

## A Message from Dr. Lemon

“Start getting ready for our annual meeting as it looks to be a good’un! No more ground hog day at Hilton Head!”

It’s Devine! Well, sports fans, we will be moving back to our offices on Devine St. starting this week. Please be patient if you can’t get a call through for the next week or so; if you have an emergency or need a question answered pronto, you can call me or one of the board members. Being at Capitol Consultants was very helpful for a time, when we got everything under control, we decided we missed having our own place, our own autonomy. I know we will be a lot happier. Our search committee for a lobbyist has already found two good candidates, and will report to the board with a recommendation at our next meeting. We are also in the process of finding an Executive Director as this is being written. Everything is on track!

For those of you who missed the lids procedure course and the laser course,

you messed up!!! Everyone who was there reported that they thought it was a great experience. The laser course was so popular that Dr. Vaught is collaborating with some other states to offer it again at SECO next spring. You’d better be watching, as I know the classes will fill up fast! By the way, we got wind that some ophthalmologists were asking about the legality of our taking courses with procedures that we were not allowed to perform by law. It is expressly written in our law that we can take any course that an accredited school offers, period. So there!

Start getting ready for our annual meeting as it looks to be a good’un! No more ground hog day at Hilton Head! Man, for the 26 years I’ve been in practice, we’ve met the same weekend at the same place.



Dr. Ed Lemon, President, SCOA

Sometimes I would wake up and wonder what year it was! Your board is now considering moving the date of the annual meeting either to the early fall or late spring. We will keep you posted!

Yours in Optometry,

Ed Lemon, O.D.  
President  
Board of Directors

## Statement on the Centers for Medicare & Medicaid Services Frequently Asked Question

The AOA is disappointed to report that the Centers for Medicare & Medicaid Services (CMS), acting through its contractor, the National Supplier Clearinghouse (NSC), has posted an unfortunate answer to a frequently asked question about whether a doctor filling a prescription for post-cataract eyeglasses needs to obtain a surety bond to bill Medicare for the eyeglasses. The AOA and the American Academy of Ophthalmology (AAO) both maintain that the CMS position, apparently formulated at the urging of the American Society of Cataract and Refractive Surgery (ASCRS), improperly suggests that a physician cannot form a doctor-patient relationship without performing an examination or test when supplying eyeglasses to a beneficiary who first comes to the doctor’s office with a prescription.

The AOA is working to have CMS correct the problematic statement. The agency agreed to “consider any information” provided by AOA, but noted that “each optometrist or ophthalmologist will need to review its business model and make a determination as to whether the bonding requirements applies to them.”

Optometrists remain exempt, by law and regulation, from the surety bond requirement, which Congress authorized to deter fraud and abuse in durable medical equipment, prosthetics, orthotics, and supplies (DMEPOS). Although CMS has

## Local Society Information

### Catawba

**President:** Paul Burt, O.D.  
11105 Seven Coves Drive  
Tega Cay, SC 29708  
(803) 684-0723  
p\_burt@hotmail.com

### Coastal

**President:** Jennie Smith, O.D.  
1470 Tobias Gadson Boulevard, Suite 115  
Charleston, SC 29407  
(843) 556-2020  
jenniesmithod@yahoo.com

### Low Country

**President:** Jennifer Switak, O.D.  
104 Buck Walker Parkway, Unit 1C  
Bluffton, SC 29910  
(843) 757-9588  
jrswitak@hotmail.com

### Midlands

**President:** Van Forrester, O.D.  
945 Lake Murray Boulevard, Suite A  
Irmo, SC 29063  
(803) 781-7064  
van.forrester@tlcvision.com

### Pee Dee

**President:** William "Troy" Alexander, O.D.  
504 South 4th Street  
Hartsville, SC 29550  
(843) 859-3233  
alexandert3@hotmail.com

### Piedmont

**President:** Bill Ballinger, O.D.  
220 South Pendleton Street  
Easley, SC 29640  
(864) 859-3233  
whb3@jervey.com

### Waccamaw

**President:** Jason Diamond, O.D.  
4000 Highway 9E, Suite 260  
Little River, SC 29566  
(843) 390-0058  
drjason@drsdiamond.com

## The SCOA Board of Directors wants to hear from you!

Please feel free to contact the SCOA Board of Directors and share your thoughts and provide input. We encourage you at any time to call or e-mail any SCOA Board member. See page 3 for their contact information.

## SCOA has a new website!

The new site offers much more information and resources to you as a member of the SCOA. Visit [www.sceyedocors.com](http://www.sceyedocors.com).

## Congratulations to

**Gene and Dr. Michelle Cooper** on the birth of their son, John Mesker Cooper born on August 31 weighing 7lbs 7ozs.



**If You Haven't Yet, Make Your SCOAPAC Pledge Today. It's Never too Late!**

## Welcome New SCOA Member

**Member:** **Dr. David Nigh:** Southern College of Optometry – 2009  
**Dr. Johndra Updon:** University of Alabama – 2007

## Ride the Wave with SCOA!

Read More on Page 4.

### SCOA Announcement

**The Midlands Society would like to extend an invitation to all members of the SCOA to attend their upcoming Society meeting.**

**Details below:**

**WHEN:** Tuesday, October 20th  
6:00 pm Reception;  
7:00-9:00 pm Speakers

**WHERE:** Ruth's Chris Steak House  
924-A Senate Street at the Hilton  
Columbia, SC 29201

**Sponsored by:** Bausch & Lomb

**Speakers:** Ron Melton, OD, FAAO and  
Randall Thomas, OD, MPH, FAAO

**Topic:** The Treatment of Ocular Surface  
Inflammatory Conditions  
Approved for 2 credit hours

**RSVP:** van.forrester@tlcvision.com by  
Friday, October 16th

**Visit the SCOA website for a copy of the invitation.**

President: Van Forrester, OD  
803-781-7064 or 865-384-3644

Vice-President: Jean Champion-Martin, OD  
803-419-8907

Secretary-Treasurer: August Wallace, OD  
803-201-8526

#### 2009 Board of Directors

**Edward Lemon, O.D.**

**President**

267 Main Street  
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maydoc@bellsouth.net

**James Vaught, O.D.**

**President-Elect**

1406 Main Street  
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JVought@vaughteye.com

**Lori Donovan, O.D.**

**Vice President**

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**Michelle Cooper, O.D.**

**Secretary / Treasurer**

24 Potomac Avenue  
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au1990@bellsouth.net

**Peter Candela, O.D.**

**Past President**

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**Philip Flynn, O.D.**

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**Sean Stevens, O.D.**

309 South East Main Street  
Simpsonville, SC 29681  
drsean@charter.net

# Ride the Wave with the SCOA!

Visit Myrtle Beach, SC  
Register for the 102nd  
SCOA Annual Meeting  
December 10 - 13  
Myrtle Beach, SC  
Marriott Grand Dunes Hotel



- 21 hours of CE
- Exhibit hall on Friday and Saturday

### Speakers will include:

**Dr. Paul Ajamian**

“Oral Med Grand Rounds” and “My Favorite Cases”

**Dr. Jim Thimons**

“Advances in Glaucoma Therapy” and  
“Advances in Anterior Segment Therapy”

**Dr. John McGreal**

“Using New Emerging Technologies” Part 1 and Part 2

**Dr. Jerry Sherman**

“Grand Round of Cases detected with SD OCT but missed with TD OCT”;  
“The Peripheral Retina” and “Not So Simple Red Eye”

**Dr. Kim Reed**

“Clinical Nutrition Update for 2009” and “Therapeutic Drug Update”

**Dr. Keith Riddle**

“Current Concepts in Refractive Surgery”

### \* New this year!

Pack your clubs for a round of golf benefiting  
the SCOAPAC! Saturday December 12

**The Myrtlewood – Palmetto Gold Course**



www.sc-eyecare.org

For more information, contact Jackie Rivers at  
scoa@capconsc.com or toll-free at 877-799-6721.

## Para Optometric Program

SC Para Optometric Annual Meeting  
December 11 – 12, 2009  
11 hours of CE

### Speakers and topics will include the following:

- Tom Bowman, Practice Mentors
- Dr. John A. McGreal
- Dr. J. Greg Bailey
- Presentation from Synergize Lens
- Nancy Castner, VSP
- Presentation from Essilor
- Medicaid Update
- Medicare Update – Deidre Bibbs, Palmetto GBA

### Para Registration – MEMBER RATES:

SC Para Optometric : \$75

**Second Registration is FREE**

Additional registration, three or more,  
are \$50 each.

### Para Registration – NON MEMBER RATES:

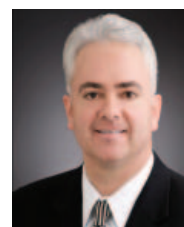
SC Para Optometric Non-Member: **\$100**

SC Para Optometric Non-Member: (On-site): **\$125**

## SCOA Annual Meeting Speakers will Include:



**Paul C. Ajamian,**  
O.D., F.A.A.O.



**John A. McGreal,**  
OD



**Kimberly Reed,**  
O.D., F.A.A.O.



**H. Keith Riddle**  
Jr., M.D.



**Jerome Sherman,**  
O.D.



**Jim Thimons,**  
O.D., F.A.A.O.

## O.D. Registration

**MEMBER RATES:** 2009 New Graduate  
(SC Licensed, SCOA member only) – **FREE**

SCOA/AOA Member Early Bird  
(Postmarked by 10/31) – **\$395**

**NON MEMBER RATES:** SCOA/AOA Non - Member Early Bird  
(Postmarked by 10/31) – **\$695**

# SC Optometric Association Planning Board Meeting October 2 – 3, 2009

The SC Optometric Association would like to invite you to attend the 2009 SCOA Planning Board Meeting scheduled for October 2 – 3, 2009 at Embassy Suites Hotel in Columbia.

This meeting comes at a critical time for optometry and we need your support and involvement. The potential for sweeping health care changes to be enacted at the Federal level are great. Most people would agree that the landscape in which we practice will be different in the next few years. The more involved we are in those changes, the better we will fare, and the better the patients we serve will fare.

We are planning to start at 3:00 pm on Friday, October 2nd and end around 3:00 pm on Saturday, October 3rd. The first two hours on Friday will be an overview and training on the SCOA website, including a new legislative module that was added recently. The website is a great tool by which we can facilitate communication within our association however, in order for you to be able to fully utilize it, you need to be familiar with all it has to offer. A reception will immediately follow the website training.

For those of you who may be traveling in from out of town, the SCOA will cover the cost of your room for Friday night .

On Saturday morning we will break in to groups to review and update SCOA's goals and objectives for the new year. Right after lunch, we will try to pull our work together and make assignments for committees for the coming year.

You have been invited, because you have shown an interest in moving our profession forward. We do not want to leave any interested/committed member out so if you know of another SCOA member who you think would like to participate but did not receive an invitation, please call me personally.

Thank you in advance for your support and involvement in this crucial strategic planning meeting. The SCOA looks forward to seeing you there. Please RSVP directly to me via email or phone.

Sincerely,

James Vaught, OD  
W. 843-488-2020  
M. 843-997-4142  
JVaught@Vaughteye.com

# SC Optometric Association's New Preferred Payment Provider, Total Merchant Services

Dear SC Optometric Association Member,

As the SC Optometric Association's new Preferred Payment Provider, we are looking forward to working with you and providing your practice with **preferential pricing and equipment upgrades** on your payment processing! By working with Total Merchant Services, you will not only be saving significantly on your monthly processing expense, but will be contributing to the SCOA as part of our Partnership Agreement!! Some of the benefits of our partnership include: Upgrade of your payment processing equipment to include State-of-the-Art, PCI Compliant, High Speed or Dial-up Hypercom Equipment and pin pads, (a \$795 per office value with no out-of-pocket expense to you whatsoever!)

Another of our partnership benefits involves providing your practice with **staff training** on the most cost effective way to process a payment in the industry today, pin debit capability, which many medical practices are not currently taking advantage of! By working with your staff on how to more effectively present pin debit to your patients at check out, we can lower your transaction fees by as much as 40% or more on each transaction!!

We are the NC Medical Foundation's and the NC Medical Society's Preferred Payment Provider and currently process for the various medical associations listed:

- North Carolina Dermatology Association
- North Carolina Society of Eye Physicians and Surgeons
- Carolinas Chapter of the American Association of Clinical Endocrinologists
- North Carolina Neurological Society
- North Carolina Obstetrical and Gynecological Society
- North Carolina Society of Otolaryngology and Head & Neck Surgery
- North Carolina Society of Pathologists

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## SCOA Annual Meeting NEW!!! SCOAPAC Golf Tournament

**Myrtlewood Palmetto Gold Course – \$120 per player  
Saturday, December 12th | Tee Times 10:28 am to 11:24 am**

A favorite of golfers visiting the Myrtle Beach area for over 30 years, the Palmetto Course has been continuously ranked as one of the top repeat-play courses along the Grand Strand. The course is landscaped for optimum play. The accommodating slope of the fairways, delineation of old growth pines, the ease of tidwarf bermuda grass greens, and of course hazards, offer the challenge to golfers of every level of play. At Par 72, the 6,977 yards are a consistent demand of your skills. Proceeds from the tournament will benefit the SCOAPAC. Space is limited -

*Register today!*



# Are You Receiving AOA First Look?

## Today's News for the American Optometric Association from Newspapers, TV, Radio and Journals

Are you receiving AOA First Look? AOA First Look is intended to provide an immediate, unfiltered look at the news that affects optometrists and our patients. To get the news to you quickly, and to ensure you are reading the same articles your patients might be, the AOA does not review or edit the news summaries prior to distribution. Publication of an article in First Look in no way implies AOA's endorsement, agreement or promotion of a particular article. To sign up go to [www.aoa.org](http://www.aoa.org).



Prepared exclusively for members of the American Optometric Association

In affiliation with



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- North Carolina Society of Addiction Medicine
- North Carolina Orthopedic Association
- NC Chapter – American College of Physicians
- North Carolina Spine Society

Please contact us for a comprehensive and complimentary analysis of your current processing costs. We are confident that we can provide your practice with an even healthier bottom line in 2009!! We look forward to the opportunity of working with you!

Best Regards,

Don Bobo  
National Account Executive  
919.349.3600 (Direct)  
888.488.4085 (Fax)  
dbobo@tmsraleigh.com

Susan A. Bobo  
National Account Executive  
919.345.5042 (Direct)  
888.488.4085 (Fax)  
sbobo@tmsraleigh.com

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acknowledged that post-cataract eyeglasses are not a fraud and abuse problem for the agency, CMS wants any business serving the general public to obtain a bond. The \$50,000 bond is required for medical supply companies by October 2, 2009 and would cost an estimated \$1,500 annually. Many optometrists received solicitations from surety bond companies and even from the NSC (Palmetto) incorrectly suggesting that optometrists were not exempt. Despite clarifying this month that optometrists are exempt, CMS has gone a step farther, without getting input from AOA, to suggest that a beneficiary who needs only to fill a prescription for eyeglasses is not a patient of an optometrist or ophthalmologist supplying the eyeglasses:

**Q:** How does an optometrist or ophthalmologist who dispenses eyeglasses qualify for the physician exemption?

**A:** An optometrist or ophthalmologist who dispenses eyeglasses can qualify for the physician exemption if the glasses are furnished only to his/her own patients as part of his/her own service. For purposes of this exemption, a "patient" is someone who, for instance, receives an eye exam or other diagnostic test from the physician prior to receiving the glasses. The term "patient" does not include, however, a person who walks into the physician's office with a prescription for glasses that was issued by another physician and simply receives the glasses without any sort of examination or test being furnished.

The same general principle applies to an enrolled optical center owned by an optometrist or ophthalmologist. The center can only qualify for the physician exemption only if: (1) the shop and the physician's practice are under/within the same TIN [taxpayer identification number] and business

structure (e.g., part of the same corporation), and (2) the glasses are furnished only to the optometrist/ ophthalmologist's own patients as part of his/her own service. The term "patient," again, would not include a person who enters the optical center with a prescription for glasses that was issued by another physician and simply receives the glasses without any sort of examination or test being performed by the optical center.

The question is No. 46 posted on the NSC website: <http://www.palmettogba.com/palmetto/providers.nsf/DocsCat/National%20Supplier%20Clearinghouse~Supplier%20Enrollment~FAQs~Surety%20Bond%20Requirements~8525746A00550AA3852575A5005CA5A8>

## Special Thanks to the Following 2009 SCOA Partners

### Carolina Partners:



### Crescent Partner



### Sweet Tea Partner



www.RobertsonOptical.com

Do you have a connection with a company or vendor we should approach for a sponsorship? If so, please contact Jackie Rivers at the SCOA office.

## SCOA Elections and Awards

**Call for Board Members!** If you would like to run for a position on the SCOA Board of Directors, a letter of intent must be sent to the SCOA office no later than Friday, October 30. The following current members of the board move into leadership positions for the coming year:

James Vaught, OD, President  
Ed Lemon, OD, Immediate Past President

The Elections Committee chair, Dr. Peter Candela, Immediate Past President, will present to the Board of Directors a slate of candidates who have submitted a notice of intent for election to office no later than one month prior to the Annual Meeting.

**Awards:** If you would like to submit a nomination for the following awards, please contact the SCOA office by November 6th. The awards are as follows:

Hall of Fame	Optometrist of the Year	Distinguished Service
Young OD of the Year	Optometric Horizon	Tim Burrell Legislative

Visit the SCOA website at [www.sceyedoctors.com](http://www.sceyedoctors.com) for a description of each of the awards.

## AOA Gains National Platform for Optometry's Priorities in Health Care Reform

The AOA has made patient access to optometric care a top priority as Congress has been considering plans to overhaul the health care system, and is aggressively pushing for new legislative safeguards to block organized medicine and the insurance and managed care industries from restricting access to care. Last week, as part of the AOA's active efforts to impact the national dialog as President Obama and Members of Congress are holding town hall meetings across the country, the attached audio news release was distributed to radio stations nationally. The AOA Communications Group has reported that it was successfully picked-up by the ABC Radio Network and other news outlets with over 91 million listeners. In case you haven't heard it, yet, please visit [www.aoa.org/media/anr-aug-09.mp3](http://www.aoa.org/media/anr-aug-09.mp3) and feel free to share it with your patients, colleagues and friends.





South Carolina Optometric Association  
2730 Devine Street  
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(803) 799-6721  
www.sc-eyecare.org

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**If You Haven't  
Yet, Make Your  
SCOAPAC Pledge  
Today. It's Never  
too Late!**

## Classifieds

### **Optometrist Needed**

PT opportunity in the Sumter market. A long-time, loyal patient base. 3 days, all equipment and staffing is provided. Please contact Tom Connor at 704-965-9099 if interested.

Multi-location 2-MD general ophthalmology practice seeking O.D. to assist in providing care for our general, medical, and surgical patients. Please call 803-642-6060 or email dkrok@mac.com for more information.

Motivated optometrist for new second office in Pooler, Ga. FT associateship. Excellent opportunity, must have Georgia license. Please call Dr. John Janvier at 843-837-4545 or email Drjanvier@yahoo.com.

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.

Optician/Op. Tech and receptionist needed for busy Columbia private practice. Experience preferred. Please fax resume to: 803-794-2085. UPSTATE – Optometrist available, 13 years experience. PT or fill in. Call 864-985-3646.

OD NEEDED: Looking for PT/FT optometrist for new high tech and fun private retail optical shot to include lab in Greenville, SC. This is a great opportunity to be a part of a very progressive concept store. E-mail cparker02@charterinternet.com. All inquiries held in confidence.

Upstate Practice for sale in the Greenville Area. Priced to move, if interested call 864-230-3319.

Practice for sale in Beaufort. Call Jim 843-476-5520 after 5 pm.

FT associate needed for busy private practice in Greenwood, SC. Please fax resume to 864-229-1898.

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.

### **Equipment for Sale**

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. 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.

Auto Refractor KR3000 and Humphrey Corneal Topographer available. Call Vanessa at 843-488-2020 to make an offer.

Lab Rack for surfacing. Call Dr. James Vaught and make an offer 843-488-0141.

Microline 590, 24 Pin Printer for router slips. Call Dr. James Vaught and make an offer 843-488-0141.

Filing cabinets for records; 8 shelves high, 5 slots wide. Asking \$100 each; original cost \$515 each. Call Dr. James Vaught and make an offer 843-488-0141.