YOUR MEMBER BENEFITS

Protecting Your Profession

Promoting Your Profession

Resources To Grow Your Profit

Keeping You Informed

Offering Continuing Education

Watching Your Bottom Line

Member Services & Business Support

Making A Difference

Providing Networking & Learning

View your return on dues investment. Click here >>
25 years ago, AOA fought legislative battles for you that brought OD's medical reimbursements in greater parity with your MD counterparts.

$$$
\text{X 25 years = Incalculable}
$$$

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
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
WHAT WOULD LIFE BE LIKE WITHOUT COA?

- Optometry is a legislated profession
- Opticians would be doing refractions
- OMDs would prevent ODs from using medications and procedures you are taught in school

We join COA to make sure this:

Does not become this:
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
LEGISLATIVE PRIORITIES IN 2017

Scope
- Removes protocols and referral requirements in statute.
- Allows optometrists to use new technologies.
- Allows optometrists to use lasers, perform minor procedures and administer immunizations.

Children’s Vision
- SBO will introduce another children’s vision measure.
- Will require an eye exam before kids enter school.
- Building support from other organizations.
Included with COA-AOA membership (non-members pay $1,800 a year), AOA MORE is a registry that pairs with your EHR system to capture data and provide feedback to all registry users on patient outcomes for specific treatments, which spurs cost-effective improvements and innovation in health care delivery, and can lead to reimbursement bonuses of up to 27 percent.

The health care system is changing. Public and private health plans are transitioning from traditional fee-for-service payment to consumer-directed health plans and value-based reimbursement systems, such as pay-for-reporting, pay-for-performance, bundling and Accountable Care Organizations (ACO).

Register today at www.AOA.org/MORE
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.
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 on to the COA website to access the MMC
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:
Lauren Sutherland
lsutherland@coavision.org
916.266.5042
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
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
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
CALIFORNIA OPTOMETRY E-MAGAZINE

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

Download the latest and past editions on the COA website.
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.
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.
COA will host its 2016 Monterey Symposium November 18-20, at the Monterey Marriott Hotel and Conference Center.

Over 600 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
OPTOWEST 2017

The California Optometric Association’s OptoWest regional conferences - created by eye care professionals for eye care professionals - will be offered at three distinct locales in 2017, under a convenient one-day format at each location. OptoWest provides quality education for optometrists – offering a unique COPE-accredited OD track at each meeting.

$75 members-only discount for a full day of CE

www.OptoWest.com
CE OnLINE

CE OnLine makes it easy to earn free CE credit!
COA offers a total of 12 CE articles each year. Six are published in the bi-monthly *California Optometry* e-magazine. The other six are strictly online articles. Simply read each article and take the ten-question test on the COA website for each article, earning one hour of CE credit each month!

$420 value

Log on to the COA website to access CE OnLINE
CE OnDEMAND

COA will now offer 35+ classes and 50 hours of COPE-approved online continuing education through CEwire January 27 - May 1, 2017.

COA members will receive reduced registration rate of $129.

Savings of $50 off of the published CEwire rate

For $129 members will receive:

• Access to an online continuing education event (Jan. 28-29, 2017)
• Access to an online exhibit hall
• Access to over 35 COPE-approved courses 24/7 until May 1, 2017.
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
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
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
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
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
PARAOPTOMETRIC STAFF 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.
LEGAL SERVICES RESOURCE PROGRAM

COA members have a new, free, and exclusive member benefit - a legal resource program that allows you up to one-half hour (30 minutes) of telephone and research work per month with an attorney at no cost. The COA Legal Services Resource Program offers services that will assist members in areas of the law related the practice of optometry.

Services offered include:

- Business tax issues
- Business owner succession planning
- Cal/OSHA/Prop 65 issues
- Contract issues
- Employment law
- Licensure issues
- Practice ownership and organizational structure
- Regulatory and administrative law
- California State Board of Optometry rules and enforcement issues

About the Law Firm of Wilke, Fleury, Hoffelt, Gould & Birney, LLP

For more than 90 years, Wilke Fleury has served businesses, governmental entities and individuals by providing comprehensive legal services with the highest standards of integrity and efficiency. The firm as gained a national reputation in the health care arena, and has served as legal counsel to COA for more than 50 years.
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.

Got a coding question?
Complete the online web form at aoa.org/ask-the-coding-experts

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)
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](#)
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
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:
Rachael Van Cleave, COA Communications & Social Media Manager
rvancleave@coavision.org  916.266.5043
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.
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
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
COA IS COMPRISED OF 25 LOCAL SOCIETIES:

- Alameda and 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
PRESIDENTS’ COUNCIL

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.
HOUSE OF DELEGATES

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
COA’S CE CONFERENCES

Monterey Symposium: November 18-20, 2016
Future Dates: November 17-19, 2017
November 16-18, 2018
November 15-17, 2019

OptoWest: 2/12/17 San Francisco
3/19/17 Manhattan Beach
4/30/17 Sacramento
## Your Member Benefits

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**Staying Engaged in Your Profession & Protecting Your Right to Practice = Priceless!**