

The Spectacle



A Publication of the Opticians Association of Virginia

WINTER 2017

PRESIDENT'S MESSAGE

Hi Everyone!

I hope you all finished your 2016 with great success and that your 2017 is looking even better! As always, our industry is experiencing great changes and new challenges. And as always, your OAV is here to have your back and move licensed opticianry forward!

As many of you are aware, we are monitoring the progress of legislation being introduced in the General Assembly. The Board of Directors and our legislative representative are watching closely to ensure that your ability to practice is protected and that the health, safety and welfare of the citizens of Virginia are equally protected.

We are a short 3 months from our Spring Convention and the various committees are rocking and rolling! We will have world-class educa-

tion and a rimless hands-on workshop. We will need every licensed Optician in Virginia to descend on Richmond on May 6-7 to make sure we blow the doors off the building!

The Spring Conference is also an election conference. If you want to have a more active part in the direction of the OAV, I urge you to consider throwing your hat in the ring. We have vacant positions at the Director level. We will need committee chairs and members. This is becoming a crucial year for Opticianry in Virginia and we need all hands on deck.

The availability of sponsored speakers for our events is becoming a challenge as companies merge and budgets become tight. To answer that need, we are becoming an "incubator" for new speakers. Think you would be a great speaker? Let us help you get

started. The most difficult to find are NCLE speakers, so if contact lenses are your thing, we're looking for you! Are you an absolute genius at creating profits on 3rd party plans? We're looking for you too! Love working with difficult patients? We all need you!

Never forget that the Opticians Association of Virginia is your voice professionally and legislatively. We are here to provide Virginia's Opticians with the highest quality in education and advocacy. Please join us in our efforts to move forward by renewing your membership or joining for the first time.

We need you all NOW!

See you in May,

Judy Canty

OAV FIGHTS SCOPE OF PRACTICE LIMITATIONS

Late last year, a bill was filed by the VOA for consideration in the 2017 General Assembly. The OAV was aware that the bill was coming. The VOA had communicated with us to let us know that they were filing a bill that would require optometrists and ophthalmologists to establish a face-to-face or bone fide patient-provider relationship prior to writing a prescription for eyeglasses or contact lenses.

As it was presented to us, the OAV agreed in principle to this legislation however when the bill was formally filed, the language in HB1497 and SB1321 included a slap in the face for opticians.

As written, the bill would severely limit the scope of practice for Virginia's opticians by requiring eyeglasses be dispensed only from a prescription. One of the things

that Opticians in Virginia are specially trained to do is neutralizing and duplicating lenses. Opticians livelihood would be threaten if their scope was restricted and they were no longer able to create a pair of eyeglasses from another. Members trust the OAV to look out for anything that could affect the opticians' license and the scope of practice of opticians in Virginia

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THE SPECTACLE

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



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THE POWER OF PERSONALIZED SERVICE

By Judy Canty

The doctor said “You did what?”

The optician sent me a message.

“I just sold a patient 9 pairs of glasses for a total of \$10,544.00 after the multiple pair discount.”

My response was not printable, but it began with “holy.....!”

Debby Bauer-Robertson is a Virginia Licensed Optician with 44 years of experience in the optical business. She takes her profession very seriously and she cares deeply about the well-being of her patients.

Debby has worked almost exclusively with independent Optometrists during her career and is currently associated with an independent optometric practice in Williamsburg, VA.

How did she accomplish this career-high sale? Well, she has worked exclusively in the Williamsburg area her entire career and is well-known and respected for her common sense approach

and her ability to help her patients see the value in her advice.

The patient had been looking for her since she left her old practice so Debby sent a note with her new location. A week later, history was made.

Her patient came in looking for new lenses in her 3 current frames. Debby then mentioned that she had something new her patient might like. “I showed her several styles both for regular and some for sunwear. She purchased two new LaFont frames, a new drill mount and two new sunglasses.” All the lenses were Zeiss Individual II, high index with the new DriveSafe design. All with a premium anti-reflective coating and, of course polarized for the sun. Oh, and the patient decided to use another of her own frames, bringing the total to 9 pair.

What’s Debby’s secret? Thinking. Yes, just thinking...beyond the single sale or being limited

by insurance coverage. “You have to think...I have multiple pairs of shoes, purses, coats, etc. Why shouldn’t I have glasses to match?”

Debby focuses on her patient, asking questions and creating an environment that will produce better sales. Her patients trust her and her advice. She never pushes. She just talks and educates one patient at a time.

“No,” she says, “I’ve never been paid a commission for my work. I’ve always been either an hourly or salaried eye care professional. I just love what I do. I’m no better than any other optician out there, I just like my profession.”

Her guiding philosophy is “You can never have enough...GLASSES!”

“How did she accomplish this career-high sale?”

Please consider making a donation to our legislative fund so that we may continue to protect the license of Virginia’s Opticians. Donations can be made on our website.

SCOPE OF PRACTICE FIGHT

(Continued from page 1)

and the OAV could not agree to this. The OAV sprang into action by opposing the bill and engaging a lobbyist to negotiate on our behalf. The lobbyist who had previously represented the association for HB1444 in 2015 was unavailable, but the OAV reached out to other lobbyists recommended to us and selected Matthew Stanley from AEGIS Associates.

After a meeting with the VOA, the wording in HB1497

was changed to address the OAV’s scope of practices concerns and all opposition was dropped on behalf of our association. Having been previously misled, the OAV was hesitant to officially withdraw opposition to the HB1497 until we had seen a new draft of the bill. The OAV was not the only organization with concerns. Matthew worked with lobbyists from the Virginia Society of Eye Physicians & Surgeons (VSEPS), the Medical Society of Virginia (MSV), and other stake-

holders all of whom had concerns about the Bill.

With so many stakeholders, it took some time and many meetings for the legislation to be redrafted. After the OAV was provided with the redrafted legislation and the changes were filed, the OAV withdrew its opposition. The Association was proud to be in a position to once again represent and protect the license of Virginia’s Opticians.

THE SPECTACLE

“The majority of commenters recommended some modifications to the Rule in order to maximize the benefits to consumers and competition...”

FTC PROPOSES CHANGES TO CONTACT LENS RULE

The FTC has proposed changes to The Contact Lens Rule. After seeking Public Comment in 2015 and reviewing the public comment received, the FTC concluded that even though the Automatic Prescription Release requiring prescriptions to be released on conclusion of the contact lens fitting has been in place for some time, contact lens prescriptions are still not being freely released. The FTC received 660 comments from eye care providers and the public. They stated that “Virtually all commenters agreed that there is a continuing need for the Rule and

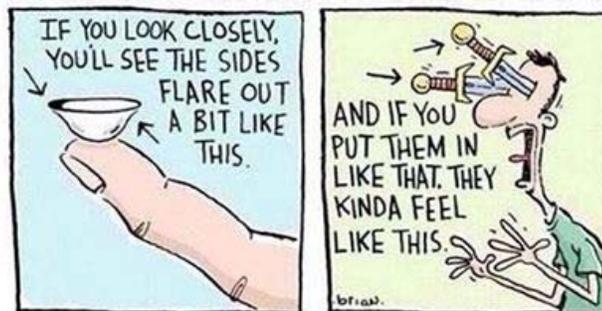
that it benefits consumers and competition. The majority of commenters recommended some modifications to the Rule in order to maximize the benefits to consumers and competition, decrease the burden on businesses, protect consumers’ eye health, or improve overall compliance with the Rule’s existing requirements. Many commenters—including prescribers, sellers, manufacturers, legislators, and consumer advocates—also indicated that increased enforcement efforts would be beneficial.”

The FTC is proposing

changes to the rule that would require the patient to sign an acknowledgement stating they received a copy of their prescription. Providers would be required to keep the acknowledgement on file for three years. The FTC received public comment on the proposed rule change and the OAV will monitor the situation and keep you informed of any official rule changes.

We are awaiting news on proposed changes (if any) to The Eyeglass Rule which was opened for public comment during the same time as The Contact Lens Rule.

How To Tell If Your CONTACTS ARE INSIDE-OUT



more awesome pictures at THEMETAPICTURE.COM

Memberships are good January through December of each year.

Thanks for renewing early and helping to support the work of the OAV!



2017 VIRGINIA OPTICIANS CONVENTION

ANNUAL SPRING CONVENTION

MAY 6 & 7, 2017 * HOLIDAY INN AIRPORT * RICHMOND, VIRGINIA

SATURDAY, MAY 6

- | | | |
|---------------|--|---|
| 7:00 a.m. | Registration Opens and Continental Breakfast Served | |
| 8:00 – 9:00 | Dispensing Theatre
1 ABO – Technical – Judy Canty—Luzerne | Soft Lens Fitting (Spherical and Toric)
1 NCLE – Technical – Mike Gzik |
| 9:00 – 10:00 | Adventures in Sales Prevention
1 ABO – Technical – Judy Canty—Luzerne | Astigmatism Fitting Strategies
1 NCLE – Technical – Mike Gzik |
| 10:00 – 10:40 | Vendor Intro OAV Membership Meeting, Elections and Optician of the Year | |
| 10:40 – 11:30 | Tips & Techniques in Dispensing Eyewear To Toddlers
1 ABO – General - Jackie O'Keefe | Fitting the Presbyope with Hydrogel Contact Lenses
1 NCLE – Technical – Mike Gzik |
| 11:30 – 1:30 | Vendor Meet and Greet | |
| 12:30 – 1:30 | Lunch | |
| 1:30 – 3:30 | The Science of Shopping
2 ABO – General – Leah Exline | Eye Disorders that Require Referral
2 NCLE – Technical – Mike Gzik |
| 3:30 – 5:30 | The DNA of Ophthalmic Lenses
2 ABO – Technical – Jackie O'Keefe | |
| 5:30 p.m. | Classes End | |

REGISTER ONLINE—vaopticians.org

HOTEL INFORMATION

Holiday Inn Richmond Airport
445 International Center Drive,
Sandston, VA 23150
Phone: (804) 236-1111

Reserve room by **April 14, 2017**
to get the special rate of **\$104 per night**
and to guarantee your room.

SUNDAY, MAY 7

- | | |
|------------|--|
| 8:30 a.m. | Registration opens |
| 9:00 a.m. | The Art and Science of Rimless Eyewear
2 ABO – Technical - Lynn DiMarco—Silhouette |
| 11:00 a.m. | Rimless Hands-On Workshop |

See our website for course descriptions and more information. Schedule subject to change due to circumstances beyond our control.
Please see our website vaopticians.org for the most up-to-date schedule.

GET YOUR ABO BACK OR REVIEW FOR THE EXAM

Included in conference registration for opticians, is the ABO Review Course. We will be offering the course presented by the NAO, on Saturday, May 6 in addition to the regular classes. It will start at 8 a.m. and run through 3:30 with a break for lunch and Vendor Meet and Greet. The class will cover everything you need to know to pass the ABO exam and get your ABO back or get one step closer to obtaining your license!

VIRGINIA STATE PRACTICAL REVIEW

Once again, OAV will be offering this valuable class to apprentices who will soon be taking their State Practical Exam. Given by Kristi Green, former optical instructor at Reynolds Community College, the course will give you the tools you need to pass the practical exam. It will be Sunday, May 7 at 9 a.m. until 12 p.m.

THE SPECTACLE



OPTICAL BRAINTEASER

Parents bring in their school aged child for an adjustment and complain the child is constantly bending the glasses. They are wondering if the child is trying to break the glasses or if the glasses are hurting and the child is trying to make them feel better.

You note the prescription is -2.00 O.U. and the glasses are 10 months old. It is a metal frame, polycarbonate, AR Coated single vision lenses. The child is bending the frames inward at the bridge creating excess face form or wrap. The child has no complaints about the glasses hurting but 'likes them better' this way.

What is the solution to the problem and answer to the parent's question?

- The kid is being teased at school and is trying to break the glasses.
- The glasses really do hurt but the child does not want to complain.
- The child is in need of a stronger prescription.
- The child is trying to make the frames less obvious by bending them in closer to the face.

Answer: The correct answer is (c) the child is most likely in need of a stronger prescription and is due for an

eye exam. The bending of frames inward is a classic sign especially among young myopic people that they are wanting more minus or a stronger prescription. Remember the optics of vertex distance and minus lenses. A minus lens is effectively stronger the closer it is fit to the front of the eye. Also there is a saying that 'myopes love minus' and given their own devices most myopic people would overcorrect themselves if given the choice. The child is simply bending the frames inward because it makes them see a little better at distance and it is time to recommend a new refraction.

NOMINATIONS OPEN FOR 2017-19 BOARD OF DIRECTORS

In accordance with the OAV's bylaws, the Nominating Committee is seeking nominations from the membership for two-year term positions on the Board of Directors. Board members volunteer their time to determine the general direction of the business affairs of the OAV by setting policy and planning for future development, to ensure continuity and a sound financial condition. Board members work closely with each other and the Executive Director to meet these objectives.

Each nominee must be an active member in good stand-

ing. To be successful in this role, candidates should have a personal interest in opticianry as a profession and possess a commitment to do the best job possible for the membership.

The Nominating Committee will accept nomination applications until May 6, 2017 and will be elected during the Membership Meeting at held at the Spring Convention. For a nomination application and/or more information about the role of a volunteer Board member, please contact Kristi Green, kgreen@reynolds.edu.

**Looking for a job?
Need to hire
someone?
Visit the OAV's
Career Center on our
website to find your
next opportunity!
www.vaopticians.org**

COMMUNITY ACTIVITY UPDATE

CAN YOU HELP THOSE LESS FORTUNATE? USE YOUR SKILLS FOR GOOD

As we enter 2017 we are gearing up for our vision missions with Remote Area Medical Virginia, and are well on our way to having a highly successful year of outreach! 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 is the time to volunteer for an event if you are interested in making a difference! We have 7 missions scheduled so far for this year.

Remote Area Medical (Virginia RAM) Clinics

Team Mini-Clinic Wise – Wise, VA March 22

Team Mini-Clinic Clintwood – Clintwood, VA March 23

Team Mountain Empire – Rural Retreat, VA May 5-6

Team Emporia – Emporia VA, June 24-25

Team Wise - Wise, VA July 21-23

Team Grundy – Grundy, VA Oct 6-7

Team Warsaw – Warsaw, VA Nov 4-5



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 representing OAV and participating in an event or need more information, please use one of the emails below to contact us.

OAV Community Service Committee

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UPCOMING EVENTS

March 22, 2017

RAM Mini 1 day clinic—Wise, VA

March 23, 2017

RAM Mini 1 day clinic—Clintwood, VA

March 30-April 2, 2017

Vision Expo East—New York, NY

April 12, 2017

Board for Opticians Meeting—Richmond, VA

May 5-7, 2017

RAM Mission—Smyth County, VA

May 6-7, 2017

Spring Convention—Richmond, VA

June 24-26, 2017

RAM Mission—Emporia, VA

July 12, 2017

Board for Opticians Meeting—Richmond, VA

SEE YOU THERE!

Spring Convention

Holiday Inn Airport, Richmond, VA

May 6-7, 2017



We're on Facebook—search for OAV or
<http://www.facebook.com/vaopticians>
Become a fan and be the first to get updates about
upcoming conventions and events

www.VAOpticians.org