

**03/19**

Central  
California  
Optometric  
Society

## VISIONOTES & QUOTES

the latest news for the Central Valley's optometric professionals

### FEATURED STORIES

*President's Message*  
*House of Delegates 2019*  
*March Social*



**MARCH 2019**

*Central California Optometric Society*  
Visit our website at : [www.ccosociety.org](http://www.ccosociety.org)

# P R E S I D E N T ' S   M E S S A G E

Hello fellow CCOS members,

Why do we have local societies? Are we needed? What is our purpose?

At the beginning of this month, Chris Fisher, John Barron, Diane Lee and myself had the pleasure of attending the annual House of Delegates meeting in San Francisco. Since I first attended 3 years ago, I've looked forward to this meeting every year. This is a meeting of all the great leaders in our profession throughout the state, those whose passion goes beyond the slit lamp and understand that, as far as we have come, we still have so much more to go and so much to protect.

Most years HOD is filled with heated discussion about the direction we are heading or a bill that we are trying to pass. Having just passed a scope expansion bill, this year had a lighter tone, filled more with celebration and excitement about what we had accomplished over the past year. Dr. Ron Seger took over as our new COA president; Dr. Jason Tu is our new president elect; Drs. Brian Park and Erin Swift were elected into the Board of Trustees as Dr. Mark Nakano was unseated by the slimmest of margins. But I always find that the best ideas and the seeds for future discussions on the direction of our profession come in the after hours over great food and a glass of wine or a cold beer.

This year was no different as a few of us stayed up until the wee hours of the morning discussing our purpose. Although we were in San Francisco, this was not a bunch of hippie doctors laying on our backs looking at the stars and going into deep thought about our place in the universe after having accidentally ingested a magic brownie. No, our discussions were on the purpose of local societies. The discussion comes about as membership for the state is stagnant and cost of operations continues to rise. If you look at the AMA, they seem to operate fine with state chapters and no need for local representation. But could we do the same?

**M A R C H   2 0 1 9**

# P R E S I D E N T ' S   M E S S A G E

I believe that the greatest strength we currently have is the fact that we have local societies. Without that tangible, we may otherwise be forgotten. There was a time about seven years ago that I almost dropped my membership. The reason being was, at that time, I didn't know that we had a local chapter. I had been practicing for four years and not once attended a CCOS meeting. I did not have anyone around to share with me the excitement, motivation or understanding of the importance of being involved with the COA/AOA. It wasn't until I met John Barron who had invited me to attend a meeting that I even realized we had a local chapter. Shortly after, I joined Eye-Q and was lucky to be surrounded by other active members of the CCOS who shared their infectious enthusiasm of being involved. That relit an old flame in me that I hadn't felt since graduating from Optometry school and I began to attend every meeting. Then one day I decided to go to the bathroom and...well, the rest is history.

When we are able to commit our time and effort to becoming involved with our local society, that helps strengthen our association and we will be lending a hand in advancing our profession for the sanctity of our patients. I hope to see you all at our April 13th meeting where we will have the pleasure of having our new COA President, Dr. Ron Seger, give some opening remarks. Also, on April 10th, a group of us will be heading to the capital to meet with our local legislators for our annual Legislative Day. If you have never been, I highly encourage you to join us. Thank you.

Michael Mendoza, OD  
President of the Central California Optometric Association



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# COMMUNICATIONS MESSAGE

Hi Doctors,

Happy March! Though we lost an hour of sleep, we gained a lot of sunshine, green grass, and lovely blooms. While allergy sufferers may not welcome the spring quite as enthusiastically, we are all in a position to help alleviate springtime allergy symptoms in our patients and ourselves. And for this, I am grateful.

In last month's newsletter, we learned about Health Care Delivery Systems and Federally Qualified Health Centers from Diane Lee. I admit that I did not know much about these models of care until this point.



Earlier this month, four of our very own CCOS members went to COA's House of Delegates to represent our society. Thank you to President Michael Mendoza, President-Elect Chris Fisher, Secretary John Barron, and Member-at-Large Diane Lee for volunteering your time to attend this important event! Photos of the event will be included in this month's newsletter.

In addition, we have added new and exciting positions to our Classifieds, please stay tuned to the end of the newsletter for these opportunities. Thank you to all of our members for your readership; feel free to shoot me comments or an email just saying hi!

Your friendly neighborhood  
communications assistant,  
Pearl Thai



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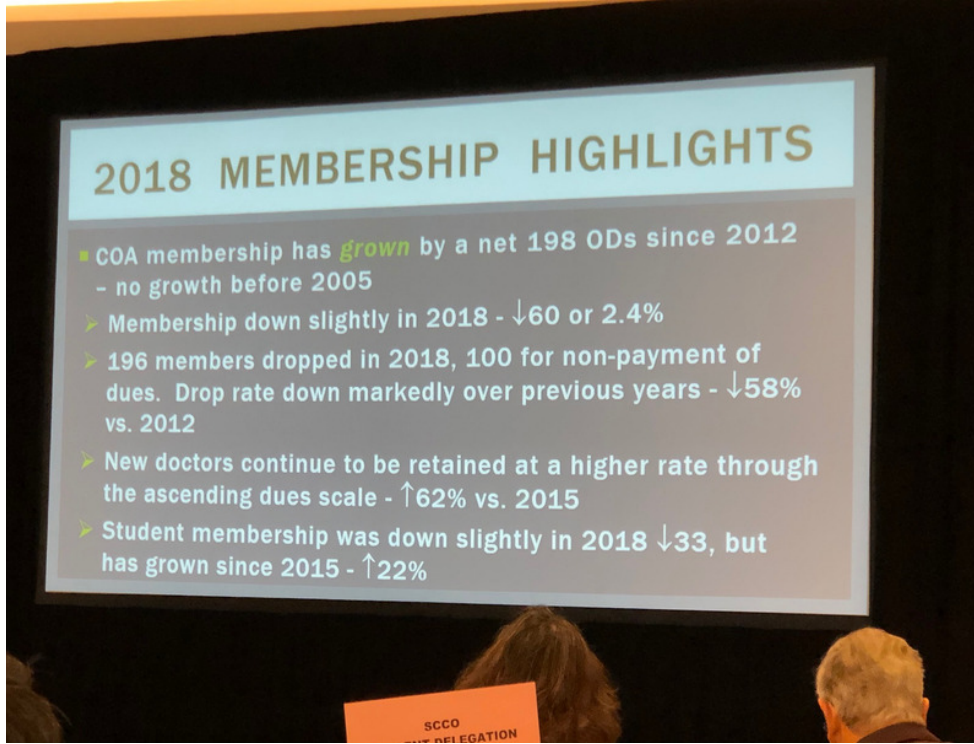
COA

# House of Delegates

2019

MARCH  
2019





## 2018 MEMBERSHIP HIGHLIGHTS

- COA membership has **grown** by a net 198 ODs since 2012
  - no growth before 2005
- Membership down slightly in 2018 - ↓60 or 2.4%
- 196 members dropped in 2018, 100 for non-payment of dues. Drop rate down markedly over previous years - ↓58% vs. 2012
- New doctors continue to be retained at a higher rate through the ascending dues scale - ↑62% vs. 2015
- Student membership was down slightly in 2018 ↓33, but has grown since 2015 - ↑22%

COA

# House of Delegates

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## 2018 FINANCIAL HIGHLIGHTS

- Regional OptoWest:
  - Net revenue exceeded budget by ↑6.9%
  - Net revenue up from 2017 ↑10.2%
  - Sponsorships up \$16,500 from budget - ↑10.6%
  - 320+ members/non-members attend, down from 2017 - ↓15%
- Monterey Symposium:
  - Net revenue exceeds budget by \$56,153 - ↑21.7%
  - Sponsorships up \$2,200 from budget - ↑1.3%
  - 530+ members/non-members attend, up slightly 2017 - ↑6%
- Total Sponsorships: \$18,717 over budget - ↑5.9%



# HOUSE OF DELEGATES

Here are just some of leaders of COA and AOA

- **Immediate Past President of COA**  
Ranjeet Bajwa, OD, FAAO, Dipl ABO
- **New COA President**  
Ron Seger, OD, FAAO
- **New Speaker of the House** and former president of COA  
Sage Hider, OD
- **AOA President-Elect**  
Barbara Horn, OD
- **Board of Trustees**

CCOS Delegates: President Michael Mendoza, President-Elect Chris Fisher, Secretary John Barron, and Member-at-Large Diane Lee



**MARCH 2019**



## March Social at Tioga Sequoia and Zack's Brewing Company



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## March Social at Tioga Sequoia and Zack's Brewing Company



Street Eats: Breakfast Edition at Tioga Sequoia with the President of Tioga, Michael Cruz



Thank you to our members for attending, and for bringing new faces to our Society's Social!

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# UPCOMING EVENTS



## LEGISLATIVE DAY

Wednesday, April 10

Sacramento

## OCULAR SYMPOSIUM

April 13, 8 a.m. to 1 p.m.

H. Marcus Radin Center

Fresno

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**OCULAR SYMPOSIUM**

**Speakers:** Benjamin Erickson, MD  
Prithvi Mruthyunjaya, MD, MHS  
Thomas Shute, MD  
Sumeer Thinda, MD

*With introduction by Brian E. Cavallaro, MD*



**Topics:** The Role of OCT in Diagnosing Ocular Tumors • Ocular Impact of Systemic Cancers • Angle Closure Glaucoma • Photopsia

**Date:** Saturday, April 13, 2019, 8 a.m. — 1 p.m.

*(Continental breakfast served at 7:30 a.m. / Lunch served at 12:30 p.m.)*

**Place:** H. Marcus Radin Conference Center *(map on reverse side)*

**RSVP:** [events@eyeqvc.com](mailto:events@eyeqvc.com) or (559) 256-8512 *(event is complimentary)*

Please return enclosed R.S.V.P. card by Monday, April 8, 2019

COA - Approved TPA Credit 4 Hours



**H. Marcus Radin  
Conference Center**  
on the Clovis Community  
Medical Center Campus

2755 Herndon Ave.  
Clovis, CA 93611

Please park in parking  
structure.



CCOS would like to thank their sponsors:

Platinum: EYE-Q, Science Based Health

Gold: Johnson & Johnson, Optovue, Valley Eye Institute

Silver: Macuhealth, Solution Reach

**MARCH 2019**

# CLASSIFIEDS

Posted March 2019

Dr. Kevin Kummerfeld has an opening for a Optometrist to work in his clinic in Dushanbe, Tajikistan this summer. Dr. Kummerfeld has a private Ophthalmology Clinic in the capital city of Tajikistan for eye care and training of local physicians. One of the MDs is going on a sabbatical this summer and he will need some help in the clinic. Dr. Kummerfeld worked at the Eye Medical Clinic here in Fresno and provided many hours of CE to the OD's here in the area. He will need assistance in doing regular examinations, especially pediatric, as well as assisting in the training of local physicians in eye treatment.

For further information you may contact him directly at [skkummerfeld@fastmail.fm](mailto:skkummerfeld@fastmail.fm) or me at [rhandlyos@gmail.com](mailto:rhandlyos@gmail.com). My cell is 559-213-7525.

Ralph Handly, OD



Now specializing in ophthalmology care for all ages

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# CLASSIFIEDS

Posted March 2019

EYE-Q Vision Care is regarded as one of the leading eye care centers in Central California. We are committed to excellence because our patients turn to us for the best eye care treatment available. Our team of ophthalmologists, optometrists, and professional support staff handle all aspects of eye and vision care from general exams to complex surgeries. Founded in 1956, we provide excellent learning opportunities, a team of outstanding coworkers, and exceptional compensation and benefits.

We are seeking a PEDIATRIC OPTOMETRIST to work with our established team. If you are a qualified Optometrist who has the following qualifications, we would like to meet you:

- ☐ Board Certified in California (or able to obtain)
- ☐ Residency with pediatric emphasis is preferred, but not required
- ☐ Highly skilled in comprehensive eye care exams and pre-testing
- ☐ Friendly and professional as to provide excellent care to our adult and pediatric patients.
- ☐ Detail oriented with knowledge of EHR
- ☐ Bi-lingual in English and Spanish
- ☐ Knowledge of NextGen a plus

**Our Team, Facility & Services:**

- ☐ Friendly team environment
- ☐ State-of-the-art professional facility
- ☐ Equipped with advanced diagnostic equipment
- ☐ Qualified COA/COT teams
- ☐ Full back office support
- ☐ Excellent compensation, benefits and retention programs.

We are an Equal Opportunity Employer.

Please forward resume with credentials to *Kimberly Hauxhurst* at [Khauxhurst@eyeqvc.com](mailto:Khauxhurst@eyeqvc.com) to be considered for this position. We look forward to meeting you!

**MARCH 2019**

# CLASSIFIEDS

## Optometry Equipment for Sale (Posted December 2018)



Dr. Dennis Chinn is selling his Fashion Display Unit frame boards. Contact Dr. Chinn's office if you are interested. Contact information is [dennischinnod@gmail.com](mailto:dennischinnod@gmail.com), 559-224-8302. His office is located at 5151 N. Palm.

## Practice for Sale in Morro Bay, CA (Posted November 2018)

### "Plug and Play in Morro Bay"

Our established community practice of over forty years is a dream opportunity for anyone looking for a turn-key operation in the heart of Morro Bay, a beautiful, easygoing beach town twenty minutes from San Luis Obispo. The practice grosses over \$550K annually on part-time doctor hours. Top-notch building and equipment include an Optos Daytona retinal camera, an RTVue OCT, Revolution software and a large inventory of current, stylish frames. Our capable staff are excited to come to work every day.

Please contact:

[morrobayeyes@gmail.com](mailto:morrobayeyes@gmail.com)

805-801-7970



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# ONLINE VISION TESTS

Help COA Raise Awareness about the Dangers of Online Vision Tests

## REPORT PATIENT EXAMPLES OF SERIOUS EYE CONDITIONS THAT WOULD HAVE BEEN MISSED BY ONLINE EYE TESTS

Several companies, such as Operative, market online "vision tests" directly to consumers for the purpose of obtaining an eye glass or contact lens prescription. This technology allows patients to self-administer a series of visual tests and pay for an eyeglass prescription signed by an "optometrist" or "ophthalmologist."

The Federal Drug Administration issued a warning to Operative in 2017 demanding cessation of marketing its online product. Operative continues to operate under apparent violation of federal law.

Furthermore, Operative has partnered with 1-800-Contacts to enable patients to obtain contact lenses without an in-person exam. This new technology promises consumers convenience and affordability but also raises concerns for patient safety.

As primary eye care providers, we are on the front line and have numerous examples of how this online technology can do our patients a serious injustice. We know this can range from missing contact lens related problems such as fitting issues or corneal damage to sight threatening problems like glaucoma or retinal detachments -- or even life-threatening diagnoses such as uncontrolled diabetes, malignant hypertension or tumors.

COA is collecting examples of such cases to fully inform regulators about the dangers of online vision tests. To report your own case, click on the button above.

The screenshot shows the California Optometric Association's website with a navigation bar (Home, About, Membership, CE/Events, Government Affairs, Media, Eye Help). Below the header is the 'Online Eye Tests Evidence of Problem Form'. The form includes a title, a paragraph explaining the purpose of the form, and a list of criteria for reporting a problem. The criteria are: 1. 18-40 years old, 2. Have a prescription range that is: Myopic with spherical power between -0.25 and -5.50, Hyperopic with spherical power between +0.25 and +2.50, Anisometropic with cylindrical power between 0.25 and 2.50, or Non-spherical, 3. Have no history of amblyopia, diabetes, hypertension, glaucoma, cataracts, retinal detachment, brain surgery, neurological issues, etc., 4. Have no recent discomfort or symptoms of acute eye pain, flashes and/or floaters in eyes. Below the criteria is a section for 'Patient Information' with fields for 'Patient Age' and 'Male/Female'.

Click Here to Report

MARCH 2019



# *Platinum Sponsors*

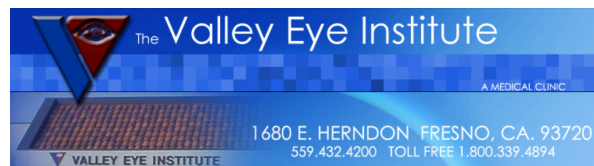
EYE-Q



## *Gold Sponsors*



Johnson & Johnson VISION



## *Silver Sponsor*



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