

# VIEWPOINTS

## Acuties: Hearing is Believing!

### CCVIP Early Intervention Pearl

Listening to a patient read distance and near acuties provides valuable insight into their ability to read everyday material such as the morning newspaper. Are they "sailing through" the eye chart with no pauses or breaks, or are they "bogging down" at a certain level of detail?

When a patient who is dealing with a visual impairment starts slowing and/or missing letters on the chart, they may be reaching their threshold acuity. For a fully sighted patient, this threshold may be 20/15, but for a visually impaired patient, this threshold may be 20/50 or 20/60.

Reading print requires the following threshold visual acuties:

- Fine Print (medicine bottles, label directions, phone numbers, etc.) requires 20/30 – 20/40
- Small Print (newspaper & magazine text) requires 20/50 – 20/60

- Large Print (Books, Reader's Digest, Guidepost, Bible) requires 20/70 – 20/100

If the patient is best-corrected to 20/60, understand that they will not be able to read newsprint with good speed or accuracy. Confirm this by using a standard newspaper or magazine and listen to the patient read. If reading is slow and labored, then provide "early intervention" options (i.e. increased lighting, stronger hand or stand magnifiers) to help improve the reading ability. Without this early intervention, the patient will slowly lose interest in reading due to eye fatigue, slower reading speed and overall frustration. They may also become more dependent on others to provide reading assistance.

**Take-Home Message:** When a patient is not correctable to 20/20, listen to them read your eye charts, newspaper or other reading material to determine their threshold. Once you know their threshold, you may begin offering options and provide the continued care they need.

## Important Announcement to All COA Optometrists in Northern Colorado!

The Colorado Optometric Association (COA) is 'rebooting' our official local society in Northern Colorado! Here are just a few of the great benefits NCOS members receive:

- Inexpensive, local CE. Our goal is to provide 6-8 credit hours of CE every year. That is at least half of the total CE credits you need for the year!
- A chance to socialize and network with colleagues in your area.
- Get to know some of the ophthalmologists in the area better, as many of them will be our speakers.
- Hear about COA news, COA projects, or Northern Colorado news that affects optometrists.
- Get to know other organizations or businesses that can help you provide better care for your patients.
- Free dinners at CE meetings.



*continued on page 4*

## ARE YOU SHARING THIS NEWS WITH YOUR STAFF?

The information in *Viewpoints* is not only valuable for you but also for your staff. We encourage you to share your *Viewpoints* with your office manager, paraoptometrics and other staff.

### OFFICE ROUTING FORM

- ☐ Doctor \_\_\_\_\_
- ☐ Office Manager \_\_\_\_\_
- ☐ Para \_\_\_\_\_
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# Omni Eye Specialists

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## 18th Annual 2014 Spring Symposium

March 1, 2014

Embassy Suites Denver Southeast  
7525 East Hampden Avenue  
Denver, Colorado 80231

The course schedule:

7:30 – 8:00	Registration
8:00 – 8:35	Dr. Howard Amiel <b>The Evolution of Cataract Surgery</b>
8:35 – 9:10	Dr. Gary Belen <b>Innovations in Glaucoma Drug Delivery</b>
9:10 – 9:45	Dr. Sumit Sitole <b>Proptosis</b>
9:45 – 10:20	Break— <b>Exhibit Visits</b>
10:20 – 10:55	Dr. Tom Cruse <b>Allergy and the Eye</b>
10:55 – 11:55	<b>Panel Discussion*</b>
11:55 – 12:00	Dr. Lawrence Spivack
12:00 – 1:00	Lunch
1:00 – 1:35	Dr. Miriah Teeter <b>Retina Ischemia</b>
1:35 – 2:10	Dr. George Pardos <b>LIPIFLOW—A Paradigm Shift in Dry Eye Treatment</b>
2:10 – 2:45	Dr. Salil Shukla <b>An Update on Vitreo-macular Traction</b>
2:45 – 3:20	Break— <b>Exhibit Visits</b>
3:20 – 3:55	Dr. Vandl Rimer <b>Maximizing Refractive Surgery Co-Management</b>
3:55 – 4:30	Dr. Jason Wang <b>Refractive Surgery for High Myopia</b>
4:30 – 5:00	<b>Panel Discussion*</b>

This one-day program is designed for practicing optometrists.  
The course is approved by the Colorado State Board of Optometry  
for 8 hours of continuing education (CE).

Please RSVP by February 21, 2014  
303-398-7337 or [RSVP@OmniEye.com](mailto:RSVP@OmniEye.com)

*We hope to see you there!*

*\*Submit your  
case studies or questions  
for the Panel to  
[RSVP@OmniEye.com](mailto:RSVP@OmniEye.com).*

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## President's Message

Paul Heersink, OD

# The Days Are Getting Longer

It takes a special kind of craziness to decide you want to live in the high country of Colorado.

Oh sure, it's got the unbelievable vistas, the gorgeous sunrises and sunsets, and views of the Milky Way that city dwellers will never know. But, they never want to talk about this thing called "temperature inversion". It happens in every high mountain valley this time of year. If there's snow on the valley floor, watch out! It might be nice and warm on the Front Range but here in the mountains; the thermometer is going to drop to the bottom and won't come back up for months. Around here, they say it's what keeps the riffraff out.

But, just as we begin to despair, a couple of things happen. The first is that the weatherman says we just went through the winter solstice and the days will start getting longer. True, it's only a minute or two per day but in a few weeks, it adds up to fifteen to twenty minutes. And now it's not quite as dark when I get home from work.

The second thing that happens is that seed catalogs start to show up. I don't know about you but for me, it's like a breath of fresh air. New beginnings – the promise of spring.

The same thing happens in my office. No matter what the year has been like, the beginning of the New Year lets us start over, and we can try to do a little better. Now's the time to make those New Year's resolutions. Finish up the new HIPPA rules handbook, fine tune your EMR dropdown menus, and re-commit to staff education. While you're making your plans, give a thought or two about the COA. Could this be the year to volunteer for a committee? Can you make plans with your local legislator to solidify your relationship?

Let's all work to make this a great year. Happy New Year!

## Upcoming Deadline: March 20

### Get your COA awards nominations ready!

It is almost time to submit your nomination for the Young Optometrist of the Year Award, Optometrist of the Year Award, Distinguished Service Award, Key Person of the Year Award and Paraoptometric of the Year Award. All nominations should be submitted online via the COA website. Just go to [www.visioncare.org](http://www.visioncare.org) and click on the awards nominations link.





Jared Hadlock, OD

Congrats to Dr. **Jared Hadlock** who has purchased San Juan Eye Centers of Montrose and Delta after working in the centers for the last 5 years as an associate!

Bravo to Dr. **Jen Simonson** who wrote an article titled 'How to Make Vision Therapy a Success' for the December 2013 issue of Optometric Management!



Jen Simonson, OD



Blake Simmons, OD

Dr. **Blake Simmons** was featured on the news recently in a piece about glaucoma awareness. Check out the segment here: <http://www.koaa.com/news/your-healthy-family-glaucoma-awareness/>

Did we miss your special event or big announcement (new associate or office, marriage, baby, award, recognition....you get the idea)!? Please let us know! We want to celebrate with you! Email us at [coa@visioncare.org](mailto:coa@visioncare.org)

## COA welcomes Active member

**Dan Hoover** OD, practicing at Insight Eyecare Center in Littleton with COA member Dr. **David Crockett**

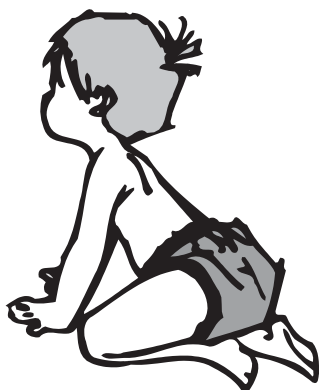


Eric Reisler, OD

## Blessed with Babies

Congratulations to Dr. **Eric Reisler** and wife Courtney on the birth of their third child,

Blake David Reisler, born on December 10, 2013! Big sister, Bryce, is 6 and big brother, Cohen, is 4.



## Northern COA

continued from page 1

### How to Join?

1. In order to join any COA local society in Colorado, you must be a COA member in good standing.
2. There is a small membership dues payment of \$30 per year to join NCOS. You will find the application on the local societies page on the COA website.

If you have any further questions, feel free to contact the NCOS leaders:

Dr. Michelle Chaney – President  
[chaneytm01@msn.com](mailto:chaneytm01@msn.com)

Dr. Lindsay Wright – Immediate Past President  
[dr.wright@mac.com](mailto:dr.wright@mac.com)

## Doctors can now enroll staff as AOA associate members

All non-ODs working for AOA member ODs may now become AOA associate members thanks to a motion approved by the AOA House of Delegates at Optometry's Meeting® in San Diego in June, 2013.

This change ensures access to all traditional Paraoptometric Section member benefits and services at no membership cost to the paraoptometric, and no added membership cost to the AOA-member optometrist. It also opens the door to expanded education and training for approximately 75,000 optometric staff members across the country. Among the many benefits are:

- Online continuing education (CE) articles worth six hours of CE credits
- Paraoptometric Skill Builder® Beginner Level 1 program
- Billing and coding webinar series
- Access to member-only web pages
- Discounted fees for paraoptometric education materials
- Reduced registration fees for Optometry's Meeting®

The Commission on Paraoptometric Certification (CPC) status will not be affected by this change; the CPC will continue to operate without any changes.

To enroll staff:

1. Log-in to [www.aoa.org](http://www.aoa.org)
2. Under the Optometrist tab, click on (My Profile/My AOA)
3. Click on the "Manage Staff" tab
4. Enter information for each staff person (non-OD)

You will need:

- Legal name of staff (as appears on Driver's License)
- Date of Birth
- Unique email address for each staff person

For questions or assistance contact the Paraoptometric Resource Center at [prc@aoa.org](mailto:prc@aoa.org) or call 800-365-2219, ext. 4108.

## An Invitation from National Board of Examiners in Optometry (NBEO)

You have probably all received an invitation to become "Board Certified" by NBEO.

The Colorado State Optometry Board's policy on when a Doctor of Optometry may advertise or refer to themselves as "Board Certified" states: "the certifying organization must be approved by both the federal government's Centers for Medicare and Medicaid Services (CMS) *AND* the National Commission for Certifying Agencies (NCCA)." While the American Board of Optometry (ABO) meets both these requirements, NBEO currently meets neither. An OD may call themselves "Board Certified" if the certifying entity meets the criteria set by the State Board of Optometry. Be sure to check on this critical detail when making your decision to become and utilize "Board Certified."

## *In Memoriam ~ Gary Seidel OD*

Dr. Seidel, 74, passed away on January 12, 2014. He is survived by his wife Judy; children Mark (Carrie) and Jill; grandchildren Gage, Garrett, Braxton, Brylie, Dakota; and brother Joseph. He graduated from the Illinois School of Optometry in 1962 and served in the military from 1962-1965. Dr. Seidel was a life member of the Colorado Optometric Association and the American Optometric Association. He will be greatly missed. A memorial service will be held on Saturday, February 22nd, 11:00 a.m. at Green Mountain Presbyterian Church in Lakewood.



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## How to Use OE TRACKER

As a licensed optometrist, you have been assigned a unique identifier number called an *OE TRACKER* number to help you track the continuing education credits you have completed for license renewal purposes. The Colorado State Board of Optometry also uses *OE TRACKER* for auditing and license renewal purposes, so you will want to make sure you keep your account updated. Here is a step-by-step process on how to find your *OE TRACKER* number and how to use *OE TRACKER*.

1. **To find out what your *OE TRACKER* number is:**
  - a. Call ARBO at 1-866-869-6852 or 704-970-2710.
  - b. Email ARBO at [arbo@arbo.org](mailto:arbo@arbo.org) with your name, license number and birthdate.
  - c. Go to [arbo.org](http://arbo.org) and click on the “*OE TRACKER* Number Lookup” tab under “*OE TRACKER*.”
2. **Once you know your *OE TRACKER* number, set up a username and password to access your account by:**
  - a. Calling ARBO and asking them to set them up.
3. **Log into your *OE TRACKER* account to:**
  - a. View and update your personal account information including mailing address, phone number, e-mail address and birthdate.
  - b. Check to make sure the license numbers in all the states you are licensed in are correct.
  - c. Search for COPE-Accredited Courses and Events.
  - d. View your Continuing Education Course Transcript to see what CE hours have been posted into your account.
    - i. Check your CE hours to make sure that all are listed in your account.
      1. Everyone can see the course date and number of CE hours earned.
      2. For a complete transcript and the ability to print CE certificates, simply pay the \$20 *OE TRACKER* annual subscription fee online.
    - ii. If you see that there are CE credits missing from your account, you can fax (704-970-2720) or e-mail ([arbo@arbo.org](mailto:arbo@arbo.org)) your CE attendance certificates and the hours will be added into your account.
4. **Make sure you have an *OE TRACKER* card with your number and barcode. This card may be used to track your attendance at upcoming CE events. You can request an *OE TRACKER* card by:**
  - a. Calling ARBO and asking for one to be sent to you.
  - b. Sending an email to [arbo@arbo.org](mailto:arbo@arbo.org) with your name, *OE TRACKER* number and mailing address.
  - c. Going to [arbo.org](http://arbo.org) and clicking on the “Request an *OE TRACKER* Card” tab under “*OE TRACKER*.”

For more information or questions about *OE TRACKER* please contact ARBO at 704-970-2710 or 1-866-869-6852.

### *In Memoriam:*

## *John Alfson OD*



Dr. John Alfson, 63, died January 25, 2014 at his home in Monte Vista.

John was born in Worland, Wyoming the son of Harold R. and Mary G. Grismer Alfson. He married Adele Tokita King on August 11, 2001 in South Fork, Colorado.

John attended undergraduate school at the Oklahoma City

University, where he was a Mason and in the Kappa Alpha fraternity. He later graduated with a Doctorate of Optometry in Houston. John served in the United States Army and was stationed in Ft. Sam Houston for a time and served in several different installations during his four year term.

After moving to the valley he worked for ABBA Eye Care in Alamosa, ventured out on his own and owned and operated Big River Vision in Del Norte, and most recently owned and operated Vision Care Plus in Alamosa. He was a member of the American Legion Post 406 in Del Norte and served as Commander; he also was a member of the Colorado and American Optometric Associations, the Alamosa Rotary Club, the Masonic Lodge #73 AF&AM in Monte Vista and the Rio Grande Sportsman's Club.

John enjoyed hunting and fishing in the mountains. He has hunted from the age of four when he and his father began their hunting adventures together.

John is survived by his wife Adele; his brother Robert and sister Virginia; his niece Elizabeth and nephew Richard; as well as his companions whom he referred to as his kids, his cats Lani, Thomas and Wili.

A Celebration of Life Service was held at the Rogers Family Mortuary in Monte Vista. Contributions in his memory are suggested to the Adams State University Foundation, Alamosa Rotary Club or to the Monte Vista Masonic Lodge #73 AF&AM and may be made in care of the funeral home office.

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## MEET A MEMBER

### Jerry R. Pederson, OD

**COA member since:** 1965

**Lived in Colorado since:** 1965

**My first job was:** Working in my father's dry cleaning shop

**I became an optometrist because:** After cheating my way through school vision screenings, I finally failed the driver's license vision screening. After my mother took me to the local optometrist, she suggested I consider being an optometrist. So when I was

a junior in high school, I decided to go to optometry school.

**I earned my OD degree from:** Illinois College of Optometry

**My favorite thing about optometry:** Being involved in the changes in scope of optometry (DPAs, TPAs, etc.) and to be able experience how the changes have improved the care of my patients through the years.

**My favorite vacation spot is:** Maui

**My favorite way to spend free time is:** Spending time with my grandchildren

**If I could invite any two people (living or deceased) to dinner, I would invite:**

1. My Parents

They always encouraged and supported me, whether it was becoming an Eagle Scout or going to optometry school. They were always there for me. I would love to be able to have dinner with them and thank them for all the help they gave me.

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## Happy FEBRUARY Birthday to:

- |  |   |  |
|--|---|--|
| 1 Michael Hilbert, O.D.<br>Marcia Stauter, O.D.                  | 12 Mitch Munson, O.D.   | 22 Kim Brownfield, O.D.<br>Steve Glick, O.D.<br>Mary Miller, O.D.        |
| 2 Paul Jackson, O.D.   | 13 Kent Hartman, O.D.<br>Larry Sumner, O.D.   | 23 Kelly Browder Brown, O.D.<br>Ryan Farrar, O.D.<br>Kerri Shoener, O.D. |
| 4 Andrea Pikkula, O.D.   | 14 Kristopher Hubbard, O.D.<br>Rae Ann Ulangca, O.D.  | 24 Derek Ashby, O.D.<br>Sandra Barthram, O.D.<br>Susan Eissenberg, O.D.  |
| 5 Larry Jacobs, O.D.   | 16 Michelle Chaney, O.D.<br>Andy White, O.D.  | 27 Cristena Ward, O.D.<br>Deanna Pedroza, O.D.                           |
| 7 Eric Broecker, O.D.<br>Jeff Marlatt, O.D.                      | 17 Caleb Schoonover, O.D.<br>Dorothy Parrott, O.D.  | 28 Justin Deal, O.D.<br>Seth Huber, O.D.                                 |
| 8 Jamie Anderson, O.D.<br>Nick Doyle, O.D.<br>Tyson Reuter, O.D. | 18 Sam Baron, O.D.<br>Longley Parker, O.D.  |  |
| 9 Mark Jaehning, O.D.  | 21 Vasi Alevras-Sztukowski, O.D.<br>Ed Dodge, O.D.<br>Valerie Valenzuela, O.D.<br>Sandy Wurst, O.D. |  |
| 10 Matthew Webb, O.D.  |   |  |
| 11 Jennie Cho, O.D.<br>Paul Heersink, O.D.                       |   |  |

*Did we miss your special day? Please call the COA office so we can correct our list.*

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## Apply now for Healthy Eyes Healthy People® grants

If you have an idea for a project that promotes eye exams for children in your community and beyond, contact your state association about applying for a Healthy Eyes Healthy People® (HEHP) State Association Grant by Feb. 28, 2014.

Optometry Cares®—The AOA Foundation and the AOA are proud to announce the 11th year of funding for this program. 2014 grants are made possible through a grant from Luxottica.

### How to apply

In the past, HEHP grants were linked to federally-defined Healthy People 2020 objectives. However, in 2014 these grants will tackle undiagnosed children's vision disorders. They will focus directly on the AOA's proposed children's vision objective:

"Increase the proportion of children aged 18 years and under who have received an eye exam by an optometrist over the next 12 months."

### To apply:

- Keep the objective above in mind for your proposed project.
- Submit a grant application online by Feb. 28, 2014.
- Your application must be accompanied by a letter of support from your state association's executive director.

Each grant is worth up to \$5,000. However, if your project reaches multiple states, it may be considered for a larger grant.

Over the past 10 years, HEHP sponsors have contributed \$1,290,500 for more than 350

HEHP grants. The money has gone directly to state association community outreach projects. These projects have educated the public and allied groups on the importance of vision care and have improved the lives of thousands of patients.

For more information, call 314-983-4200 or email [foundation@aoa.org](mailto:foundation@aoa.org).

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to measure the eye after the cataract is removed. This measurement analyzes intra-operative biometry for the most accurate selection of lens power. This technology is proven to improve visual outcomes. We are especially excited to have the ORA for our post-refractive surgery patients!



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# VIEWPOINTS

Colorado Optometric Association  
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## DUAL TECHNOLOGY More Options. More Precise.

**TLC**  
Laser Eye Centers®

We know having access to the latest technology is important to you and your patients. *That is why TLC Laser Eye Centers is so excited to be the first LASIK center in the Denver area to offer the newest Allegretto WaveLight® EX500.*

### WaveLight® EX500 (Wavefront-optimized)

- Up to -12 D myopia
- Up to +6 D hyperopia
- Up to -6 D cyl
- 500 Hz
- 1.4 seconds per diopter ablated
  - fastest treatment in North America
- State of the Art 1050 Hz multidimensional Eye Tracker
- tracks pupils 1.0mm-8.0mm with angle Kappa compensation



### VISX STAR S4 IR™ (Wavefront-guided)

- Up to -11 D myopia
- Up to +3 D hyperopia
- Up to -3 D cyl
- Pulse frequency of 10-20 Hz according to Abbott Medical Optics, Inc., 2013.

The VISX STAR S4 IR™ laser technology continues to be the most often used laser platform by surgeons in the industry.

