

10/20

Central
California
Optometric
Society

VISIONOTES & QUOTES

the latest news for the Central Valley's optometric professionals

FEATURED STORIES

President's Message from Dr. Chris Fisher

Communications Message

Upcoming Virtual Events



OCTOBER 2020

Central California Optometric Society
Visit our website at : www.ccosociety.org

CCOS President's Message

CCOS Members,

I first became interested in optometry shortly after getting my first pair of glasses at age 21. It was an odd experience going to an eye doctor, getting the exam, and then selecting frames. It was very uncomfortable and foreign. Now as an optometrist, I try and make it a more educational and positive experience for my patients. However, as I was getting started with my undergraduate education, I started researching optometry and declared myself a Pre-Optometry major at Eastern Michigan University. I also got a job working at a Pearle Vision in Ann Arbor, Michigan as an optician. Thus, began my career in eye care. I eventually met the woman who would become my wife and relocated back to Fresno, her hometown. I finished up my undergraduate degrees at Fresno State before selecting and attending Southern College of Optometry in Memphis TN. I will admit, I am sometimes jealous of your ties to the California optometry schools, however, I am appreciative of the education I received. After graduation we moved back to the Fresno area. Originally, I had planned to join an ophthalmology group as an associate. When that did not work out, I was able to purchase Dr David Urien's practice in 2014. So, my first job after getting my license was as the owner of a solo private practice. It's been a rocky road at times, but so far it's been fun. I ended up buying Dr. Jervy Smith's practice last year as well, further expanding my patient base. Both Dr. Urien and Dr. Smith practiced for more than 40 years. Dr Urien's practice was preceded by Dr. Jerry Keys and Dr. Merrill Bonander. I try and keep that history in mind as I practice. I hope to continue to build up the practice, so I have something to pass on to another generation of optometrist someday.

As I was applying to optometry school, during one of the interviews, I was asked "So, what will the future of optometry look like?" I frequently ponder this specific question, knowing that we all need to anticipate and adapt as our profession changes. So, what will the future of optometry look like? I will not feign to know exactly what optometry will look like even next year, but I do believe our future is still bright. One thing COVID has proven is that life can be unpredictable.

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I can predict that optometry will be diverse, however, it has not historically been diverse. Within the CCOS we have a diverse representation of optometrists representing different genders and races. The recent letter from our California Board of Optometry President highlights a concerning trend, a serious lack of black optometry students. There are 0% of California optometry students solely identifying as black. I am disturbed and disheartened by that fact.

I believe in diversity and it is one of the things I love about Fresno. We have a huge variety of race, gender, gender identity, religions, languages, cultures, and political affiliations in the central valley. It makes us better. I recognize that as different cultures interact conflict can also occur. However, overall, many people are understanding and respectful of one another.

In optometry school I had the opportunity to learn from many amazing optometrists. One of them was Dr Betty Harville, now retired. She became the first black full professor at an optometry school in the United States in 2001. She was also the first black female optometrist licensed in Tennessee in 1983. I can only imagine the difficulties she faced, and I love that she did it. She will forever be a hero and example for me.

We have a duty to continue to promote diversity both in our communities and within optometry. We are extremely lucky to be optometrists. I feel a duty to build on the legacies of all the doctors that came before me and to make optometry into what I want in the future. Not being able to meet with you right now makes it more difficult for me to identify what optometry will become because WE decide what it will become. COVID has made it infinitely clearer that the world can and is changing rapidly. We need to make the decisions now to encourage even more diversity within optometry. I hope you will join me and make sure anyone who wants the opportunity to become an optometrist has the chance. I do not know what optometry will look like in 20 years, but I look forward to it becoming what we choose. I also hope to see what the next generation will make it after that. I love optometry and miss meeting and talking to all of you. Please feel free to reach out by phone, text, or email to me anytime. drfisher@signatureoptometry.com or 559-593-1965

Chris Fisher OD, CCOS President

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COMMUNICATIONS MESSAGE

Hello CCOS,

Hope you're all staying away from all the smoke. One of my coworkers recently returned from a trip to Kansas where she said she smelled smoke from the California fires all the way over there. It's been more difficult to go outside with the heat and the smoke, so a lot of my patients have been indoors watching TV. I've been getting a lot of questions at work along the lines of "is it bad for my eyes to watch TV all day?" I educate them about decreased blink rate when staring at electronic screens in general and how it can affect dry eyes. I tell them it won't cause them to lose their vision if they wanted to sit closer to the tv to see it better, unless they're under 25. I also tell them about the National Sleep Foundation's recommendation on turning off all electronic screens 30-45 minutes before bed so that the blue light from the screens don't disturb the production of melatonin and the circadian rhythm.

Another healthy habit that my husband and I are planning to start is meditating for 10 minutes a day first thing in the morning. It can help boost energy, put a filter in the busy mind, and help with stress management. Even though I stopped working full time, I still somehow find things during my day that stress me out. No matter what life you're living, you run into your own stress and problems. It's easy to forget that all problems are equally problematic no matter how minuscule they are. Nothing will erase the stresses of life, but some practices can help us better manage them.

Let me know if you have other practices that can help improve sleep and decrease stress.

Diane Lee Ramirez, OD
Communications Chair

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Legislative Update

FTC Contact lens prescription release verification.

Effective October 16, 2020. We are required to give copy of contact lens prescription at conclusion of fitting- Now we must obtain pt signature acknowledging they have received a copy of their CL Rx. We must keep this acknowledgment for 3 years. If a digital copy via online portal, e-mail, or text was provided we must keep evidence that it was sent, received, or made accessible, downloadable, and printable.

Currently about 100 members of the House and Senate have sent signed letter to FTC asking them to delay implementation during the COVID crisis. AOA is working to insert language into the current COVID relief bill to delay the rule.

Local Issues:

In July, Jay Newsome, John Baron, and Margie Recalde contacted Jim Patterson(AD23), Joaquin Arambula (AD31), and Andreas Borgeas (SD8) and sent information on then current assembly and senate bills of concern to optometry.

State Issues:

AB 5- Independent Contractor. Nothing has changed. An amendment, AB 1850 (Gonzalez) failed the August 18 deadline and is dead for this year. We have no exemption to the independent contractor rule.

AB 458- Home Residence Permit. OD's can perform home visits, for disabled pts. You will need a home visit permit from the State Board. No permit is needed if you're providing care less than 5 days in a 30 day period or less than 36 days in a year. See COA fact sheet- COA website>Government Affairs>Legislation- download the factsheet.

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Legislative Update (cont)

AB 744 Telehealth: Reimbursement shall for telehealth services will be at the same rate and to the same extent as in-person for all health plan contracts (including Medi-Cal managed care plans) issued, amended, or renewed after January 1, 2021. COA made sure the bill would not mandate coverage for online vision testing. This bill also includes other telehealth provisions.

AB 896 passed-Abolished Dispensing Optician Fund and puts the money into Optometry fund. It also allows mobile non-profit optometric clinics to exist.

AB 1467- Scope expansion bill is dead for the year.

SB 639- Health care credit loans. Sets rules for providing loans to patients for health care. Not an optometry specific bill. Applies to all healthcare providers offering third party credit. Rules seem very complicated and are beyond the time I have. Please see COA fact sheet.

SB 977- Practice sale reporting law. There is an exemption for optometry. The bill now only requires AG notice if a health care system, private equity group, or hedge fund purchases a non-MD practice. It would not make that sale subject to AG approval. But the AG could still “get involved” to prevent anti competitive behavior that would lead to higher consumer prices.

Also COA has been working with State Board to find a work around for new grad licensure since Part 3 is in N. Carolina. Travel due to COVID is difficult and in person testing is restricted. Exploring regulatory change for temporary licensing for new grads.

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Legislative Update (cont)

The legislature has been prioritizing COVID related legislation and has dropped many bills over the course of past months that have not been "integral" to this new agenda.

For further updates. See COA website. Government Affairs.

COA members have received an email regarding the “Virtual AOA on Capitol Hill” please register and attend this conference.

September 9, 4 to 8 PM and 10th, 5-6PM.

There will be legislative meetings all day Thursday 10th by invitation only. This is a free event.

Jay Newsome, O.D.

CCOS Political Activities Chair

Click here for the [**AOA Contact lens rule compliance toolkit**](#)

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COA members get 30 minutes of free legal consultation

WILL FLEURY SACRAMENTO LAW
FIRM

CALL 916-441-2430.

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UPCOMING EVENTS

Wednesday, October 21, 7-9pm

OCOS 2 hour CE event +\$20 Starbucks giftcard

\$30 for COA member

(This is not a CCOS event)

[RSVP here](#)

Monday, October 26, 7-8pm

Myopia Management for the Everyday Optometrist

Dr. Jeff Krohn

1 hour "live" virtual CE

[RSVP here](#)

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Seeking Part-Time or Full-Time Associate in Visalia (Posted July 2020)

I am looking for an efficient, personable OD to add as an Associate to our team. We are a busy retail practice with an emphasis on primary care. Days and times can be determined to accommodate doctors' needs. Generous per diem plus bonus. Please e-mail your CV for consideration monagillod@gmail.com . Thank you!

Looking to add an associate Saturdays and/or Sundays (Posted June 2020)

Other weekdays are available as well if interested. Easy patient flow. Hours can be flexible depending on your schedule. If interested, please email your CV to Palwinder Kaur at dayaeyecare@gmail.com. Thank you for your interest.

Practice for sale in Modesto (Posted May 2020)

Well established practice serving Modesto and its surrounding area for over 25 years. Recently moved to a new location. 2 lanes in 1546 square feet. Modern, fully equipped office; PMR in place; convenient location in a medical duplex with off street parking on main thoroughfare. 32 Dr hours per week. Gross revenue of \$420,000 per year. Fixtures, equipment and leasehold improvements replacement valued at \$90000. Practice offered at a fair market value \$175,000 plus frame inventory currently estimated at \$18,000. Owner willing to finance. Contact centralvalleyOD@gmail.com

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From Dr. Gary Smith:

Because of some recent major surgery on my back affecting my ability to walk plus my old age of 76 years old I have decided to retire.

If you or someone you may know have any interest in buying a practice, instruments, office building or in stock frames please advise me as soon as possible at:

Cell Phone- (559) 759-4579

Email- gmsmith72@comcast.net

My children-

Gina Smith (559) 441-3050 or Greg Smith (559) 331-9275

Thank you,

Gary E.M. Smith, O.D.

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Shadowing opportunity wanted (October 2020)

Hello,

My name is Kristina Melikyan. Thank you for your help. It has been really hard finding shadowing opportunities right now.

Times I am available:

Monday: 8-5

Wednesday: 8-3:30

Thursday: 8-5 Friday: 8-5

Saturday: 8-12.

Thank you!

Kristina Melikyan

kristina.melikyan1@gmail.com

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TIMOTHY A. WILKINS, OD

5551 EAST KINGS CANYON ROAD, SUITE 102
FRESNO, CA 93727
(559)252-2325

HELLO!

I hope this letter finds you well in this time of uncertainty.

Over the past few weeks, I've had opportunity to ruminate and reflect on over 45 years of practice, and I've realized - with much prompting from my family - that I should slow down a bit. I hate the word retire, mostly because I've developed a deep love for my patients and staff over these many decades, and I enjoy the relationships I've established with generations of families in southeast Fresno County. But, I recognize that time doesn't slow, but I must.

Along those lines, I am reaching out with hopes of options and opportunities. Ideally, I'd love to transition to retirement (that dirty word again) by hiring an associate -- medical or optometric -- to work along-side me with the intent of purchasing the practice. Independent practice has been tremendously rewarding for me, but I recognize it is a difficult undertaking in a changing world. Therefore, I'm open to different options involving group practices or medical organizations. What I know for sure is that my practice has a booming client base with plenty of opportunity to grow given a set of fresh eyes. What I'd like to know is that my patients - my extended family - are well-cared for when I'm no longer able to practice.

If you are interested in discussing options in regard to partnering up or working together, please feel free to make contact. If you know a young practitioner who would be interested in becoming an associate, please share this information. If any of this information might coincide with future plans or goals for your business, please call so we can discuss possibilities.

Thank you for your time and consideration!
REGARDS,

TIMOTHY A. WILKINS, OD

FOR MORE
INFORMATION,
PLEASE
CONTACT:

RHONDA SIQUEIROS
(559)905-6570
siqueirosrhonda@gmail.com

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