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President's Message

CHANGE/CHANGE/CHANGE

Since the SCOPA meeting in Myrtle Beach in August, the SCOPA staff, board of directors and I have been working to move optometry forward during these times of change.

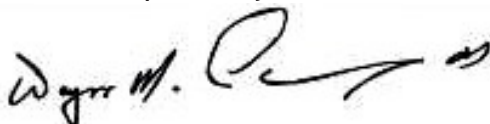
We have scheduled legislative meetings for the Midlands and Waccamaw Societies, and are working on meeting dates for the other local societies as well. We need every Optometrist to make every effort to attend these meetings. These meetings are the most important meetings that we will have for the future of your optometric profession in South Carolina.

AGAIN, PLEASE MAKE EVERY EFFORT TO ATTEND - OPTOMETRY NEEDS YOU!

Drs. Philip Flynn, James Hill, Deborah Long and I recently attended the AOA State Legislative and Third Party National Conference and the Congressional Advocacy Conference held in Washington, DC. The AOA put together a great program that addressed many of the challenges that face our profession today. We were able to meet with our representatives and senators to discuss issues that will affect optometry on both the federal and state levels. The main theme throughout both conferences was that healthcare was going to change. While these changes continue to unfold the AOA and SCOPA are working to assure that optometry is represented in these changes and that we will continue to have access to our patients.

Thank you everyone for your support of your profession by your membership in the SCOPA and the AOA. Remember, it is by **LEGISLATION** that we practice; it is by **LEGISLATION** that we can cease to practice; it is by **LEGISLATION** that determines how we practice; it is by **LEGISLATION** that determines on whom we can practice; and it is by **LEGISLATION** that determines how much we will be paid for our services.

Yours in Optometry,



Dr. Wayne Cannon
President, SCOPA



SCOPA NEWS

Important Dates

2013- 2014 Local Society Presidents

Catawba Society

President: Brandi Salazar, O.D.
356 Oakland Avenue
Rock Hill, SC 29732
P. 803-980-3937 C. 517-902-6947
e-mail: brandi.salazar@gmail.com

Coastal Society

President: Derek Maroun, O.D.
355 King Street
Charleston, SC 29401
P. 843-722-6101 C. 843-270-5263
e-mail: derek.maroun@gmail.com

Low Country Society

President: Sean Pitale, O.D.
W32 Plaza at Shelter Cove
Hilton Head Island, SC 29928
P. 843-785-8008 C. 787-552-8106
e-mail: dr.pitale@hotmail.com

Midlands Society

President: Matt Daniels, O.D.
201 Harbison Boulevard, Unit 110
Columbia, SC 29212
P. 803-792-1942
e-mail: mdaniels@od.sco.edu

Pee Dee Society

President: Jason Lee, O.D.
2138 W. Palmetto Street
Florence, SC 29501
P. 843-662-1989
e-mail: jlee669@juno.com

Piedmont Society

President: Alexander Ward, O.D.
212 Maret Road
Townville, SC 29689
P. 864-622-9863 C. 678-327-5457
e-mail: jandros_1@yahoo.com

Waccamaw Society

President: Amanda Lee, O.D.
P.O. Box 50997
Myrtle Beach, SC 29579
P. 843-903-0919 C. 828-505-5811
e-mail: aleeneyz@me.com

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

SCOPA November Board of Directors Meeting

November 20, 2013 - SCOPA Office

Thanksgiving Holiday - SCOPA Office Closed

November 28-29, 2013

No SCOPA Board of Directors Meeting

December 2013

SCOPA Office closed for the Christmas Holiday

December 24 - 26, 2013

SCOPA Office closed for the New Year Holiday

January 1, 2014

SCOPA January Board of Directors Meeting

January 15, 2014 - SCOPA Office

Volunteer Opportunities

Special Olympics Opening Eyes

October 19, 2013 - Greenville, S.C.
Contact: Drs. Jennifer and Mike Zolman at (843) 367-2095

Midlands Eye Clinic

The Clinic is open every 1st and 3rd Tuesday of each month.
Contact: Pamela Martin by calling (803) 576-2847

Original Six Foundation's County Day (Governor Nikki Haley)

Community Vision Screenings - will start back at the beginning of 2014
Contact: Dr. Greg Bailey at eyedr.greg@yahoo.com

2014 MEMBERSHIP RENEWAL:

It's that time of year again - to make sure all of your information with the SCOPA is updated! Over the next two months you will begin receiving your membership renewal papers. It is VERY IMPORTANT that you make sure your information at the SCOPA office is updated for many reasons, some of which include: directory, website, membership benefits, dues and office purposes. If any of your contact information has changed over the last year, please make sure to complete the appropriate forms.

Please also make sure you complete and return your membership update form with your information for the 2014 Directory and Dues. If we do not receive your updated information, we will keep the information that we currently have. In the membership renewal mailing, there will also be information on changes with the SCOPA and the AOA in the new year.

Thank you for your membership!

SCOPA NEWS

SCOPA 2013 - 2014 Leadership

Congratulations to the newly elected
SCOPA leadership!

Dr. Wayne Cannon, President
Dr. Bob Branch, President-Elect
Dr. Mike Campbell, Vice President
Dr. Caryn West, Secretary/Treasurer
Dr. Melissa Wood, Imm. Past President

Directors:
Dr. David McKenzie
Dr. Nicole Psaltis
Dr. Tammy Tully
Dr. Jennie Zolman



2013 - 2014 Board of Directors Officers

Wayne Cannon, O.D.
President
8810 Farrow Road, Ste. A
Columbia, SC 29203
P. 803-741-2010 C. 803-960-0022
wmcannon15@gmail.com

Bob Branch, O.D.
President - Elect
7229 St. Andrews Road
Irmo, SC 29063
P. 803-781-2212 C. 803-553-2024
jeyes4us@yahoo.com

Mike Campbell, O.D.
Vice President
10 Hospital Center Commons, Ste. 100
Hilton Head Island, SC 29926
P. 843-681-6682 C. 843-422-5078
mccamp16035@aol.com

Caryn West, O.D.
Secretary / Treasurer
211 N. Washington Street
Sumter, SC 29150
P. 803-775-9314 C. 803-983-9171
cwestod@ftc-i.net

Melissa Wood, O.D.
Immediate Past President
1090 Spratt Street
Fort Mill, SC 29715
P. 803-547-5547 C. 803-493-7079
sceyedoc@hotmail.com

Directors

David McKenzie, O.D.
2010 Browning Gate Road
Estill, SC 29918
P. 803-625-3384 C. 803-942-1009
drdavid@mckenzieeyecare.com

Nicole Psaltis, O.D.
4 Medical Park, Ste. 300
Columbia, SC 29203
P. 803-434-6836 C. 706-340-4962
nicoleuga@hotmail.com

Tammy Tully, O.D.
109 Finnegan Court
Myrtle Beach, SC 29579
P. 843-903-0949 C. 843-240-3391
tttully@aim.com

Jennie Zolman, O.D.
1470 Tobias Gadson Blvd., Ste. 115
Charleston, SC 29407
P. 843-556-2020 C. 843-367-2095
jenniesmithod@yahoo.com

Please find below a list of the SCOPA 2013 - 2014 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 volunteer your time to serve, please contact the committee chair listed below.

2013 - 2014 SCOPA Committees and Committee Chairs:

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

2013 - 2014 SCOPA Board of Director's committee assignments:

- Dr. David McKenzie.....Legislative
- Dr. Mike Campbell.....Meetings & Seminars
- Dr. Nicole Psaltis.....Membership
- Dr. Jennie Zolman.....Public Relations
- Dr. Tammy Tully.....State Issues
- Dr. Bob Branch.....Third Party

SCOPA Lapel Pin

The SCOPA lapel pin was designed for members to wear with honor to community meetings, at legislative events and any other opportunity to represent the SCOPA and optometry. Thank you for your continued support of our great profession and the SCOPA. If you were not at the SCOPA Annual Meeting or have not received your lapel pin, please contact the SCOPA office.



THANK YOU Dr. Harold Bell

Dr. Bell, pictured to the right, recently gave the SCOPA some great optical antiques. From the first pairs of glasses to cases they were shipped in, you can find all sorts of neat treasures. Please stop by the SCOPA office in Columbia to check out this great display!



New SCOPA Membership Categories

During the SCOPA Business Meeting at the 2013 Annual Meeting, membership voted for the SCOPA to have the same membership categories and qualifications as stated in the most current version of the American Optometric Association Constitution and Bylaws. In addition to these categories, the SCOPA will also offer an Associate and Military membership category. Please see below for the 2014 membership categories:

- | | |
|--|-----------------------------|
| Active Member | Life Member |
| Partial Practice Member | Post-Graduate Member |
| Associate Member | Student Member |
| Military Member | Honorary Member |
| Retired Member - with Benefits | |
| Retired Member - without Benefits | |

You can find more information including the membership category description and qualifications in the members-only section on the website. There will also be information included in your 2014 Membership Renewal mailing that will go out this month. Please contact the SCOPA office if you have any additional questions regarding these categories.

The SCOPA would like to congratulate the following members who will be celebrating 25 plus years of membership in the AOA this year! CONGRATULATIONS!

25 years

- Dr. Ben Clark
- Dr. Michelle Cooper
- Dr. Susan DiSario
- Dr. Diane See
- Dr. John Janvier
- Dr. Rick Philbeck
- Dr. Sidney Thomas
- Dr. Tammy Tully
- Dr. Joi Tyler
- Dr. Brian Wallace
- Dr. Rossie Watts

40 Years

- Dr. Bob Branch
- Dr. Robert Kriegshaber
- Dr. Richard Owens
- Dr. Richard Poole
- Dr. Henry Sawyer

50 Years

- Dr. William Davis
- Dr. James Lyday

60 Years

- Dr. Dudley Beaty

2013 Annual Meeting Review

Congratulations to this year's recipients of the SCOPA Awards:



Hall of Fame:
Dr. Robert Lopanik



Optometrist of the Year:
Dr. Philip Flynn



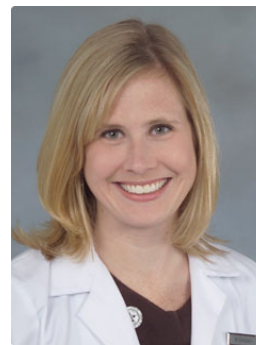
Distinguished Service Award:
Dr. Greg Bailey



Distinguished Service Award:
Mr. Vince Ford

Vince Ford is chief community health services officer for Palmetto Health Community Health in Columbia, SC and is responsible for Palmetto Health's \$17 million tithe to the community for health issues. Mr. Ford has been working under the auspices of Richland Memorial Hospital since April 21, 1997. Prior to that, he was the executive director of the Boys and Girls Clubs of the Midlands. He earned his bachelor's degree from Benedict College and a master's degree in individual and family development from S.C. State University.

Mr. Ford was nominated for SCOPA's 2013 Distinguished Service award for being a strong advocate for optometrists as primary eye care/health care providers. He has been instrumental in the organization of the SC Mission Midlands 2011, 2012 and 2013, and optometry / SCOPA's role in each event. Vince Ford also provided leadership and funding for the Midlands Eye Care Clinic that the SCOPA is also very involved with. His contributions have brought great honor and recognition to the profession of optometry. Thank you Vince Ford!



*Special thanks to Dr. Melissa Wood
for serving as the
2012 - 2013 SCOPA President.*

THANK YOU to this year's
Annual Meeting supporters.

- Alcon
- Allergan
- Bausch and Lomb
- Complete Eyecare Solutions
- Essilor Laboratories of America
- HOYA
- Robertson Optical Laboratories, Inc.
- SECO International, LLC
- TLC Laser Eye Centers
- Vistakon
- VSP Global

News You Can Use

ACA Implementation: New contracting opportunities coming for optometrists?

By Stephen Montaquila, O.D., AOA Third Party Center Executive Committee Chair and Lendy Pridgen, MBA, MHA, Director, AOA Third Party Center

During health care reform implementation, health insurers and vision plans are being forced to change the way they do business to accommodate the provisions of the new law and to meet new demands from the marketplace. The changes being made are likely to introduce many new contracting opportunities for optometrists throughout the country. Most certainly, the addition of the pediatric vision essential health benefit and the resulting increased demand for children's eye care services will require many health plans to add eye care professionals, including optometrists, to their provider networks between now and the end of the year.

As we anticipate these new contractual relationships, we must remember that our interaction with a health or vision plan is governed by the terms of a contract. As with any contract, health plan and vision plan contracts are important documents for every doctor to thoroughly review and understand. These contracts set out the policies and procedures for providing care to beneficiaries, reimbursement terms and the procedures for claim submission. It is far too common that many health care providers don't actually take the time to carefully review contracts and to speak with insurance company contracting representatives to negotiate around unfavorable contract terms.

The ability to negotiate more favorable terms centers on a doctor's ability to evaluate whether the contract's terms are reasonable and fair and determine/suggest alternative terms that are more acceptable. It is imperative that you, the provider, advocate for yourself and your practice situation. As Dr. Chuck Brownlow has been known to say, "Why on earth would an insurer pay you more than you ask for?" Providers who simply accept the terms offered without even considering re-negotiating terms they find untenable are only hurting themselves and their practices.

As contracting activity in the market picks up, all optometrists should be alerted to an alarming trend sweeping the country - the narrowing of provider networks (fewer providers of each type) as a means of cutting or controlling costs. This means there will be winners and losers resulting from this more aggressive contracting activity.

The Third Party Center has recently been made aware of changes being made by EyeMed and VSP that will impact the contracting status of optometrists. We understand that EyeMed will be recontracting its entire provider network over the course of the next year with an entirely new replacement contract that, in most cases, must be accepted by optometrists who want to continue participating with EyeMed. We also know that as of January 1, 2013, VSP planned to automatically enroll all of its current Network Doctors in their new "Choice Network" which we understand will be marketed to employers as a less costly alternative (VSP Choice Plan). This is a situation where optometrists were not allowed a choice and were not allowed to negotiate the reimbursement terms for the new product/plan offering from VSP, although optometrists will be expected to accept reimbursement amounts determined solely by VSP for providing services to VSP members enrolled in the Choice Plan. The only exceptions are in those states which have state laws prohibiting "all products clauses" in provider contracts. In those states, the prohibition against "all products clauses" may apply to vision plan contracts. However, keep in mind that those state laws typically apply only to health insurers and may not always apply to those vision plans that are not actually licensed insurers in the state.

Other contract provisions and contract clauses that optometrists should be on the lookout for include:

- Clauses that are clearly discriminatory regarding access to provider panels or reimbursement terms;
- Clauses that require you to offer a discount on materials to any "member" of plan, regardless of whether you provided other professional services such as an eye exam;
- Clauses that require you to offer a discount on "non-covered services";

... to continue reading go to the top of the next page ...

Benefits

CONTINUED - Other contract provisions and contract clauses that optometrists should be on the lookout for include:

- Clauses that allow the company (contracting entity) to add new plans, products, and services to the agreement and force you to accept the terms of providing these additional services in order to keep your current (previously executed) contract;
- Clauses that require you to send all your lab business exclusively to one lab;
- Clauses that allow the company/plan to change the reimbursement terms at any time;
- Clauses that would allow you to be de-selected from specific products/plan offerings or placed into a particular network "tier" and/or not included in all network tiers;
- Contract provisions requiring you to join a vision plan in order to participate on a health plan's panel for providing medical eye care services;
- Indemnification clauses whereby you agree to indemnify the company/plan. These clauses introduce (via contract) additional liability that may or may not be covered by your malpractice liability carrier. If it is not covered under your current policy, you will have to add the coverage most likely at an additional premium cost to you;
- Clauses that allow the company to distinguish independent ODs from their "corporate provider base" and discriminate against certain provider types; and
- Clauses that prohibit you from initiating or joining lawsuits against company/plan.

As doctors, our focus is on helping our patients live happy, healthy and productive lives. We sometimes overlook the importance of certain terms found in provider contracts without fully assessing the impact that they may have on us. We encourage each and every optometrist to take the time to review contracts and to aggressively advocate for themselves when they feel the contract simply is not in their best interest. We also advise optometrists to seek professional assistance from their trusted business and legal advisors about any concerns or issues that may arise during a contract's review and negotiation.

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With over 1 million hits per month, Optometry's Career Center (OCC) is the premier professional development resource which provides optometrists access to opportunities throughout the practice life cycle.

Visit www.excelod.com/career-center to post job opportunities for your practice, search for jobs in the AOA's extensive database, and to look at their supporting services that include salary negotiations, career coaching, resume and cover letter services, and more... Take advantage of this great member benefit TODAY!

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Classifieds

Optometrist Needed

Permanent part-time position available in Moncks Corner, SC (45 minutes from Charleston). 1-3 days per week available in a full scope corporate setting. State of the art equipment and instant income. Perfect entry opportunity into the Charleston market. For more information contact kelleyperk@gmail.com.

Full-time optometry position available in the Savannah area (GA). Full scope eye care practice which may lead to partnership for the right individual. Please e-mail only at drjohnj007@yahoo.com.

Optometrist needed for Saturday work in Charleston (West Ashley). Full scope commercial optometry office with great equipment and ability to produce income. Must be a current Medicare provider. Contact Dr. Mike Morabito for details at (843) 557-2865.

OD with 24 years of experience available for permanent or fill-in position in the Summerville / Charleston areas. Call Dr. Marie Brusgard-Cerra at (843) 906-6355.

Upstate OD interested in Friday fill-in work in the Greenville / Spartanburg area. Please call (864) 580-8887.

Well-renowned vision center seeks full-time optometrist! We are located in the beautiful city of Florence, SC. Florence is quite quaint and has a hometown feel, as well as only an hour away from Myrtle Beach - one of the premier beach vacation destinations in the US! Also, only a 2-hour drive from the lovely Charleston, SC. If interested, please contact Carolyn at (843) 669-2020.

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

For Sale

17-year-old Optometric Practice for sale in Beaufort, SC. Includes a 7-year-old office building, two exam lanes and a full-service lab. To inquire, please call (843) 422-0599.

Canon DGi Retinal Camera with Cannon T2i back. MVC software and PC included. \$10,000 OBO. Sightpath PHP \$6,000 OBO. Please call (864) 363-8334.

For Sale: 4 chair & stands, 4 phoropters, 2 keratometers, 1 slit lamp with goldman tonometer, tonopen, autofield, autoplot, 3 projectors, 2 trail lens lap equipment & more. Please contact Hank Sawyer by calling (843) 423-5247.

For Sale: Smart Mirror System. This machine allows patients to try on as many as four frames to see how they look in them before purchasing. It also does contacts and different lens designs, as well. Original cost was over \$6,000 four years ago. Current selling price is \$2,900 or best offer. Please contact Dr. Peter Dubin by calling (843) 562-6648.

Keratometer (\$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.

Please contact Drs. Branch and Stafford at (803) 781-2212, if you are interested in any of the ads below:

Topcon KR 8000 PA Auto Refractor Keratometer/Topographers with computer and Topography Software - Very good condition and accurate. \$7,500 each.

Topcon NW3 Non Mydriatic Retinal camera with Digital Camera and Synemed Eyescape Software/ Computer \$2,500.

Topcon SL 5D Slit Lamp with MVC Camera and Image System \$4,000.

MVC Slit Lamp Camera, Topcon Slit Lamp 7 Series Splitter and Computer \$2,500.

MVC Slit Lamp and Topcon Slit Lamp 2 Series splitter for \$1,000.