



South Carolina
Optometric
Physicians
Association

2nd Quarter 2012

The Delineator

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President's Message

This message is one you've heard before.

You've heard it many times. In many different ways. But, the theme is always the same. Partly, because the roots are so embedded in our way of life it would take a massive effort to change. Partly, because this is the life each of us chose when we decided to be optometrists.

Again, you've heard this before. The theme is simple- how important it is for everyone to be involved legislatively. Each of you. All of us. However, you want to say it. The end result is the same. We chose this fight. We must remain vigilant and prepare ourselves. Our opponents are everywhere and whether it is intentionally or unintentionally; their goals can destroy our great profession.

Dr. Wayne Cannon famously refers to optometry as a legislative profession. He could not be more right. Dr. James Vaught views legislation as the lifeblood of optometry. He also could not be more right. Even if you are not passionate about scope expansion or third party issues, there are grave risks on the horizon. For these, legislatively is the only way we can protect ourselves. For example, take what happened in Utah and Washington earlier this year. In both cases you had an outside entity open up their state's optometric practice act to make changes in the way optometry is defined. In Utah, it was 1-800-Contacts who wanted to begin prescribing glasses based on an auto-refractor's prescription. In Washington, it was the state medical association who wanted to place physician assistants at the same level as optometrists and thus placing optometry under medicine's control. Both movements were stopped by the state optometric association and the AOA. The days of sitting on the sideline, minding our own business, and hoping that everyone will leave us alone are long gone. Perhaps they were never here, but our new reality is littered with land-mines that we must all navigate together.

To everyone who has been involved in the legislative process over the years- thank you. Your time, commitment, and dedication have preserved and advanced the profession of optometry. Whether it was a personal relationship with a legislator, contributing to their campaign, or donating to SCOPA-PAC, we are all in your debt. However, politics is like a wheel that continues to turn and we cannot divert our gaze for an instant or all may be lost. So, we need more. More involvement for those involved. Involvement for those who have not yet taken their first steps.

Now is the time that everyone can make a difference. 2012 is an election year. Each of South Carolina's Representatives and Senators are up for election. They want to hear from you. They want your help. Now is the time they want to be your friend, because they need you more than you need them. The dynamic changes after they're elected. At least, until the next election. So here is our opportunity and I ask each of you to seize it. If you have a relationship with a legislator, make that relationship stronger. See what they need for their campaign. Offer your time and talents, because they will remember who helps. If you don't know your legislator, now is the perfect time to meet them and begin that relationship. Again, they want to be your friend right now. There are many experienced ODs who are willing to share their wisdom with someone who is meeting their legislator for the first time. Contact myself, the SCOPA board, the SCOPA office, or Dr. James Vaught. Any of us will be happy to help you. Whether you want to want to pass legislation or whether you want to maintain the profession where it is, legislative contacts are the way it is done.

The only constant is change. And changes are coming. Changes in health care. Changes in legislation. Changes in optometry. We must remain vigilant. We must remain active. We must remain united. We cannot let outside forces obstruct our goals. SCOPA and the AOA continue to work on your behalf and for optometry. I ask each of you to join us and to take one more step in our journey together.

Thank you and God Speed.

Dr. Philip Flynn

2011-2012 Local Society Presidents

Catawba Society

Dr. Larry Jerge
1115 Stone Crest Boulevard
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e-mail: larryjod@gmail.com

Coastal Society

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Pee Dee Society

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Piedmont Society

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e-mail: bmcneely03@yahoo.com

Waccamaw Society

Dr. John Mills
8703 Highway 17 Bypass N, Ste. B
Surfside Beach, SC 29575
P. 843.215.5300 F. 843.215.5310
e-mail: millsvisioncare@yahoo.com

All members are encouraged to attend Local Society Meetings. Please check the website for dates and location.

Important Dates

Optometry's Meeting
June 27 - July 1 - Chicago

SC Mission 2012
August 16 - 18, SC Fair Grounds

SCOPA Annual Meeting
August 23 - 26, Myrtle Beach Marriott Resort at Grande Dunes

Upcoming AOA Public Awareness Campaigns

May: UV Protection Campaign



Volunteers are needed!

Please contact the SCOPA Office if you would like to volunteer! SC Mission 2012: Midlands will aim to provide free health care services including medical, dental, and eye care to the uninsured, underserved and general population, while connecting those individuals to a medical home.

SCOPA Member Announcements

Congratulations to the following SCOPA members that celebrated Spring Weddings:



Dr. Peter Candela
Dr. Billie Parks Skinner
Dr. Brent Plaxico

Way to Go! Dr. Jeff Magun won 1st place state champion in point sparring in the 60+ heavyweight division 190+ Open Black Belt Division for the Carolina Combat Lead for the year 2011.



Congratulations Dr. Spearman! At SECO 2012 Long-time SCOPA member, Dr. Bill Spearman, received SECO's most distinguished award - The President's Award for more than 20 years of service to the Southern Council of Optometrists.

Congratulations to Dr. Draisin for being inducted into the National Academies of Practice. Dr. Neil Draisin was one of 64 health care professionals from all over the U.S. to become part of the prestigious Academy in 2012.



Congratulations to Dr. Lori Roberts Donovan for her AOA Committee appointments: Chair of the New Technology Committee, member of the Clinical Resources Group Executive Committee, member of the New Technology E-Commerce Committee and member of the Volunteer Engagement Committee.

SCOPA 2011 - 2012 Leadership

Please find below a list of the SCOPA 2011-2012 Committee Chairs, as well as the SCOPA Board member that is serving as the committee board liaison. If you would like to learn more about a particular committee or would like to volunteer your time to serve, please contact the committee chair listed below.

2011— 2012 SCOPA Committees and Committee Chairs:

- Dr. Johndra McNeely: Public Relations
Dr. Peter Candela: Meetings & Seminars
Dr. Mike Zolman: Membership
Dr. Philip Flynn: Third Party
Dr. James Vaught: Legislative

SCOPA Board of Director's committee assignments:

- Dr. Mike Campbell: Legislative
Dr. Michelle Cooper: Meetings & Seminars
Dr. Van Forrester: Membership
Dr. Jennie Zolman: Public Relations
Dr. Wayne Cannon: Third Party
Dr. Dottie Park: State Issues

The SCOPA has assigned member representatives for insurance companies. If you have any questions or concerns with a specific insurance company, please contact the member representative from the SCOPA listed below:

- Absolute Total Care: Dr. Greg Bailey
Aetna/Eyemed: Dr. Troy Alexander
BCBS: Drs. Mike Wood and John Janvier
Blue Choice: Dr. Peter Candela
Carolina Care Plan: Dr. Keith Jones
First Choice/Select Health: Dr. Rick Philbeck
Humana: Dr. John Janvier
Medicaid: Drs. Pete Smith and Philip Flynn
Medicare: Drs. Bob Branch and Paul Burt
Tricare: Dr. Caryn West
Unison: Dr. Philip Flynn
United Healthcare/Spectera: Dr. Vaughn Parfitt

Want to get involved? Have an idea you would like to share? Please contact one of the SCOPA liaison's above. Member contact is available in the membership roster or just a click away on the SCOPA website (www.sceyedocors.com) in the member's only section.

2011 - 2012 Board of Directors

Officers

Dr. Philip Flynn, President

2757 Laurel Street Columbia, SC 29204
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Dr. Jennie Smith Zolman

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SCOPA Membership Update:

Welcome New Members!

Dr. Sheena Jessee, Anderson.
 Dr. Aaron Ledford, Georgetown.
 Dr. Matthew Rollins, Charleston.

Membership Numbers:

350 Active Members
 35 Life Members
 49 Student Members

Lobbying Tax Deductibility 2012

Contributions or gifts to the SC Optometric Physicians Association (SCOPA) and the American Optometric Association (AOA) are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities.

The AOA estimates that the non-deductible portion of your AOA 2012 dues - the portion that is allocable to lobbying - is 9%.
 The SCOPA estimates that the non-deductible portion of your AOA 2012 dues - the portion that is allocable to lobbying - is 40%.

License Renewal Reminder

As a reminder, renewal notices will be sent to licensees and requirements are due to the SCBOE by **October 1, 2012**. All licenses will automatically lapse November 1. A complete renewal must include all of the following:

Renewal Fee

Optometrist- Per In State Location - \$230
 Optometrist- Out of State - \$230
 A \$50 late fee will be charged during October.

Continuing Education Credit: Proof of 40 hours of continuing education; 16 of the 40 hours must be pharmacology or pathology related. Contact Angie Combs at the SCBOE by calling (803) 896-4651 for additional information.

THANK YOU SCOPA PAC Donors!

We appreciate all members who contribute and support SCOPA PAC and their legislators with a personal financial contribution. Although we are only able to recognize those SCOPA members that support the SCOPA PAC, we recognize and appreciate that many members contribute directly to their legislators which is also important. We thank everyone for their contribution to the profession of optometry and for those that support SCOPA PAC. Optometry remains strong only if we unify as a group. Though individual beliefs and action swill differ, the common thread has to be unification.

SCOPA PAC Supporters:

SCOPA would like to thank the following members that have contributed to SCOPA PAC this year.

Titanium Supporters: (\$1,001 +)

Greg Bailey	Sam Garrett
Leland Bowen	David Hamill
Mike Campbell	Rhett Richardson
Peter Candela	Lary Scheele
Wayne Cannon	Tim Stafford
Jean Champion-Martin	James Vaught
Al Covington	Caryn West
Philip Flynn	Neal Williams

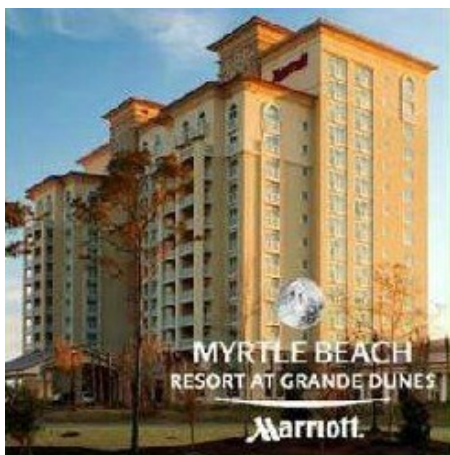
Platinum Supporters: (\$501 - \$1,000)

William Alexander	Steve Masone
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Crystal Franklin-Truss	Dorothy Park
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Gordon Johnson	Charles Turner
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Keith Jones	Steve Wearden
Robert Lopanik	Marion Williams

Silver Supporters: (\$500 and under)

Jeremy Anderson	Kim Hinson	Norris Philbeck
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Bud Antley	Larry Jerge	John Randall
Bill Ballinger	David Johnson	Robert Rollings
Melissa Binder	John-Michael Johnson	Sam Russell
Amy Brown-Pilgrim	Owen Johnson	Henry Sawyer
Denise Carter	Elliott Keller	Billie Skinner
Kurtis Caugh	Kenneth Knox	John WL Smith
Benjamin Clark	Donald Koets	Rosalind Smith
James Coker	Jason Lee	Pete Smith
Brian Colletto	Deborah Long	Richard Sprouse
Michelle Cooper	Tom MacMillan	Sean Stevens
Robert Cress	Janell Martin	Sid Thomas
Nord Davis	Louis Martin	Thomas Tucker
Mark Dean	John Mason	Derek VanVeen
Paul Derrick	Katie Mason	Mark Vinson
Jason Diamond	Malissa Mathis	Deborah Wallace
Sandra Diamond	Michael McClay	Brian Wallace
Susan DiSario	Brenda McGregor	David Weaver
Michele Donovan	Brett McNamara	Ed Weiner
Peter Dubin	James McNeely	Garrett Wise
Johnny Dukes	Johndra McNeely	Melissa Wood
Donna Guettler	Mike Mills	Michael Young
Michael Henderson	David Oliver	Jennifer Zolman
James Hill	Alva Pack	Mike Zolman

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105th SCOPA Annual Meeting August 23rd - 26th - Myrtle Beach Marriott Resort at Grande Dunes

20 hours of COPE approved CE will be offered

On line registration will open on May 14th!

Visit www.sceyedoctors.com

Early Bird SCOPA/AOA Member Registration Rate: \$395

Early Bird Non Member Registration Rate: \$695

This year's optometric presenters will include:

Dr. Paul Ajamian, Dr. Stephen Beckerman, Dr. Dawn DeCarlo,
Dr. Daryl Mann, Dr. Danica Marrelli and Dr. Bill Tullo

Lecture topics to include:

The Diagnosis and Treatment for Patients with
Keratoconus and Keratectasia

My Favorite Cases

Ocular Manifestations of Intracranial and
Intraorbital Tumors

AMD – A to Z

Managing Complications of Cataract Surgery

Glaucoma Case Analysis

Pharmacology Update

Angle Closure Glaucoma

Performing a comprehensive Sports Vision Examination

Visual Performance Enhancement for Athletes



Your AOA Benefits

AOA order department introduces friends and family referral kits

"Friends & Family Referrals, Visually Simple" is a turn-key solution that promotes "Word of Mouth" practice growth, with canvas artwork kits being offered by the AOA Order Department. Featuring your choice of four customized designs, learn how easy it is to distribute more referral cards with less time. Each branded kit includes: eye-catching 24" x 30" canvas artwork with your logo, 1,000 referral cards with holder and small footprint display easel. With a member price of only \$299 (plus shipping and tax where applicable), your practice growth kits will provide an excellent return on investment, by stimulating new referrals on a consistent basis. To professionally build success on success, affordable thank you cards are also available. Stated simply, mailing personalized thank you cards, with more referral cards, is a low-cost and proven practice builder.

Friends & Family designs can be viewed on the AOA's Practice Growth website at www.aoa.practicegrowth.com.

To order, call the AOA online store at 800-262-2210 or log into www.aoa.org/onlinestore.



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Eye on Third Party Advocacy

There Really Isn't a Hidden Agenda or Vendetta Against Optometry

by Greg Caldwell, O.D., FAAO

The more I meet with health care providers and payers, the more I realize there is no hidden agenda or vendetta against optometry. It is quite clear that some providers and payers simply don't know the breadth and depth of optometric services.

I would like to share an advocacy approach that has been highly successful in Pennsylvania and a win-win for optometry and third party payers. Identify the top medical insurers in terms of subscriber volume in your state and schedule a meeting with the medical director. Larger third party providers will have various medical directors; see if the plan has a medical director in charge of quality management, and if so, start here. If not, attempt to meet with the director of provider relations/network development or the senior medical director. Survey your membership as there may be a medical director of one of these plans who is a patient of an optometrist.

Then organize a group of optometrists who are providers in the plan to meet with and educate the medical director. I have found a group of four-five optometrists is all you need. An agenda for the meeting is a necessity, and coming up with optometric topics will be easy.

Remember that medical plans are graded by a HEDIS score and they are always looking to improve this number. Part of the HEDIS score depends on how well the medical plan takes care of the diabetic patient and a part of this score depends on if the patient receives and the doctor reports the yearly dilated eye exam. This is assuming that the optometrist is already on the medical plan. Many diabetic patients are being seen by optometrists on an annual basis but not being counted toward the HEDIS score because the optometrist is not on the medical plan, which could be the barrier in your state. Mention you can help improve HEDIS scores and this will certainly improve your chances of getting that face-to-face meeting. Once established, meeting twice a year is sufficient as this gives time for new policies to take place and both sides can identify new barriers and report on outcomes from the previous meeting.

Greg Caldwell, O.D., FAAO
Member of AOA Third Party Executive Committee
Past President of the Pennsylvania Optometric Association

News from the AOA
Paraoptometric Section (PS)

New Education Products

Introduction to Insurance Processing Flash cards
CPO Review Course Education Module now with audio
Education Module, **Introduction to Freeform** (Join the PS and get your copy FREE)
Save even more when purchasing **"Bundles"** for CPO certification study and optician cross-training materials

Quick Links

Membership:
http://www.aoa.org/documents/paraoptometric_application.pdf

Products:
http://www.aoa.org/documents/paraoptometric/Transitional_Product_Guide.pdf

Facebook:
<http://www.facebook.com/#!/AOAParaoptometricSection>

Testimonials:
<http://www.aoa.org/x4952.xml>

Certification:
<http://www.aoa.org/x4931.xml>





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2730 Devine Street
Columbia, SC 29205
(803) 799-6721; 1-877-799-6721
www.sceyedocors.com



Visit us on Facebook and Twitter!

Classifieds

Optometrists Needed

Looking for a young and energetic optometrist with progressive ideas, for fill-in work one to two days per week in the Upstate area. Please contact Dr. Sam Garrett at (864) 616-2857 for more details.

OD with 23 years of experience available for permanent or fill-in position in the Summerville/Charleston areas. Call Dr. Marie Brusgard-Cerra at **843-906-6355**.

Turnkey Practice for sale in a continually growing community in SC. Minutes away from Charlotte, NC. Best rated schools in SC and many Universities near by. Eight year old practice is strong and reason for selling is to move closer to family. Please call in confidence **704-724-6057**.

Professional fill-in for your practice. Have scope and will travel. Dr. Holcombe **843-522-3837**.

Upstate practice for sale. Great PT income with excellent growth potential. New building and lots of new equipment. Call **864-363-8334** for more info.

Part time, fill-in available 1-2 days wk. (30 yrs. experience) call Dr. A. Shapiro. **843-860-2644**.

Equipment for Sale

Zeiss Stratus OCT3, Model 3000. Please call Neal Williams @ **843-333-1803** or e-mail RNWJR@aol.com

7070 Santinelli Patternless edger, needs a new tracer. Make an Offer. If interested, call **843-425-6798**.

HRT II like new condition; purchased last year at SECO. Hardly used. \$16,000. If interested, please call **864-225-0474**.

Lots of great equipment for purchase. Some items for sale include a Custom II Chair and Stand, Kerotometer, Vertometer, Complete Lens Finishing Lab, Desk and Office Furniture, & much more. Call E.H. Brown, O.D. at **803-345-6661**.

Kerotometer (\$350), A/O Projector (\$250), A/O Custom Chair (\$1,500), and Zeiss Slit Lamp (\$1,000) for sale. Please call Dr. Antley at **803-532-9870** for more information.

Ellman -Radiofrequency Surgitron F.F.P.F. EMC unit, Antenna plate & several boxes of medical electrodes. Serial # 9120003662. \$3,000 OBO. Essentially NEW (pd \$42,000 in 2010) Make offer, Call Mike 803-741-2020.