and video will be utilized to teach the skills needed to handle, apply and remove scleral lenses while hands on practice utilizing diagnostic lenses and a video slit lamp will be used to teach evaluation skills.

4:00 P.M. – 5:00 P.M. GO PLAY OUTSIDE! – PREVENTING MYOPIA IN KIDS—LEAH REDDEN—ABO—1 HOUR

This course addresses industry reports that indicate children are becoming more myopic at earlier ages than ever before. This myopic shift trend in our population is becoming a concern for parents/guardians and eye care professionals alike. Is this due to our society becoming more technologically advanced with tablets, cell phones, gaming devices? Or is it that kids do not spend as much time outdoors today as they may have in the past? This course will discuss these theories and more as we learn what our roles should include when caring for and making recommendations for these young patients.

5:00 P.M. HOSPITALITY SUITE, AUCTION WINNERS ANNOUNCED, VIDEO PRESENTATIONS



Opticians Association of Virginia
Spring Convention
April 18-19, 2015
MARRIOTT RICHMOND WEST



Opticians Association of Virginia
Spring Convention
April 18-19, 2015

MARRIOTT RICHMOND WEST

HOTEL INFORMATION

Richmond Marriott West

\$89 per night

Book by **March 15** to be guaranteed to get the special rate

4240 Dominion Boulevard,
 Glen Allen VA 23060
 804-965-9500

Phone reservations: 1-888-236-2427

Use the link on the OAV website to reserve a room or use one of the following group codes on www.marriott.com

OAVOAVA for King bed

OAVOAVB for 2 Queen beds

Highlights

- 10 total hours of ABO and 5 total hours NCLE education
 - Open Optical Panel discussion—you pick the topics!
 - Costume contest—dress as your favorite movie character!
 - Silent Auction for OAV Legislative Fund
- See OAV Partners and Vendors at our table top exhibits
 - Elections for 2015-12017 officers
 - Optician of the Year
 - Networking with other Virginia Opticians

OPTICIAN OF THE YEAR

Nominations now open for Optician of the Year. This award is presented annually at our Spring Convention to someone who has contributed to and advanced opticianry over the past year. It will be presented to an outstanding optician, who has played a part in actively to furthering the profession and working diligently in the optical community. Please send nominations to oav@vaopticians.org.

SUNDAY, APRIL 19, 2015

8:00 A.M. REGISTRATION DESK OPENS—CONTINENTAL BREAKFAST SERVED

9:00-12.00 ASK, SHARE, LEARN - OPTICAL ROUND-TABLE
 PANEL: ED DEGENNARO, KRISTI GREEN, JACKIE O'KEEFE, DEBBY ROBERTSON—ABO—3 HOURS

1 Hour Lecture/2 Hours include Round Table Discussion – Total 3 ABO hours

There are days when we as eyecare professionals wish we had a room full of experts to help us out during our day. Whether the assistance you desire is help with conflict, compliance, communication, selling, fully understanding the technology you are providing and a plethora of other concerns, we are here to help you. The goal of this interactive course is to allow the audience to direct the discussion and present what is most troubling / concerning to their own situations. The panel will be available to answer any questions that arise. Just text your question, comment or concern via cell phone to participate. Attendees are encouraged to interact by sharing their own concerns and success stories in a round table format too.

THE SPECTACLE

“The best way to address this is to file a complaint with the FTC”

AM I LEGAL?

Q: The FTC says you can't purchase contacts (Plano or otherwise) without a written Rx from a doctor. I have patients tell me they can purchase then in the mall at a Kiosk without a prescription. Isn't that illegal? What can be done if anything? These people are apparently selling colors and Halloween lenses. Where are the regulators?

A: The short answer is, yes it is illegal to sell contact lenses

without a prescription. That means that the mall kiosk selling plano colored and Halloween lenses is engaging in activity that is against FTC regulations. There have been cases where sellers of these type of contact lenses have been selling the lenses without a prescription and have been prosecuted and fined, with fines up to \$10,000!

The best way to address this is to file a complaint with the FTC who will investigate the activity. This can be done on

the FTC's website using their Complaint Assistant feature. The FTC does not actively monitor for this type of activity and so relies on consumers and opticians as well to report this activity.

The OAV lists a variety of way to file a complaint on our website. Go to www.vaopticians.org and click on the link on the right “How to File a Complaint”.

UPDATE ON STATE BOARD PRACTICAL EXAM

About three and half years ago the Virginia Board for Opticians gave approval to pursue a computer-based practical examination administered by NCSORB (National Commission of State Opticianry Regulatory Boards). NCSORB administers the National Optician's Practical Examination which covers Spectacles, as well as Spectacles and Contact lenses. The examination is given in computer testing centers throughout the United States in a multiple-choice and skill simulation format.

Since that time, the State Board has merged with the Board for Hearing Aid Specialists and there have been staff changes at the DPOR. As a result, it became necessary for the procurement process of the exam to be reevaluated. The deputy director of procurement at the state recommended negotiations with a sole source provider be halted and the process started over again.

The Board voted at its most recent meeting to begin the effort anew with a new RFP (Request for Proposal) for an

exam to be administered and managed by an outside vendor. A committee was formed to lead the way to receive proposals from vendors and allow for analysis on the merits of each proposal.

There are many weaknesses of the current exam, which needs a substantial revamp. The ideal exam would be objective and allow a candidate to take the exam more often than the current four times a year. It would be administered in a testing center, in a fair and secure way, so as to reduce travel time for applicants. An exam provided by an outside vendor would save money for the Agency, as they would not have to pay staff to be present at the exam.

There is no question that the modernization of the exam is good for opticianry and applicants.

The Agency staff promised to move expeditiously and we hope to see the process completed within a year.



VIRGINIA BOARD FOR OPTICIANS

Jon Bright

Judy Canty

Ed De Gennaro

Robert Flippin

Bonnie Mayhew

Debby Robertson—Board Vice Chair

COMMUNITY SERVICE SPOTLIGHT

CALL FOR VOLUNTEERS!

CALL FOR VOLUNTEERS! Remote Area Medical has three Virginia clinics scheduled for 2015. Dr. Vicki Weiss of Charlottesville is the director for all VA RAM Vision programs. She has asked for our help. Opticians are desperately needed at these clinics to ensure the patients served get a quality product. In order to get opticians registered, housing planned and determine each clinic has coverage we need to identify our volunteer teams NOW. We are looking for 5-7 opticians for each clinic. Various areas you may work in are: Rx check-in, eyewear measurements, fabrication, adjusting and dispensing. I will not lie, days are long and exhausting, accommodations are mod-

est...BUT this experience will make a difference in your life! The patients you will serve are so grateful for our presence and giving of our time to make a difference in their lives. You won't regret it.

Please contact me immediately via email or phone to volunteer for one or more of our teams:

Team Wise - Wise County
July 17-19, 2015

Team Lee - Lee County
September 12-13, 2015

Team Grundy - Grundy
County October 3-4, 2015

Kristi Green
kgreen@reynolds.edu
804-523-5415 voicemail



For more information on RAM—Remote Area Medical, go to their website:

www.RAMUSA.org





Advancing Virginia's Opticians

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UPCOMING EVENTS

March 19-22, 2015

Vision Expo East—New York, NY

April 17-18, 2015

OAV Spring Convention—Richmond, VA

April 22, 2015

Board for Opticians Meeting—Richmond, VA

July 17-19, 2015

RAM Mission—Wise, VA

August 19, 2015

Board for Opticians Meeting—Richmond, VA

September 12-13, 2015

RAM Mission—Lee County, VA

September 16-19, 2015

Vision Expo West—Las Vegas, NV

September 25-27, 2015

National Opticians Conference—Nashville, TN

October 3-4, 2015

RAM Mission—Grundy, VA

October 10, 2015

OAV Fall Saturday Symposium—Fredericksburg, VA

December 16, 2015

Board for Opticians Meeting—Richmond, VA



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upcoming conventions and events

www.VAOpticians.org