January 2011



The Delineator

2730 Devine Street • Columbia, SC 29205 • (803) 799-6721 • Fax (803) 799-1064

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Pictured: Cornelia Pelzer, Executive Director of the Association for the Blind; Dr. Bernard Arnold and Buffy; Helen O'Leary, Executive Director of Coastal Catholic Charities in Charleston, SC.

Dr. Bernard Arnold was recognized by Coastal Catholic Charities for his continued dedication to serving those in need through the Association for the Blind's ReFocus Mobile Eye Clinics. Every month, Dr. Arnold generously gives of his time and expertise to ensure that those in the community without insurance receive quality eye exams and glasses. Without Optometric supporters like Dr. Arnold, it would be impossible to deliver this quality of care to those underserved individuals in our community. For more information on ReFocus Mobile Eye clinics, or to find out how to get involved, call 843-723-6915 or visit www.aftbsc.org.

President's Message



This year the SCOPA Board has many areas of importance for SCOPA members such as our Third Party efforts, moving our profession forward through our Legislative efforts, our volunteer efforts in our communities, Board Certification preparation, Public Relations, and last but not least our Membership efforts.

Membership is about YOU! Each of YOU, the members, makes up this great association. Our goal for 2011 is to welcome 3 new members each month. We are pleased to have Anna Straub working as the SCOPA Marketing

and Membership Coordinator. In her role, Anna will work closely with our Executive Director Jackie Rivers to recruit new members, support our current members and look for opportunities to market the Association and Optometry in SC. A couple of ways you can help...Reach out to any non-member you know. If you have tried to encourage a non-member to join in the past without success, please call the SCOPA office so we help to recruit them. Another way you can help is to encourage students to join SCOPA as a student member. This gets the student connected and involved early so they can experience the benefits of SCOPA membership. Don't forget to mention that student membership is free and we offer student scholarships annually.

Many of you may not know all of the ways to utilize your membership. SCOPA offers top notch CEU every year and this year we hope to exceed your expectations with Board Certification preparation course in March. Local society meetings are also an excellent way to get and stay connected and network with your colleagues. If you have insurance concerns, whether it be malpractice insurance, non-discrimination issues or parity issues, call the association office or any of the board members for direction. There may be a sales tax audit or an insurance audit you face and we want you to know that we are here to offer you assistance and support.

Our job as the SCOPA Board is to serve you, the members.

You R. Donovano

Lori R. Donovan, OD President, SCOPA

SCOPA NEWS

2010 2011 Local Society Presidents

Catawba Society

President: Nima Mazhari, O.D. 2377 Dave Lyle Boulevard Rock Hill, SC 29730 P. 803.336.9406 F. 803.366.0251 e-mail: drnimamazhari@gmail.com

Coastal Society

President: Michael Zolman, O.D. 325 Folly Road, Suite 109 Charleston, SC 29412 P. 843-795-6464 F. 843-795-6433 e-mail: focusedeyedoc@yahoo.com

Low Country Society

President: Sean Pitale, O.D. 10 Hospital Center Commons Hilton Head, SC 29926 P. 843-681-8188 F. 843-785-4161 e-mail: spitally@yahoo.com

Midlands Society

President: August Wallace, O.D. 1818 Hampton Street Columbia, SC 29201 P. 803-254-6306 F. 803-771-6745 e-mail: augwall@bellsouth.net

Pee Dee Society

To Be Determined

Piedmont Society

President: Johndra McNeely, O.D. 1021 Woodruff Road Greenville, SC 29607 P. 864-297-2573 F. 864-297-2572 e-mail: uptownnw@yahoo.com

Waccamaw Society

President: Lisa Turbeville, O.D. 264 Shoreward Drive Myrtle Beach, SC 29579 P. 843-650-2400 F. 843-650-2525 e-mail: lisa@turbeville.org

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

Important Dates

February 2, 2011 Legislative Appreciation Reception and EHR Course - Columbia, SC

March 2-6, 2011 SECO - Atlanta, GA

March 25-27, 2011 SCOPA/KMK Board Certification Course Wild Dunes - Charleston, SC

June 15-19, 2011 Optometry's Meeting - Salt Lake City, UT

August 5-6, 2011 SCMission 2011 - Carolina Coliseum - Columbia, SC

August 25-28, 2011 SCOPA Annual Meeting - Myrtle Beach, SC

From the American Optometric Association

AOA Fully Engaged Throughout Congress's Extended "Lame Duck" Session The AOA - through the efforts of affiliate leaders and staff, Federal Keypersons, AOA-PAC and the Washington Office team - has been active on Capitol Hill during Congress's post-election "lame duck" session, which stretched from mid-November until just before Christmas Eve.

As the departing 111th Congress was putting its final imprint on a number of health care policy, tax and other issues, Optometry's message was being delivered directly to the offices of U.S. Senators, House members and Obama administration officials right until the moment the final gavel came down.

Here are some key results:1-year, \$19 billion Medicare physician payment fix; permanent exemption from burdensome Red Flags Rule; safeguarding direct access to comprehensive eye exams; and medicine-backed "Sullivan Bill" defeated for 3rd consecutive time.

To learn more, read the AOA Washington Office Wrap-up of Congress's Lame Duck Session on the News from AOA blog at: http://newsfromaoa.org/2010/12/22/aoa-washington-office-wrap-up-of-congresss-lame-duck-session/

AOA members with questions concerning these issues, the changes that will occur in Washington when the new 112th Congress takes office on January 5th or to find out how to become more involved in Optometry's Federal advocacy efforts as an AOA Keyperson or AOA-PAC Investor, please contact the AOA Washington office directly at **800-365-2219** or ImpactWashingtonDC@AOA.ORG.

Lobbying Tax Deductibility UPDATE

Due to an increase in our lobbying efforts, the SCOPA was recently informed by our CPA firm that for compliance purposes for the 2010 reporting period, the non-deductible portion of your 2010 annual SCOPA dues should be increased. The portion of your 2010 dues which is allocable to lobbying is 57%. This is an increase from what was originally reported to you.

The Delineator

SCOPA NEWS

AOA Dues Increase

The AOA Board of Trustees has approved a dues increase of \$34.00, effective January 1, 2011. This results in a total annual dues increase of 4.42% on total AOA dues.



American Board of Optometry Board Certification Examination OVERVIEW

General Practice (160 items)

The core of the examination is based in the following ten areas of general practice.

- 1. Ametropia/Ophthalmic Optics (16%)
- 2. Pediatrics/Binocular Vision/Vision Therapy (8%)
- 3. Contact Lenses (13%)
- 4. Anterior Segment (15%)
- 5. Pre- and Post-operative care (7%)
- 6. Posterior Segment (12%)
- 7. Optic Nerve/Glaucoma (12%)
- 8. Neuro-Ophthalmic Disorders (5%)
- 9. Vision Rehabilitation (5%)
- 10. Systemic Health (7%)

Areas of Emphasis (80 items)

In addition to the core examination, each candidate will select two of the following areas of emphasis, each of which will consist of an additional 40 items.

- 1. Additional General Practice
- 2. Contact Lenses
- 3. Pediatrics/Binocular Vision/Vision Therapy
- 4. Ocular Disease Anterior
- 5. Ocular Disease Posterior
- 6. Vision Rehabilitation/Low Vision/Neuro-Ophthalmic Rehabilitation

The computer based examination will be administered at Prometric Test Centers worldwide.

2010 - 2011 Board of Directors Officers

Lori Donovan, O.D.

President

805 Long Point Road Mount Pleasant, SC 29464 phone: 843-971-6300

LDonovan@bellehallevecare.com

Philip Flynn, O.D.

President-Elect

2757 Laurel Street Columbia, SC 29204 phone: 803-799-7358 pdflynn@hotmail.com

Melissa Wood, O.D.

Vice President

1090 Spratt Street Fort Mill, SC 29715 phone: 803-547-5547 sceyedoc@hotmail.com

Michelle Cooper, O.D.

Secretary / Treasurer

24 Potomac Avenue Greenville, SC 29605 phone: 864-277-4420 au1990@bellsouth.net

James Vaught, O.D.

Immediate Past President

1406 Main Street Conway, SC 29526 phone: 843-488-2020 JVaught@vaughteye.com

Directors

William "Troy" Alexander, O.D.

504 South 4th Street Hartsville, SC 29550 phone: 843-332-7171 alexandert3@hotmail.com

Michael Campbell, O.D.

10 Hospital Center Commons Ste 100 Hilton Head Island, SC 29926 phone: 843-681-6682 optical.solutions@live.com

Van Forrester, O.D.

2 Maple Tree Court, Suite B Greenville, SC 29615 phone: 864-297-8777 vanforresterod@gmail.com

Jerd Poston, O.D.

PO Box 15790 Surfside, SC 29575 phone: 843-650-2400 jerdposton@yahoo.com

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SCOPA Pulse

January Birthdays

J. Greg Bailey David W. Bang Nikhil A. Bansal **Dudley C. Beaty** Lisa Bennett Melissa Binder William Breland Eric W. Brown Lucia Burrell Michael A. Campbell Zack C. Clarkson Gerald N. Cohen **Matthew Daniels Steve Dean** I.C. DuBose Frank Forgnoni Ralph G. Geldbart R. Dent Graham **Dirk Graves** Dwayne E. Harris Joseph E. Hopkins Charles T. Hudgins J. Cleon Hunter W. R. Kennedy G. Ronald Ledbetter Walston A. Lynn lames B. Marvin

Katie Mason

Nima Mazhari

James J. McDowell Steven Metras Roy G. Meyers John Mills Ronald L. Morris David Nigh Jennifer Norman Kimberly Oncavage **Benjamin Ondersman** Richard E. Owens **Kelley Perkins** James J. Pike Joseph Pitcavage M. Fern Powell **Craig Thomas Rumple** Carl M. Sanders Henry V. Sawyer, Sr. Charles B. Schooler Jay S. Shelley

Alender O. Simmons

George C. Slade

Grover C. Tuggle

Robert Turbeville

Kerry R. Steck

Brook Vastis

Dana Wheeler



The SCOPA cordially invites you to attend the Legislative Reception!

Join the fun as we show our appreciation for all of the hard work our legislators do for our great state of South Carolina!

Mark Your Calendar:

February 2, 2011 5:30 – 9 p.m.

At the Clarion Hotel located Downtown 1615 Gervais Street, Columbia, SC 29201

We NEED each of you there, so please invite your legislators and save-the-date to attend!

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

25 years

Dr. James Anderson

Dr. Kurt Blaettler

Dr. Thomas Edewaard

Dr. Keith Farley

Dr. Mark Foust

Dr. Michael Harris

Dr. Stephen Masone

Dr. Michael Milici

Dr. Fern Powell

Dr. Elizabeth Prescott

Dr. Thomas Talkie

Dr. James Taylor Dr. Melvin Watsky

40 Years

Dr. William Kennedy

50 Years

Dr. Bud Antley

Dr. Howard Tucker

60 Years

Dr. James Dubose

Dr. Marvin Efron

Dr. Roy Gene Myers

Dr. Robert Rollings

Dr. Charles Schooler

Dr. Hal Trimmer

The Delineator

SCOPA Spring Meeting

The SC Optometric Physicians Association and KMK Educational Services present Optometry Board Certification Review

March 25 - 27, 2011 Wild Dunes Resort Isle of Palms, SC KMK wants to make the Optometry Board Certification process easy for you.

Register today for 18 Hours of COPE approved CE

For reservations, call 1-800-845-8880. You must mention the SCOPA Optometry Board Certification Review Course to receive the group rate. Just 30 Minutes That's how close Wild Dunes Resort is to one of America's favorite cities. Charleston is like no other place. Its restaurants are world-famous. Festivals light up the city nearly every weekend

We in an experienced leader in optometry exam preparation.

- Since 2005, they have helped over 3,700 optometry students prepare for NBEO Optometry Board **Examinations.**
- For NBEO board exams alone, they offer more than 10 courses yearly, with enrollment exceeding 1,000 students annually.
- Last year, over 85% of 3rd year optometry students nationwide took a KMK board exam review course

Registration Rates

The lecture course will include 18 hours of classroom lecture in addition to a textbook (shipped upon release, scheduled for March 1, 2011) and access to online resources(scheduled for completion March 1, 2011) including streaming lecture videos, flashcards, graded guizzes, podcasts, and mobile applications for the on-the-go clinician. Registration rate: \$900

To register online using your credit card go to www.kmkoptometryboardcertification.com or, complete the form below and return with your check made payable to:

KMK Board Certification Review Services 18472 Van Camp Dr. Omaha, NE 68130

If you have any questions, contact the SCOPA office by calling 803-799-6721, toll free **877-799-6721** or via e-mail at info@sceyedoctors.com.

Friday, March 25, 2011

4:30 - 5:00 pm REGISTRATION

5:00 – 6:00 pm WELCOME RECEPTION

6:00 - 8:00 pm: ANTERIOR SEGMENT

By Kyle Cheatham, OD, FAAO

8:00 – 9:00 pm: AMETROPIA/OPHTHALMIC OPTICS

By Christopher Wolfe, OD, FAAO

Saturday, March 26, 2011

7:00 - 8:00 am: CONTINENTAL BREAKFAST

8:00 - 10:00 am: PEDIATRICS/BV/VT

By Christopher Wolfe, OD, FAAO

10:00 - 11:00 am: ANTERIOR SEGMENT

By Kyle Cheatham, OD, FAAO

11:00 am - 12:00 pm: PRE-/POST-OPERATIVE CARE

By Sarah Wood, OD, FAAO

12:00 – 1:00 pm: LUNCH ON YOUR OWN

1:00 - 3:00 pm: SYSTEMIC HEALTH

By Melissa Cheatham, PAC, MPAS

3:00 - 4:00 pm: NEURO-OPHTHALMIC DISORDERS

By Christopher Wolfe, OD, FAAO

4:00 - 5:00 pm: VISION REHABILITATION

By Sarah Wood, OD, FAAO

Sunday, March 27, 2011

7:00 - 8:00 am: CONTINENTAL BREAKFAST

8:00 – 10:00 am: CONTACT LENSES

By Christopher Wolfe, OD, FAAO

10:00 - 12:00 pm: OPTIC NERVE/GLAUCOMA

By Sarah Wood, OD, FAAO

12:00 - 1:00 pm: LUNCH ON YOUR OWN

1:00 - 2:00 pm: POSTERIOR SEGMENT

By Kyle Cheatham, OD, FAAO

2:00 - 4:00 pm: POSTERIOR SEGMENT

By Kyle Cheatham, OD, FAAO

SCOPA Member Alert – Sales Tax Audits

A number of SCOPA members have contacted the SCOPA Office recently with questions regarding calculating SC sales tax; additionally, some have been audited. We share this with you to ensure you are calculating your use tax properly. If you have any questions regarding this, please refer back to the article by Tax Attorney Jackson Turner Vaught in the November/December Delineator: SC Sales Taxes & Optometrists: A Closer Look. For additional assistance, you may also contact Daniel Crowson, CPA with Lowrance Cooper & Company, 803-929-0930. Lowrance Cooper & Company is the Association's CPA firm and will offer any SCOPA member a 10% discount on their services.

SCOPA Events

Enhancing Patient Care through the Implementation of EHRs

Wednesday, February 2 ~ Clarion Hotel Downtown, Columbia, SC 1:30 – 5:00 p.m. - Magnolia Room

Register today, space is limited! Cost is \$75 per person SCOPA Legislative Appreciation Reception following the course starting at 5:30

Course Description (3 Hours):

This course will address the needs of optometrists for the selection and implementation of EHRs, e-prescribing and PQRI. Optometrists have never had more reason to implement EHR systems in their practices and gain "meaningful use"

Overview of Course Outline:

- I. Review of current relevant federal legislation
- II. What is PQRI
- III. What is electronic prescribing (E-Rx)
- IV. Electronic Health Records

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State:	Zip:
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The SCOPA is pleased to welcome Anna Straub to the staff. Anna is the Membership and Marketing Coordinator for the SCOPA and is looking forward to getting to know our members. Anna is a graduate of the University of South Carolina. Please contact Anna and welcome her to the SCOPA.

Anna's e-mail address is astraub@sceyedoctors.com.



Special appearance by Punxsutawney Phil at the Legislative Appreciation Reception on February 2, 2011! See page 4 for details.

The Delineator

SCOPA Events

MEDICARE NEWS

Electronic health records incentives registration starts Jan. 3, 2011 CMS, ONC Outline Resources to Assist Eligible Providers

The Centers for Medicare & Medicaid Services (CMS) and the Office of the NationaCoordinator for Health Information Technology (ONC) recently announced the availability of registration for the Medicare and Medicaid electronic health record (EHR) incentive programs. CMS and ONC encouraged broad participation and outlined online and in-person resources that are in place to assist eligible professionals and eligible hospitals who wish to participate.

Beginning Jan. 3, 2011, registration will be available for eligible health care professionals and eligible hospitals who wish to participate in the Medicare EHR incentive program. On January 3, registration in the Medicaid EHR Incentive Program will also be available in Alaska, Iowa, Kentucky, Louisiana, Oklahoma, Michigan, Mississippi, North Carolina, South Carolina, Tennessee, and Texas. In February, registration will open in California, Missouri, and North Dakota. Other states likely will launch their Medicaid EHR Incentive Programs during the spring and summer of 2011. Eligible professionals and eligible hospitals must register in order to participate in the Medicare and Medicaid EHR incentive programs. They can do so, starting Jan. 3, 2011, at a registration site maintained by CMS.

To prepare for registration, interested providers should first familiarize themselves with the incentive programs' requirements by visiting CMS' Official Web Site for the Medicare and Medicaid EHR Incentive Programs. The site provides general and detailed information on the programs, including tabs on the path to payment, eligibility, meaningful use, certified EHR technology, and frequently asked questions.

CMS announced the following key dates for the Medicare and Medicaid incentive programs first year:

- Jan. 3, 2011 Registration for the Medicare EHR incentive program begins.
- Jan. 3, 2011 States that are ready may launch their incentive programs for Medicaid providers.
- January 2011 Some state agencies begin issuing Medicaid EHR incentive payments.
- April 2011 Attestation for the Medicare EHR incentive program begins.
- May 2011 Issuing of Medicare EHR incentive payments expected to begin.
- July 3, 2011 Last day for eligible hospitals to begin their 90-day reporting period to demonstrate meaningful use for the Medicare EHR incentive program for federal FY 2011.
- Sept. 30, 2011 Federal FY 2011 payment year ends at midnight for eligible hospitals and critical access hospitals (CAHs).
- Oct. 3, 2011 Last day for eligible professionals to begin their 90-day reporting period for calendar year 2011 to demonstrate meaningful use for the Medicare EHR incentive program.
- Nov. 30, 2011 Last day for eligible hospitals and CAHs to register and attest to receive an incentive payment for federal fiscal year 2011.
- Dec. 31, 2011 Calendar 2011 payment year ends for eligible professionals.

Under the Health Information Technology for Economic and Clinical Health Act (HITECH), part of the American Recovery and Reinvestment Act of 2009, Medicare and Medicaid incentive payments will be available to eligible professionals, eligible hospitals, and critical access hospitals (CAHs) when they adopt certified EHR technology and successfully demonstrate "meaningful use" of the technology in ways that improve quality, safety, and effectiveness of patient-centered care.

Professionals who meet the eligibility requirements for both the Medicare and Medicaid EHR incentive programs must select which program they wish to participate in when they register. They cannot participate in both programs; however, after receiving payment, they may change their program selection once before 2015. Hospitals that are eligible for both programs can receive payments from both Medicare and Medicaid.

Some states will launch their Medicaid EHR incentive programs beginning Jan. 3, 2011, but most will launch their programs during the spring and summer. Eligible providers with questions about their state's launch date should contact their state Medicaid agency. Eligible providers seeking to participate in the Medicaid programs must initiate registration at CMS' registration site but must complete the process through an eligibility verification site maintained by their state Medicaid agency.

Under the EHR incentive programs, eligible professionals can receive as much as \$44,000 over a five-year period through Medicare. For Medicaid, eligible professionals can receive as much as \$63,750 over six years. Under both Medicare and Medicaid, eligible hospitals may receive millions of dollars for implementing and meaningfully using certified EHR technology.





South Carolina Optometric Physicians Association 2730 Devine Street Columbia, SC 29205 (803) 799-6721 1-877-799-6721 www.sceyedoctors.com

Support SCOPA-PAC! Make your 2011 PAC Pledge Today!

To make your pledges online go to www.sceyedoctors.com
Click on Members Homepage
Then go to SCOPAPAC

Visit us on Facebook and Twitter!





Please visit www.sceyedoctors.com to view the classifieds online.

Classifieds

Optometrist Needed

OD seeking FT/PT opportunity. Prefer M-F, but negotiable. Many years experience. Prefer Upstate Greenville/Anderson area or near NC border. Contact: cell **828-808-4258**, email **dlsmith365@gmail.com** or write L. S. PMB #230, 419 The Parkway, Greer, SC 29650.

OD with 22 years of experience available for permanent or fill-in position in the Summerville/Charleston areas. Call Dr. Marie Brusgard-Cerra at **843-906-6355**.

Motivated Optometrist looking for a partnership and/or purchase of existing practice in the Grandstrand or Pee Dee area. Please call 843-661-2869 and leave a message.

OD needed 3-5 days a week in the Columbia area at the new EyeMart Express. New graduates are welcome with daily guarantee. Licensed Optician also needed either full or part time. If interested, please call Doug Newsome at 706-339-0429.

Part time optometrist needed 3-4 days a week for busy medical practice in Orangeburg, near Columbia and Charleston SC. Competitive profit sharing and guaranteed pay schedule. If interested call Dr. Choe at **843-610-2020**.

PT opportunity in the Sumter market. A longtime, loyal patient base. 3 days, all equipment and staffing is provided. Please contact Tom Connor at **704-965-9099** if interested. Professional fill-in for your practice. Have scope and will travel. Dr. Holcombe **843-522-3837**.

FT associate position available in a well established practice in Aiken, SC. Please call Dr. Braun at **803-648-8974** or fax resume to **803-648-6418**.

Practice for sale in Beaufort. Call Jim **843-476-4647** after 5 PM.

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.

Office Opportunity. Shared office w/ optical shop West of Ashley in Charleston. Same location twelve years. Take over optical and share space w/ ophthalmologist. One doctor is joining a large group practice and vacating. Easy terms, startup grace period. 843-860-9938.

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

I am looking for P/T fill-in work within about one hour of Charleston. Have a lot of experience with special CL's but have practiced general optometry for 39 yrs and suddenly find myself without a practice. e-mail: eyedoc@comcast.net or call 843-754-6113.

Equipment for Sale

WANTED: Tonopen - good condition. Call Dr. Holcombe at **843-521-7408**.

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

New Matrix Visual Field Unit. Show price was \$12,000. Sale price \$9000. Call **864-292-0262**.

AONCTII, Chart Projector, Chair and Stand. All in Excellent Condition. For Details, Call Janice at **864-855-0034.**

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.

Office equipment for sale. Please contact Dr. Bill Behling if interested at **843-562-2604**.

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.