

# YOUR MEMBER BENEFITS

VIEW YOUR RETURN  
ON DUES INVESTMENT  
[CLICK HERE >>>](#)



Protecting  
Your  
Profession

Promoting  
Your  
Profession

Resources  
To Grow  
Your Practice

Keeping  
You  
Informed

Offering  
Continuing  
Education

Watching  
Your  
Bottom Line

Increasing  
Performance  
& Profitability

Making  
A  
Difference

Providing  
Networking  
& Learning

# YOUR MEMBER BENEFITS



American Optometric Association



25 years ago, AOA fought legislative battles for you that brought OD's medical reimbursements in greater parity with your MD counterparts.

**\$\$\$ x 25 years = Incalculable**

AOA & COA regularly fight legislative battles for you to prevent reimbursement cuts by Medicare & Medi-Cal. There were over \$1 billion in these reimbursements to Optometrists in 2011.

**\$25,000 per practicing OD in the United States**

In 2012, COA stopped a State Board of Optometry regulation that would have required all Optometrists to include your full name exactly as written on your license & your license number on all signs, business cards, stationary and any forms of advertising.

**Savings of expensive rebranding costs**



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AOA fought to include you in...

e-Rx prescribing incentives

**\$50 per doctor**

PQRS incentives

**\$87.50 per doctor**

EHR Federal Incentives

**Up to \$44,000 per doctor**



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In 1996, COA passed legislation to allow ODs to use TPAs - this is 15 - 20% of your practice income.

**Over \$100,000 in additional annual revenue**

In 2008, COA passed legislation to make it easier to ODs to become certified to treat glaucoma.

**Potential additional income of \$500 per test conducted**

In 2012, COA passed legislation to allow ODs to perform certain CLIA waived tests in office.

**Convenient to the patient and puts \$4.50 - \$27 per test in your pocket**



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## PRACTICE FACT SHEETS

Written specifically for the optometric profession and free to members, COA offers a continually-growing library of in-depth fact sheets addressing a wide variety of scope of practice and practice operation topics.

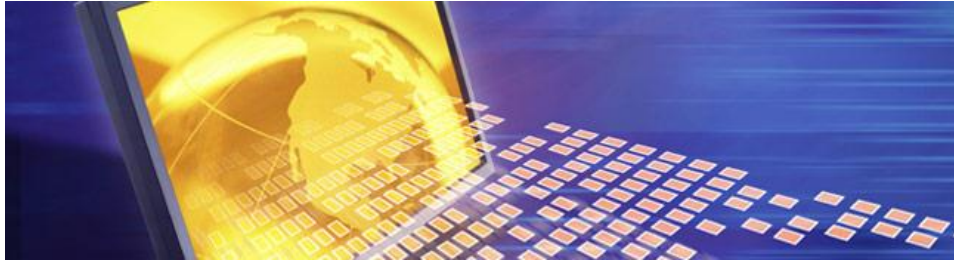
The screenshot shows the California Optometric Association website. At the top left is the COA logo. To its right is the text "California Optometric Association". Below this is a navigation menu with links: Home, About, Join COA, Membership, CE/Events, Government Affairs, Media, and Eye Help. The main content area is titled "Fact Sheets" and includes a sub-section for "Government Affairs". Below this are several links: Overview, Key Person Program, Laws & Regulations, PACs, Legislation, Weekly Updates, Legislative Day, Health Fairs, Fact Sheets, and Webinars. A list of fact sheet topics follows, including: Vacation Time - Are you compliant?, How to Avoid An Audit - Billing E-M Codes, The Wage Theft Protection Act, The American Board of Optometry and Board Certification, Cilia Waived Diagnostic Test, When Co-Management with Ophthalmologists is Appropriate, EHR: Electronic Health Records, PVL's Involvement in California Litigation in Support of the Optometric Profession, Glaucoma Certification, Is Your Optometric Facility ADA Compliant?, Value Proposition, Reporting Abuse, Sales and Use Tax Issues, Terminating a Patient Relationship, Guidelines for Individuals Supporting Political Campaign, Vitamin Sales, and Prescription Form Requirements. On the right side of the page, there are three promotional banners: the American Optometric Association logo, a banner for "To learn about an innovative treatment for Dry Eye, click here" with an image of an eye, and a banner for "COBURN TECHNOLOGIES EQUIPMENT - SUPPLIES SINCE 1954". At the bottom of the page is a "GOOD-LITE" banner and a large "HOME" button with a house icon.



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## MEMBER MEDIA CENTER (MMC)

Offers timely content for members to use on your websites and in your newsletters and social media. This helps you inform the public about important eye issues and gives you something extra to offer your customers.

Log into the COA website to access the MMC



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## MEMBER RESOURCE CENTER

COA employs a staff who answers common practice-related questions - from steps to take to get on a health plan's medical panel to optometric advertising requirements to certification of legally blind patients to employment and workers' compensation issues, and so many more.



Contact:

Kara Corches

COA External Relations Manager

[kcorches@coavision.org](mailto:kcorches@coavision.org)

916.266.5026



HOME

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[EyeLearn](#) is an online benefit offered exclusively to AOA members.

EyeLearn is an easy-to-use centralized online learning resource designed for the optometrist's learning needs.

EyeLearn's secure environment keeps track of your progress, archives previous learning content, and provides recommendations for additional resources based on your personalized learning needs.

## Benefits of EyeLearn

- Accredited, interactive education
- Webinars
- Practice Management Resources
- Journal Articles
- Knowledge Assessment Tests
- Clinical Guidelines
- Live CE Finder
- And Much More



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## BUSINESS & CAREER SUCCESS WEBINARS

Skilled professionals share valuable tips and firsthand experiences on starting and maintaining a successful optometry practice through Business & Career Success Webinars offered by AOA.

Topics include medical records & coding, HIPAA updates, PQRS, malpractice insurance, practice management and more.

**AOA Excel Events Calendar** All times listed in CST

← July 2013 | August | 2013 | September 2013 →

**August 2013**

MON	TUE	WED	THU	FRI	SAT	SUN	Upcoming Events
			1	2	3	4	<ul style="list-style-type: none"> <li>2013 EHR &amp; Medical Records Compliance Program - Atlanta, GA <i>August, 21 2013</i></li> <li>2013 EHR &amp; Medical Records Compliance Program - Dallas, TX <i>August, 23 2013</i></li> <li>Coding Grand Rounds - Ocular Surface Disease Case Studies <i>August, 27 2013</i></li> <li>Associate Agreement Review <i>August, 28 2013</i></li> <li>Setting your Protocols for Medical Eye Care Management! <i>September, 10 2013</i></li> <li>Associate OD: Are you partnership material? <i>September, 18 2013</i></li> <li>Setting your Protocols for Medical Eye Care Management! <i>September, 24 2013</i></li> </ul>
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
	Coding Grand Rounds -						
19	20	21	22	23	24	25	
		2013 EHR & Medica		2013 EHR & Medica			
26	27	28	29	30	31		
	Coding Grand Rounds -	Associ Agreem... Review					



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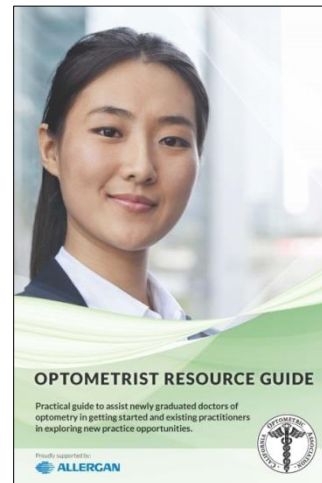


## OD RESOURCE GUIDE

Offers practical steps to assist doctors of optometry in getting started or making changes in your career. This guide also provides some considerations to help explore different modes of practice. Job search resources, as well as a timeline and checklist with suggestions for starting a new practice are included.

Available for download at:

[www.coavision.org](http://www.coavision.org)



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## GOVERNMENT AFFAIRS WEEKLY

Stay updated on legislative, governmental and advocacy issues affecting the optometric profession by reading this weekly e-newsletter.

Login to the COA website to read the [archives](#)



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## **CALIFORNIA OPTOMETRY**

The official publication of COA, offering a comprehensive view of professional optometry in California today.

Printed and digital versions available.

[Download](#) the latest and past editions on the COA website.



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## COA MEMBER NEWS

This monthly e-newsletter keeps you and your staff continually informed as to the latest actions impacting the profession, news on COA conventions and upcoming events and clinical updates.



The screenshot shows the COA Member News e-newsletter interface. At the top left is the California Optometric Association logo. The main title is "COA Member News" in a large, green, sans-serif font. Below the title is a navigation bar with the following links: Membership, CE/Events, Government Affairs, News, Archives, and Print Version. The date "August 2013" is displayed below the navigation bar. The main content area is titled "COA TOP STORY" and features a section for "Senate Bill 492 - Breaking news". To the left of the text is a photograph of the California State Capitol building. The text states: "SB 492 will be held in the Assembly Business, Professions and Consumer Protection (B&P) Committee for the remainder of the year. It was decided recently that the committee members needed more time to learn about the new procedures that would be authorized under the bill." Below the text is a link that says "Read More...". To the right of the main content is a social media sharing section with icons for Facebook, Twitter, and YouTube. Below the social media icons is a promotional box for "Test Drive a Santinelli Edger with HOYA Lenses". The box includes a photograph of a group of people and text that reads: "Free on-site lens edger demonstration, including 5 Pairs of HOYA lenses for actual patients!". At the bottom of the interface is a large, grey button with a house icon and the word "HOME".



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## AOA COMMUNICATIONS

Sent daily, AOA's First Look e-newsletter, the weekly AOA Focus e-newsletter, and published monthly, *AOA Focus* magazine, are the profession's pre-eminent news publications.

**AOA**

**FIRST LOOK**

Today's news from newspapers, TV, radio and journals prepared exclusively for the members of the American Optometric Association

**AOA**

**WEEK IN  
FOCUS**



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**\$200 members-only discount for unlimited CE**

COA will host its 2014 Monterey Symposium November 7-9, 2014 at the Monterey Marriott Hotel and Conference Center.

Over 700 ODs annually converge in Monterey to take part in world-class education, networking with colleagues, and an exhibit hall filled with optometry's latest products and services!

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



HOME

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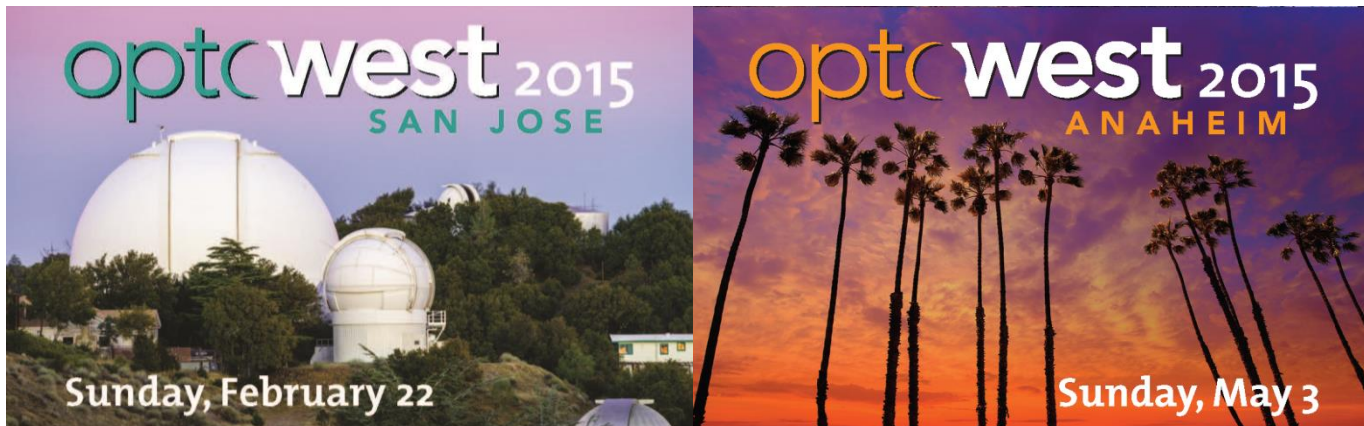


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## NEW FOR 2015

The California Optometric Association's OptoWest, the premier conference created by eye care professionals for eye care professionals, will be offered as two regional meetings, held in Northern California and Southern California, under a new one-day format at each location.



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



HOME



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## CE@HOME

Six hours of CE offered free to members annually through articles in each issues of *California Optometry*.

**\$210 value**

CE@HomeOnline makes it easy to earn CE credit! Purchase an annual subscription for only \$60 and simply send in your answers for each of the six articles available annually for one hour of CE credit. Otherwise, the price per article is \$15 for members and \$35 for non-members.

**\$150 value**

[CE@HomeOnline](#)



HOME

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## OPTOMETRY'S MEETING®

AOA's annual conference, held each June, includes education, admittance to the exhibit Hall, and optometry's meeting events such as the welcome reception, opening general Session, Optometry Student Bowl™, and Celebration of Optometry.

**\$400 members-only discount**



# Optometry's meeting®



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## OPTOMETRIC BUYING GROUP

Offering the best deals from more than 270 optical and business suppliers, Vision West is a comprehensive and proven one-stop resource for the doctor of optometry's practice needs offering exclusive discounts.

**Buying-power savings to members**



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



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## COMMERCIAL INSURANCE SERVICES

Tailored to the unique needs and risks of doctors of optometry, COA offers a comprehensive menu of insurance products brokered by the award-winning industry leader, Mercer.

**Members save up to 10% for professional liability insurance**



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



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## PERSONAL LINES OF INSURANCE

WGBCO offers COA members a variety of companies to choose from which allows us to give you the best possible price for the coverages you need. There are discounts for COA Member-Doctors and we give back to your association to help keep your membership dues low.



**Warren G. Bender Co.**

*Insurance & Bonds • Depth & Dependability Since 1938*

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



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## DEBT COLLECTION

I.C System, a nationally-renowned, professional debt collection service company, delivers members ethical and cost-effective solutions for collecting debts and improving cash flow.

**Members receive a 20% discount**



[www.ICSystem.com/ICmemberbenefits](http://www.ICSystem.com/ICmemberbenefits)



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## MERCHANT CARD PROCESSING & PAYROLL SERVICES

Heartland Payment Systems offers member-only rates on merchant card processing and payroll services. By using Heartland, you will be able to save money, save time, increase profits and simplify your business operations.

**Members save up to 10%**



[www.HeartlandPaymentSystems.com/healthcare](http://www.HeartlandPaymentSystems.com/healthcare)



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## E-MAIL MARKETING

Constant Contact is an online marketing company offering email marketing, social media marketing, online survey, event marketing, digital storefronts, and local deals tools to improve communications and marketing to your patients and soon-to-be patients.

Members save up to 25%

**Constant Contact**<sup>®</sup> 

Sign up for a FREE trial [HERE](#)



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## EMPLOYMENT LAW POSTERS

COA has taken the hassle out of a requirement for optometric employers to display a poster detailing state and federal labor laws. Our all-in-one subscription will help you avoid being fined up to \$17,000 for non-compliance.

**Discounted subscription for COA members**

Learn more on the [COA website](#)

Click [HERE](#) to order or contact COA at (916)-441-3990



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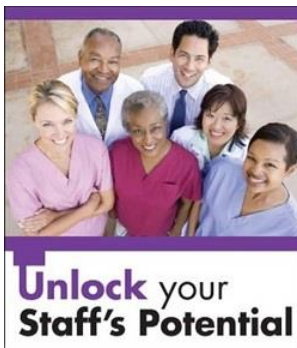
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## PARAOPTOMETRIC MEMBERSHIP

As a COA member, you may enroll your staff as AOA & COA Paraoptometric Members at no charge. COA's conferences feature a wide array of ABO, NCLE and AOA Paraoptometric certification-approved courses that enhance the skills and productivity of your greatest asset – your staff.

AOA offers the Paraoptometric Skill Builder® program that provides online training for new and/or experienced optometric staff. The Beginner Level 1 course is designed for the “new to the field of paraoptometry” and is offered free to members.



Enroll your staff by following the instructions found [HERE](#)



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## MEDICAL RECORDS & CODING

AOAExcel's Medical Records & Coding Service is designed to educate you and your staff on medical recordkeeping and coding to help doctors and staff provide the best possible patient care, prepare for payer audits, and to ensure accurate reimbursements.

Email: [AskTheCodingExperts@ExcelOD.com](mailto:AskTheCodingExperts@ExcelOD.com)

### Resources in:

- Accurate choices of procedure and diagnosis codes for eye care
- Understanding and preparing for payer audits of patient care and coding
- Changes in Medicare and coding policies
- ICD-10 preparation and conversion
- Participation in Medicare's Physician Quality Reporting System (PQRS)



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## OD FINDERS

COA's 'Find an EyeDoc' & AOA's 'Find a Doctor' search portals assist the public in quickly identifying just the right member OD for care.

COA's Member Update section on our website allows you to keep your practice profile updated.

[AOA Find A Doctor](#)

[COA Find An Eye Doc](#)



HOME

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## OPTOMETRY'S CAREER CENTER®

With over 1 million hits per month, AOA's Optometry's Career Center (OCC) is the industry's leading optometry placement service for opportunities throughout the practice life cycle.

- ✓ Post job opportunities for your practice
- ✓ Search for jobs in our extensive database
- ✓ Check out our supporting services:
  - Salary negotiations
  - Career coaching
  - Resume & cover letter services



Visit: [www.excelod.com/career-center](http://www.excelod.com/career-center)



HOME

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## **SOCIAL MEDIA CONSULTANT**

COA members have access to our staff social media consultant who can offer advice, training and resources to build and maintain your social media platforms.



Contact:

Kale Elledge, COA Communications & Social Media Manager

[kelledge@coavision.org](mailto:kelledge@coavision.org) 916.266.5043



HOME

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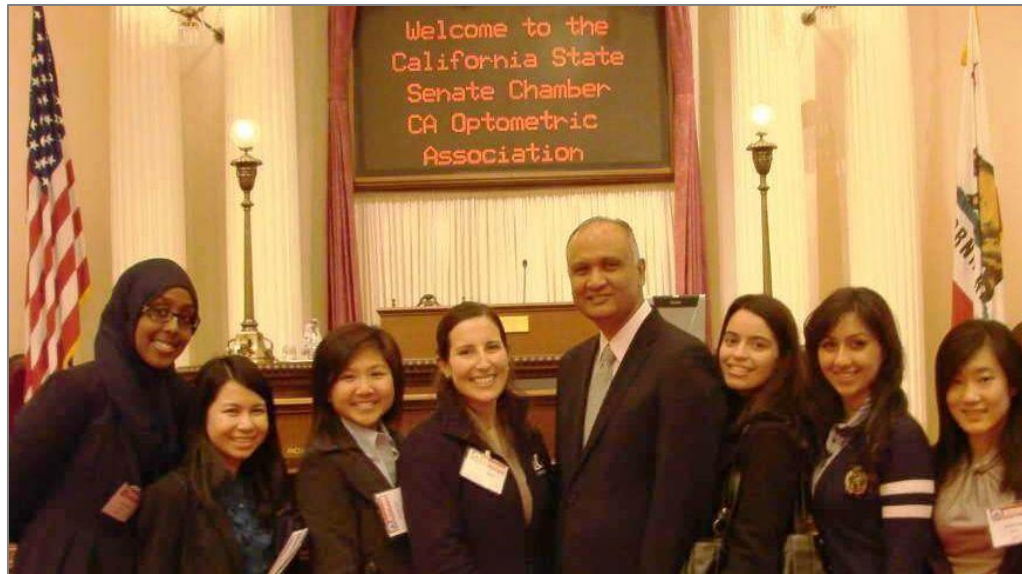


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## BECOME A KEY PERSON

Educate lawmakers about issues important to optometry. This grassroots work is incredibly powerful, as Legislators really do listen to their constituents.



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## CALIFORNIA VISION FOUNDATION

The California Vision Foundation (CVF) is a non-profit, optometric charity designed to provide low-income and uninsured families throughout the state of California with free comprehensive eye exams and low cost glasses. Become a California Vision Project Provider or Donate to the Foundation Today!



[www.CaliforniaVision.org](http://www.CaliforniaVision.org)



HOME



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## BECOME INVOLVED IN THE LEADERSHIP OF COA OR YOUR LOCAL SOCIETY!



- COA Board of Trustees
- Communications Committee
- Finance Committee
- Legislation & Regulation Committee
- Healthcare Delivery Systems
- Membership Committee
- Sponsored Services Committee
- Education & Clinical Practice Committee
- *California Optometry* Editorial Board
- Public Vision League
- Low Vision Rehabilitation Section



HOME

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## COA IS COMPRISED OF 25 LOCAL SOCIETIES:

Alameda/Contra Costa Optometric Society

Cahuilla Optometric Society

Central California Optometric Society

Golden Empire Optometric Society

Humboldt-Del Norte Optometric Society

Imperial County Optometric Society

Inland Empire Optometric Society

Kern County Optometric Society

Los Angeles County Optometric Society

Mojave Desert Optometric Society

Monterey Bay Optometric Society

Orange County Optometric Society

Redwood Empire Optometric Society

Rio Hondo Optometric Society

Sacramento Valley Optometric Society

San Diego County Optometric Society

San Fernando Valley Optometric Society

San Francisco Optometric Society

San Gabriel Valley Optometric Society

San Joaquin Optometric Society

San Mateo County Optometric Society

Santa Clara County Optometric Society

South Bay Optometric Society

Tri-County Optometric Society

Tulare-Kings Counties Optometric Society



HOME

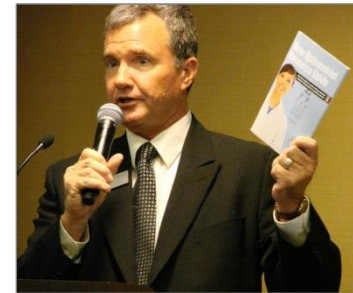
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The COA Presidents' Council meeting brings together the leadership of the 25 local optometric societies and students from the California colleges of optometry to discuss current issues facing local societies, COA and the optometric profession, concluding with the development of relevant recommendations for the COA Board of Trustees.



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COA is governed by a 10-member board of trustees and the House of Delegates (HOD). As COA's official policymaking body, the HOD consists of COA members from each of the local optometric societies, California optometry schools and colleges, and COA sections. Delegates meet at this annual meeting to:

- Debate and vote on COA policy resolutions and bylaws amendments
- Adopt the COA budget
- Elect COA's officers and trustees



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## COA CONFERENCES



optcwest 2015



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- |                               |          |                            |          |
|-------------------------------|----------|----------------------------|----------|
| • Reimbursements              | \$100K↑  | • AOA News                 | \$250    |
| • TPAs                        | \$100K↑  | • COA Conferences          | \$400    |
| • Glaucoma                    | \$1000's | • CE @ Home                | \$360    |
| • CLIA                        | \$100's  | • Optometry's Meeting      | \$400    |
| • Practice Fact Sheets        | \$500    | • Endorsed Programs        | \$1000's |
| • Member Media Center         | \$1500   | • OD Finders               | \$500    |
| • Member Resource Center      | \$2500   | • 24/7 Coding Expert       | \$5000   |
| • EyeLearn                    | \$1000   | • Career Center            | \$1000   |
| • Business Webinars           | \$500    | • Social Media Consultant  | \$1500   |
| • OD Resource Guide           | \$100    | • Networking Opportunities | \$1000's |
| • GA Weekly                   | \$250    |                            |          |
| • <i>California Optometry</i> | \$50     |                            |          |
| • COA Member News             | \$150    |                            |          |

**STAYING ENGAGED IN YOUR  
PROFESSION & PROTECTING YOUR  
RIGHT TO PRACTICE  
= PRICELESS!**



HOME