



A Publication of the Opticians Association of Virginia



# THE spectacle

SUMMER 2017

## raising a flag: optician by design and designation

Licensed opticians in Virginia have no special designation, except the designation we give ourselves. OAV President Judy Carty comments on the practice and what we should do about it.

I hope your summer has been busy and that you've all taken time to relax a little too. I've been doing some deep thinking about our profession, so here goes...

What's in a name? What's in the alphabet soup of initials on business cards? Obviously, MD is a Medical Doctor; OD is a Doctor of Optometry as opposed to DO which is a Doctor of Osteopathy. So as licensed opticians, how do we distinguish ourselves to the public? The public who assumes that we are licensed and regulated just like any other health care professional?

I posed the question to Demetrios Melis, the Executive Director of the State Board for Hearing Aid Specialists and Opticians. Some states that require a license to practice Opticianry also require that a designator be used, such as RO (Registered Optician), LO (Licensed Optician), or LDO (Licensed Dispensing

Optician). What steps would be necessary to have Licensed Opticians in Virginia use a designator? Citizens of the Commonwealth can not tell the difference between a regulated Licensed Optician and a staff member in a doctor's office who has been designated as an "optician" by virtue of ownership. The confusion and misrepresentation will continue until Licensed Opticians in Virginia decide to do something about it.

Mr. Melis rightly stated that he would like know about offices who are holding employees out to their patients as opticians who do not hold a state license—and NO, ABOC doesn't count as a license in Virginia. "Optician" is a protected title in Virginia and requires proper licensure and regulation. As members of a proud profession, we must not allow our title to be used indiscriminately by anyone.

## CHANGES ON THE WAY online membership portal

The OAV will soon be migrating to a new membership management system named Wild Apricot. Using this new platform will enable the OAV to easily maintain memberships using a rolling 12-month membership year instead of a calendar year. Renewal notices will be automatically prior to renewal dates and membership can be renewed online. Event registrations that will also be done on the system. Members will have the option of being listed in the searchable online membership directory and will be able to manage their own directory entries and information.

Once the system has been set up, members will receive an e-mail letting them know the system is ready to log into and will receive a link to set up a new password and check their information for the directory and set their e-mail preferences. This will enable members to access "Members Only" content that will add value to their OAV membership.

The new platform will enable OAV to better streamline the membership experience.

(Continued on page 5)



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## fall symposium details:

Portsmouth is a charming city in which to spend the day and take in history and convenience. Many of Portsmouth's attractions are clustered within easy walking distance of each other, making it the perfect place to spend a day.



### Renaissance Portsmouth-Norfolk Waterfront Hotel

425 Water Street  
Portsmouth, VA 23704  
757-673-3000  
[www.marriott.com](http://www.marriott.com)

Reserve room by **October 11, 2017** to get the special rate of \$119 per night and to guarantee your room.

Super Sunday Fall Symposium is an excellent time to meet opticians from around the state and learn something new about your profession. There will be classes for opticians of all levels and from all types of offices.

Career planning is often overlooked by Opticians and in this day and age with things changing so quickly, it is important for opticians to be aware of their options and to stand out. Jerry Himes from Zeiss will talk about this, as well as ANSI standards and real world AR.

Trouble with prism? We've got you covered with a Prism 101 class as well as Troubleshooting 101.

Come for the weekend to beautiful Portsmouth on the river and stay for the education!

## board member profile: judy canty

Judy Canty is serving another term as President of the OAV. Raised in Portsmouth, she has returned to live in Virginia Beach after spending 20 years in Northern Virginia. Judy has been working in optical for 44 years. She got her start as many opticians do – she needed a job. Judy had studied as an Oboist for two years at Arizona State University and had heard that a local bank manager's brother-in-law needed a Customer Service person at his optical lab – New City Optical, then located in downtown Norfolk – and became licensed in 1978 just a few years later.



you want to be treated. More flies with honey than vinegar!

While many are focusing on the impact of online eyewear sales, Judy sees a different picture. She is seeing a trend of the move back to independence. More independent frames and lens designs are popping and she sees Opticians opening independent shops and prospering.

Judy wishes that other opticians knew that the OAV is the ONLY organization in Virginia representing the interests of Licensed Opticians. In her tenure as President, Judy expects to help OAV grow membership and influence, as well as reach those opticians who don't know about OAV.

Now working as a Sales Rep for Luverne Optical Labs, Judy's best sales tip for opticians is to LISTEN to your customer. Take it from a former customer service person, treat them like

**portsmouth, va**

**renaissance portsmouth  
waterfront hotel**

**sunday,  
november 5**

# **fall symposium**

## **SCHEDULE**

**sunday, november 5**

**7:00 a.m. Registration Opens, Continental Breakfast Served**

**8:00 a.m. Are We Maximizing Efforts Vs Spinning Our Edgers? - Catherine Nocon (1 ABO)**

As we go about our days being the best Opticians we can be, the question comes up: are we maximizing our capacity? Or are we spinning our edgers? This course gives a broad look at the very core of what we do: educating patients and matching visual needs with optical solutions. This course will include inventory and product analysis as well as navigating managed care options. At the end of the day, "what is good for the patient is good for the business/practice".

**9:00 a.m. Blue Plate Special...HEV – Jackie O'Keefe (1 ABO)**

Blue light is causing quite a buzz in our ophthalmic world. These potentially harmful light waves come at us artificially and naturally. Yet, there is a dark side to blue light known as High Energy Visible (HEV) light. HEV exposure increases the risk of Macular Degeneration, cataracts and disrupts our daily circadian rhythms. This course will explore the electromagnetic spectrum, the visible light spectrum, dig deeper into the mysteries of HEV and offer solutions.

**10:00 a.m. Strategies for today's Ophthalmic professional –  
Jerry Himes, sponsored by Zeiss (2 ABO)**

Explore the differences between yesterday, today and tomorrow's Opticians and optical market places. Learn strategies to succeed in your career as an optician in the current and future worlds so that you can survive and become successful.

**12 Noon Lunch and Membership Meeting – Vendor meet and greet**

**1:00 p.m. Understanding the New ANSI Z80.1 - Jerry Himes, sponsored by Zeiss (1 ABO)**

An overview of the ANSI Z80.1 -2015 standard for prescription eyewear, examine the contents and discuss how it can be used as a guide to assure quality product is delivered if used in one's practice. Included is an in depth look at what is new in the 2015 revision and also gives historical and technical input on the reasons for the tolerances and attributes that are covered, and how they evolved with time.

**2:00 p.m. AR for the Real world - Jerry Himes, sponsored by Zeiss (1 ABO)**

Why the title "AR for the Real World."? Because AR has always been a great idea in theory. But when we first started selling it, it wasn't necessarily a great idea in practice. That led to a lot of disappointed patients and a bad reputation for AR. This seminar is about how we've changed AR from a great idea in theory to a great idea in the real world. Explore why people choose AR and who benefits. We'll cover the basics of AR, discuss how AR has evolved, and how it applies to the latest generation with regard to AR and blue light.

**3:00 p.m. The Theory of Prism – Leah Exline (1 ABO)**

In this Prism 101 classes, gain an understanding of the basics of prism and how it is applied on a daily basis. You will gain a fundamental understanding of prism strength, unwanted prism, imbalances and power differences.

**4:00 p.m. Troubleshooting 101 – Darla All (1 ABO)**

"OH MY GOSH, I just picked my glasses up, and I can't see!" Where to begin? Basic troubleshooting methods to turn a frown upside down. Learn how to confidently evaluate a pair of glasses and determine where the trouble might be.

**5:00 p.m. Classes End**

**register online  
[www.vaopticians.org](http://www.vaopticians.org)**

# TheraBlue™

## The Clearer Choice

### The Latest Technology in HEV Blue Light Protection



TheraBlue™ is an almost clear lens unlike other Blue Light protection products currently in the marketplace. It is not a coating like some other products and does not have a purple or blue reflective color. It does not have a yellow, orange or peach color like some other products in the market. The UV and HEV Blue Light protection comes from the lens material itself. Unlike some of the coating products which reflect the Blue Light, TheraBlue absorbs and filters the damaging HEV (Blue Violet) light and at the same time it allows for the good Blue Light (Blue Turquoise).

TheraBlue is available in single vision, progressive lenses, digital round bifocals, and computer lenses. It is available in four different materials: 1.67, 1.60, poly and an impact resistant 1.56. TheraBlue is compatible with a wide variety of Anti-Reflective coatings and can be ordered with or without AR.



Luzerne Optical Laboratories, Ltd.  
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800-233-9637

[www.LuzerneOptical.com](http://www.LuzerneOptical.com)

### A+ STYLES FOR BACK TO SCHOOL

Introducing the ClearVision 2017 Kids Collection

- Select styles featuring 180-degree spring hinge technology
- Expanded Global Fit collection
- Plus, receive free frames and merchandising materials with your order!

**CLEARVISION**  
optical company

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Phil Pstolarides • [ppstolarides@cvoptical.com](mailto:ppstolarides@cvoptical.com) • 800.645.3733 x2206

## Shamir Blue Zero™

Shamir Blue Zero™ is a nearly clear lens, that provides you with the protection you need to prevent overexposure to blue light.

Available now in most Shamir Freeform® designs in 1.67 & Trivex.

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**SHAMIR**

**ATTENTION TO  
QUALITY TO ENSURE  
YOUR PATIENTS SEE  
THEIR BEST.**

Lab locations across America along with our 50,000 square foot national processing facility (operating 24 hours a day, 7 days a week) allow us to provide the consistent, reliable quality and the fastest turntime with localized service and personalized attention our customers rely on us for.



WALMAN  
OPTICAL

800.863.2759 | [www.walmanoptical.com](http://www.walmanoptical.com)

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I have decided to plant my flag right here. I've been using LDO as a designator on my company business cards for more than 9 years now. I hadn't really thought about it until asked by my boss why I did not have one. His suggestion was LDO, and I went with it. Since 2008, it has just felt like the right thing to do. I have the right and responsibility to let the world know that I earned that designator and that I am proud of it. I am proud to let the citizens of the Commonwealth know that I have maintained that license, and

*Optician is protected title in Virginia and requires the proper licensure and regulation.*

continued to pursue the knowledge and skills necessary to serve the public at the highest possible level.

What say you all? LDO, LO, RO? It's time to raise a flag. Let OAV know your preference so we can begin a campaign of awareness! Now, since I mentioned the pursuit of knowledge and skills, mark your calendars for Sunday November 5 and set your GPS for the Renaissance Hotel in Portsmouth, VA for OAV's Fall Symposium. The education will be top-shelf and the gods of football will forgive you for missing a Sunday game. We will reward you with 8 hours of ABO-NCLE education and for those of you who come in on Saturday, we will be offering our "Am I Legal?" presentation from 6-7PM.

Sincerely,  
Judy Carty, LDO

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"With an Eye on Service and Quality!"



## save the date: opticians and the law seminar

An overlooked part of an Virginia Optician's training is a course on the laws regulating optical providers in Virginia. Federal, State and Department regulations all have an impact on dispensing.

The OAV is bringing the popular "Am I Legal?" class to Portsmouth as one of the activities surrounding the Fall Symposium. The seminar will be free to attend, even for those not attending the Fall Symposium the following day. The "Am I Legal?" class offers answers to questions that are asked every day by opticians and customers alike, including whether or not

an optician can charge for a PD, if they are required to give it, and if they can fill an expired prescription. FTC Rules, including the Eyeglass Rule and Contact Lens Rule will be discussed as well Virgin-ia Laws from the State and

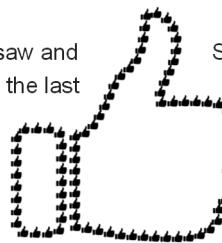


DPOR that apply to Opticians as well as other eye professionals. The class will be at 6 p.m. at the Renaissance Portsmouth-Norfolk Waterfront Hotel. Opticians wishing to attend should preregister on the OAV Website.

# facebook roundup:

Social media is a required tool in connecting with customers and patients. The OAV's social media presence is small, but growing.

The OAV Facebook page saw an increase of 20 "likes" since the last newsletter. Our likes now total 447. Most of the new "likes" occurred when we published the infographic shown on the left hand side of the page. It reached over 4,500 people, and more than 750 viewed it on our page. It was by far the most seen post. Copies of this are available for download in the members Only section of the website when the OAV converts to the new membership software. Other posts that performed well were the "Save the Date" for the Fall



Symposium (over 1,500 reached!) and an article we posted about the Ohio opticians and the challenges they are facing in the state wanting to incorporate Opticianry under the Optometry board.

When people share our posts on their timelines, it reaches their friends and their friends and so on. Getting the word out is an important factor in using social media. We rely on it to help us spread the word, not only about our events to opticians but the importance and value of Virginia's licensed opticians to our patients. Sharing out posts helps us do that.

## Licensed Opticians: Virginia's Vision Experts

### About Opticians

OPTICIANS ARE THE MAIN HEALTHCARE ADVOCATE FOR PATIENTS' VISUAL WELL-BEING. THEY ARE EDUCATED TO ENSURE EYEWEAR AND CONTACT LENSES DELIVER THE PRESCRIPTION AS INTENDED, AND PERFORM PROPERLY FOR SPECIFIC LIFESTYLE NEEDS.



### Fact Sheet



OPTICIANS IN VIRGINIA MUST BE LICENSED BY THE STATE AND ARE HELD TO THE HIGHEST STANDARDS REQUIRED BY LAW



THEY HAVE BEEN LICENSED TO FIT AND DISPENSE EYEWEAR IN VIRGINIA FOR OVER 60 YEARS

THERE ARE 1891 LICENSED OPTICIANS IN VIRGINIA\*



OPTICIANS CAN CREATE A NEW PAIR OF GLASSES FROM AN EXISTING ONE, WITHOUT THE NEED FOR A PRESCRIPTION

### OPTICIANS ARE HEALTH CARE PROVIDERS



OPTICIANRY IS ONE OF THE FASTEST GROWING PROFESSIONS IN THE HEALTHCARE FIELD WITH A PROJECTED GROWTH OF 24% OVER THE NEXT TEN YEARS

### Percentage of Opticians who work in:



\* ACCORDING TO VIRGINIA DPOR AS OF JULY 12, 2017 \*\* STATISTICS ACCORDING TO OCCUPATIONAL EMPLOYMENT STATISTICS, MAY 2016

### Mean Hourly Salary of Opticians who work in:



## registration form—fall sunday symposium

Sunday, November 5, 2017—Renaissance Waterfront Hotel, Portsmouth

Name \_\_\_\_\_

Company Name for Badge \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ E-mail or fax \_\_\_\_\_

Register online at  
[vaopticians.org](http://vaopticians.org)

Must provide e-mail address or fax number to receive confirmation that will be sent two weeks prior to convention.

### registration packages



**OAV MEMBER—\$117**

Includes Lunch



**STANDARD RATE—\$177**

Includes Lunch



**STUDENT/APPRENTICE—\$0**

Does not include Lunch



**STUDENT/APPRENTICE  
with lunch—\$25**

Includes Lunch

\$ \_\_\_\_\_



I am attending "Am I Legal?" Presentation 6 p.m. Sat, Nov 4 (FREE)



**MEMBERSHIP RENEWAL OR NEW MEMBERSHIP—\$125**

(membership is valid for 12 months from join date)

\$ \_\_\_\_\_



**Lunch Only (For guests)—\$25**

Guest Name \_\_\_\_\_

\$ \_\_\_\_\_

Cancellations must be received by **November 1** FOR FULL REFUND. Mail completed registration form and check payable to: **OAV, P.O. Box 6544, Ashland, VA 23005**

Credit card registrations may be faxed to: **877-800-1103**

Register online at [www.vaopticians.org/register](http://www.vaopticians.org/register)

All further questions may be answered by calling **866-734-9251**

[www.vaopticians.org](mailto:www.vaopticians.org) or [oav@vaopticians.org](mailto:oav@vaopticians.org)

**\$25 LATE FEE (after Nov 1)** \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

### REGISTER BY CREDIT CARD

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

Billing Zip \_\_\_\_\_

CVV \_\_\_\_\_

# COMPLAINTS:

## how to file and when

Everyone wants a way to vent when things don't go their way. The key to filing a complaint is ensuring it is filed with the right governing body and that can be tricky a thing to determine—especially for patients, let alone opticians.

Opticianry and other eye care providers are regulated by a number of government entities. While the Department of Professional and Occupational Regulation (DPOR) under which the Virginia State Board

for Hearing Aid Specialists and Opticians that regulates and licenses Opticians resides, can enforce issue related to dispensing, licensing and title protection, Opticians are also regulated by the State of Virginia and the Federal Trade Commission (FTC). Where to file a complaint depends on the law that is disregarded.

### Name tag says optician, but the person wearing it is not licensed by Virginia

One cannot hold oneself out to the public as optician if they do not hold a current Virginia Optician's license. In Virginia, one cannot call oneself an optician if not licensed. Report this activity to the Virginia Board for Hearing Aid Specialists. The more complaints received by the Board, the more reason there is for the Board to continue licensing opticians. These numbers are analyzed when it comes time to determine if the board is protecting the health, safety and welfare of Virginians. Opticians must also display their license in the location where they spend the most time.



### Patient did not receive prescription on conclusion of eye exam.

The FTC created The Eyeglass Rule to stop offices playing "keep away" with the prescription. A patient must re-

ceive a copy of the prescription upon completion of the exam. The FTC takes complaints on this one as well as charging to release the prescription and requiring the patient to purchase eyewear from the provider.

### Contact lenses are being sold over-the-counter, and seller does not require prescription.

Around Halloween, this becomes especially prevalent. Novelty stores begin to sell specialty contact lenses to change the eye's appearance to those of cat eyes or unusual colors. A person must have a contact lens prescription in order to purchase contact lenses—even plano contact lenses. The FTC's Contact Lens Rule can be cited to sellers who ignore the rule and should be reported to the FTC. The FTC investigates and fines these sellers and has an excellent "Complaint Assist" tool on their website that simplifies the process. A list of complaints and where to file can be found on our website under "File a Complaint".

To receive assistance in determining where to file a complaint, contact Opticians Association of Virginia at **866-734-9251**, e-mail us [oav@vaopticians.org](mailto:oav@vaopticians.org) or visit our website at [www.vaopticians.org/how-to-file-a-complaint](http://www.vaopticians.org/how-to-file-a-complaint)



## 5 ways to help in your community

### ram mission—august 26-27

Washington D.C.

Remote Area Medical provides health care to people who can't afford it. [volunteer.ramusa.org](http://volunteer.ramusa.org)

### ram mission—september 23-24

Lee County—RAM mission goes to Lee County to help people who live in remote areas without access to health care. [volunteer.ramusa.org](http://volunteer.ramusa.org)

### ram mission—october 6-7

Grundy—Join the RAM mission in a very poor area of Virginia to help dispense glasses to those who need them. [volunteer.ramusa.org](http://volunteer.ramusa.org) to register

### ram mission—november 4-5

Warsaw—RAM often struggles to get volunteers at the more remote location. Register to volunteer at [volunteer.ramusa.org](http://volunteer.ramusa.org)

### vision of hope by oaa

Vision of Hope Foundation provides grants to students for leadership and assists opticians in finding volunteer opportunities. [oaavoh.org](http://oaavoh.org)

# **rewarding reminder**

This week I had a customer in the office that needed an adjustment. After I had adjusted his glasses, he mentioned that he had been seeing some flashing lights in one of his eyes. I told him he needs to call an ophthalmologist right away because this sounded like he may have a detached retina. He said he may call his eye doctor tomorrow or the next day but I insisted that he call them right away. He thanked me for adjusting his glasses and left. The next morning, I received a phone call from the same man. He had called his eye doctor as soon as he had left our office and had surgery on his eye that evening! He did, in fact, have a partially detached retina and thankfully the ophthalmologist was able to save his vision since they had caught it soon enough. He was very thankful that I was so Insistent that he call right away. It was very rewarding to know that I helped save a man from losing his vision in one eye and a reminder that opticians are an important partner in ocular health care.

-Jeremy Clamon

**inside  
next issue:  
Review of  
Fall Symposium**

## **it happened at work: SHARE YOUR STORY!**

Do you have a funny, or rewarding Optician story to share? We will print it on the back page of our newsletter for our members to enjoy. Let us know what happened at work today; our readers will be able to identify with you! Send your story to the OAV at [oav@vaopticians.org](mailto:oav@vaopticians.org).



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