



MEMBERSHIP – The Untouchables

Some of the benefits you derive as a member of the California Optometric Association may not be readily visible, but your membership dues work for you every single day, protecting what you practice, how you practice, and where you practice.

Here are some of the ways the California Optometric Association works for you:

- ✓ **Advocacy... “promoting, representing, and lobbying for the best interests of optometry”**
 - COA advocates for the interests of the profession, for a position in the regulatory and health care systems, and for inclusion in managed care programs.
 - More impact and more advances can be accomplished with a united and collective voice, than with an individual one—there is strength in numbers. You get to focus your time on *practicing* optometry.
 - COA educates and informs public and government officials continuously about the profession of optometry, and its benefits for patients.

- ✓ **Legislation... “helping to shape the profession of optometry”**
 - COA fights to protect the interests of optometrists in the California legislature and the courts.
 - Recent and past legislation was accomplished to expand the optometric scope of practice. An active and broad legislative program is also maintained where optometry can make an impact.
 - *Can you imagine reading through a stack of legislative bills daily to uncover any inkling of proposed activity that could potentially limit, inhibit, and affect the practice of optometry?* COA continually monitors, evaluates and presents testimony on health care legislation and regulations that impact optometry.

- ✓ **Be informed... “information is power”**
 - Obtain up-to-date news that may impact how you practice through fax bulletins, email blasts, special mailings, and magazine articles
 - COA is your resource to answers or where to find them: *Where can I obtain a DEA number? What are the updated Glaucoma requirements?*

- ✓ **Camaraderie and Connections... “those warm fuzzies”**
 - Share ideas and experiences with your peers at organized conferences and online through the member-to-member web board.
 - Establish professional contacts with your colleagues and find out about practice and employment opportunities. Is it who you know, or, what you know, that counts?

- ✓ **Convenience... “making it easier for you”**
 - COA does the legwork to provide the information you need so you don’t have to search for it yourself.
 - Need Education? COA puts together a choice of quality educational tracks to help you fulfill CE requirements. Register for COA’s Monterey Symposium, and don’t miss OptoWest.
 - Available 24/7 in the convenience of your office or home! Visit www.coavision.org and click on “Members Only.”
 - The convenience of *CE @ Home* in California Optometry: *Just read the article, take the self-test, email us your answers and get one free CE credit! How simple can that be?*

- ✓ **Professional growth... “interested in becoming a leader of the future?”**
 - Become a Legislative Key Person and develop skills in grassroots organizing.
 - Become involved in your local society governance and participate in the annual Leadership Development Conference to increase your skills.
 - Get involved through Project Keep—a program encouraging newly licensed optometrists to become involved in their local society governance structure.
 - Volunteer and serve on a COA committee or on the Board of Trustees.