

MEMBERSHIP RETURN ON DUES INVESTMENT

PROTECTING YOUR PROFESSION

COA and AOA fight to keep money in your pocket – we’re consistently protecting your right to practice at the level you were trained to do, and making sure you get the reimbursements you deserve.

LEGISLATIVE ADVOCACY

Some recent examples of the ways COA has fought to expand your scope of practice include TPA use, Glaucoma certification and CLIA-waived testing. These all make the office experience more convenient for your patients and allow for you to collect additional revenues.

RESOURCES TO GROW YOUR PRACTICE

Time is money. Utilizing COA's wealth of resources allows you more time to spend with patients.

- OD Resource Guide
- COA Member Resource Center
- Practice Fact Sheets
- Member Media Center
- EyeLearn – AOA's online learning center
- Business & Career Success Webinars

KEEPING YOU INFORMED

California Optometry magazine, Government Affairs Weekly, and COA Member News are invaluable communications, keeping you updated on recent actions affecting your profession and your association.

GROUP-BUYING DISCOUNTS

COA has formed affinity partnerships to save you money on services to efficiently and effectively run your practice. As a member, receive discounts with:

- Vision West, Inc. - COA's Preferred Eyecare Business Group
- Association-Sponsored Insurance Services
- IC System Debt Collection
- Heartland Payment Systems Payment & Payroll Services
- Constant Contact E-mail Marketing

INCREASING PERFORMANCE & PROFITABILITY

Membership in the COA means you have instant access to innovative tools, optometric-specific resources and OD experts to help build your practice.

- Paraoptometric Section
- Medical Records & Coding Resources
- 'Find an EyeDoc' public search portal
- Optometry's Career Center®
- Social Media Consultant

CONTINUING EDUCATION

COA's annual conferences, OptoWest and Monterey Symposium, both offer member-only rates for unlimited CE. COA also offers CE@Home. Articles are printed in each edition of *California Optometry*, offering 6 free hours of CE to members who submit the test answers; another 6 articles are available on the COA website for a nominal fee. Additionally, AOA and your local society host discounted or free CE events for members.

NETWORKING OPPORTUNITIES

Whether you attend COA conferences, Optometry's Meeting® or local society events, networking helps you advance your career, expand clinical knowledge, gain new experience and discover best practices.



**C A L I F O R N I A
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