Thank you to all of you who took the time away from your busy practices to make the trip to Jefferson City for the MOA’s annual Legislative Conference. Your time and commitment to the optometric profession in the state of Missouri are deeply appreciated.

With better cooperation from Mother Nature this year, our 2010 MOA Legislative Conference was a resounding success!
BACK BY POPULAR DEMAND

THE AOA FOUNDATION’S ANNUAL GALA

Check out some of the hottest optometric performers from across the country in Optometry’s Got Talent!

Support your friends and colleagues during a celebration of vibrant amateur talent while raising funds for The AOA Foundation.

For a sneak peek at the performer list and ticket prices — www.optometristscharity.org

Wednesday, June 16, 2010 • 8:30pm – 12:00am
Gaylord Palms Hotel and Convention Center

Questions? Contact Sara Breed, srbreed@aoa.org or 800-365-2219 ext 4218
The New Year and a new legislative session are in full swing now.

The MOA has been working closely with our state legislators on key issues that affect optometrists in Missouri every day. We are very fortunate to have good working relationships with the law makers in Jefferson City. I want to take a minute and thank all of you who take the time to keep our legislators informed about what an optometrist is, what services we provide and the impact we have on the citizens of Missouri.

I appreciate all of you who made the trip to Jefferson City for our annual Legislative Conference. It does not go unnoticed that you care about your profession and its future. Thank you!

Health care reform is a hot topic that none of us can speak to definitively. We have seen many changes in the federal reform proposals over the past year. The AOA and the MOA along with many personal calls have allowed optometry to stay included in the current plans. It will be important as we continue to watch this reform progress that we stay actively involved to make sure that we are at the table.

On a state level we are dedicated to ensuring that Medicaid reimbursement rates meet the “equal pay for equal services” rule. The current rates do not meet that standard and we are working hard to clean that up.

We have also talked with the Department of Insurance about making sure insurance companies follow Missouri statute when setting their provider panels. The current law states that HMOs operating in Missouri cannot discriminate based on licensure. However, we have found several which are doing so by contracting with vision care plans that they are requiring optometrists to participate on. Your MOA is working on ensuring that patients have access to the critical and timely care that optometrists provide.

I want to also recognize Linda’s retirement. During my time on the board over the last 7 years, I have been very fortunate to work with Linda Pickett. The MOA is better for having her as a part of our central office staff. We will miss her dearly and wish her health, happiness and lots of fun in her retirement.
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There is an incredible opportunity waiting for you at 20/20 Institute! Imagine providing a 5-Star experience in the setting of patient eye care. At 20/20 Institute, we pride ourselves on our relentless commitment to deliver an extraordinary LASIK journey to each and every one of our guests. To that end, we believe that our Optometrists are vital in assuring that the LASIK experience at 20/20 Institute is second to none. We are looking to expand Nationally. If you are excited about the opportunity to provide world-class refractive eye care using the most advanced technology in a 5-Star customer service environment, I invite you to email us or give us a call.

- Mark S. Danzo, O.D.
President, 20/20 Institute, LLC

Please contact Randy Sego at 800-204-1989
or randys@2020institute.com

303.2020.NOW (669)  www.2020institute.com
With better cooperation from Mother Nature this year, the 2010 MOA Legislative Conference was a resounding success!

On Sunday, the MOA volunteer committee members worked to lay out a course of action for the MOA. It was exciting to see new and younger faces joining our steadfast volunteers at the table. Monday morning began with four hours of continuing education by two of our own doctors. Dr. Timothy Hug presented Pediatric Grand Rounds, followed by Dr. Brett King with Glaucoma Grand Rounds. The Clinical/Educational Affairs committee works hard to bring us high quality education.

Dr. Ryan Powell presented our departing Finance Manager, Linda Pickett with a gift certificate for the Strater Hotel in Durango, CO as well as a gift certificate for the Durango & Silverton railroad. We wish Linda nothing but the best in her retirement years.

Our luncheon speaker was Senator Brad Lager. Also during the noon luncheon, Mr. Albert Schoenbeck, former longtime MOA General Counsel regaled the audience with the tale of how he was originally hired to represent the MOA and presented the MOA with a check for $25,000! The MOA is most grateful to Mr. Schoenbeck for his generous donation.

Following an update by our lobbyist team, Jerry Burch and Scott Marrs, the group heard from Senator Wes Shoemeyer, an MOA favorite.

There was a change in appearance of the now famous cinnamon rolls, as the MOA went green by using biodegradable containers for the delicious rolls.

Several doctors took the opportunity to visit the House chamber and were introduced to the body by their representatives.

The evening reception was attended by a record number of legislators giving the doctors the opportunity to discuss issues important to optometry.

If you have never attended a legislative conference, you are missing out on a unique opportunity. Mark your 2011 calendars for Jan 10th. It is never too late to get involved for the betterment of your profession.
Thank You and Until Next Time

January 25, 2010

As of this writing, I have only four more days left of working for the Missouri Optometric Association as my “retirement” will become effective on January 29, 2010.

I am truly honored to have been in the employment of this Association for 12 years, 3 months and 13 days. When Zoe Lyle hired me on October 16, 1997, I knew this was the place for me and, God willing, fully expected to be here forever or, as my obituary would read, “Linda worked for the Missouri Optometric Association until the time of her death.”

I have been given countless opportunities to learn, and to better myself; to meet and work with such a diversity of people from the Central Office staff to the MOA’s fine doctors and their staffs, many of whom have become wonderful friends. My years here have been such a rewarding experience for me, and I am extremely humbled at the warm and sincere wishes expressed by so many of you.

Thank you for giving me the opportunity to be a part of such a wonderful organization. Thank you, especially, to the Board of Directors, the MOA Auxiliary, Dr. Barrett and Jay for the absolutely unexpected gift of a three-day stay in Durango, Colorado. My husband and I are planning on going the first week of June. How wonderful is that?!!

I will not say “Goodbye” as I hope to see many of you again. Dr. Barrett has enlisted my help at the 2010 Convention to assist Sue; so until then......

Take care and God bless,

Linda
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LOCAL CHILDREN BENEFIT FROM FREE EYE EXAMS

(Warrensburg) - Local Optometrists recently partnered with the Crest Ridge and Warrensburg School District to offer free eye exams, follow-up services and glasses to area children as part of “Elementary Focus Day.”

“Early comprehensive eye exams are critical for children to have success in the classroom,” says local Optometrist Dr. Susan Lake. “Last year was the first year for Elementary Focus Day and the day allowed us a way to help children and families in the community get vision exams at no charge, as well as offering children eye glasses that they need to help them ‘focus’ in the classroom.”

According to the American Optometric Association eighty percent of what students learn is through vision and yet 86 percent of all school-age children haven’t had a complete eye examination. In the state of Missouri it is required for children to have a vision examination prior to kindergarten, but this isn’t always possible for all families.

“It is important that we catch the little eye problems before they become big eye problems,” said Dr. Mark Curtis one of the optometrists who helps with the program. “Warrensburg was one of the first cities in Missouri to set aside a day where local optometrists performed eye exams, and we are absolutely thrilled with the program and hope that it will catch on in other cities across Missouri. This day provides eye exams for those children who were not able to have one prior to entering Kindergarten.”

According to the American Optometric Association one in four children has an undiagnosed vision disorder. Kindergarten Focus Day allows the local optometrists to look at the health of the eyes of kindergarteners and to see how well the eyes are working together.

Optometrists who participated in the program were Dr. Stephen Cook, Dr. Mark Curtis, Dr. Thomas Hobbs, Dr. Kenneth Keirsey, Dr. Cliff Stock, and Dr. Susan Lake.
Midwest Eyecare Congress

2010

Step into spring with the Midwest Eyecare Congress, held this April 30 - May 2 at St. Louis’s beautiful and newly remodeled Union Station Marriott.

Catch up with old friends and meet new ones during the Friday evening Networking Cocktail Reception. Beverage and hors d’oeuvres will be served from 4:45-7:00pm in the Grand Ballroom.

Each year the Midwest Eyecare Congress offers attendees a warm, intimate setting in which to earn CEUs and network with colleagues across the country. Best of all, sessions offer practical knowledge to implement immediately upon returning to the office. Attendees pay only for the days they attend, and by registering on or before April 23, you’ll avoid late fees.

All courses at the 2010 Midwest Eyecare Congress are COPE approved, and course approval information is available on the course descriptions web pages (www.midwesteyecarecongress.com/course_descriptions). Attendees are responsible for bringing their own handouts.

Welcome Sue Brown!

Sue Brown comes to the Missouri Optometric Association Central Office with almost 19 years in the Paraoptometric field, encasing the areas of optician, office manager, contact lens and pretesting technicians, and optometrist’s assistant.

As a 14+ year MOA member, Sue has received the 2003 “Para of the Year” award and served on the Paraoptometric Board as the Central Trustee four years. You might remember her as one of the smiling, “persuasive” faces selling the Para cookbooks!

Sue resides in Ashland, MO, with her husband of 37 years; she has two children and two grandsons and enjoys a variety of crafts, as well as her latest passion: nature photography.

Sue Says...

I have always had the greatest respect for Linda and am now honored to have been selected to fill her position as MOA’s Financial/Membership Director. Each day I’m realizing what a true heroine she was in the workings of the MOA! My goal is striving to be “just like Linda.”
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- Improve Visual Comfort
- Offer Great Cosmetic Appeal

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The Webster Dictionary defines Clarion as "brilliantly clear," which is an authentic description of the brilliantly clear and clean AR Clarion XS™ will bring your patients.

**Ease of Care...** Super hydrophobic—fingerprint and face oils wipe right off effortlessly. The hydrophobic topcoat fused into the lens surface repels oil, dirt and water, enabling the lenses to be easily cleaned. In fact, Clarion XS™ is four times easier to clean than other traditional hydrophobic AR lenses. Clarion XS™ makes maintaining a clean lens easy!

**Durability...** Dramatically improved scratch resistance—Clinician XS™ can resist up to three times more abrasion resistance than traditional AR lenses. Durability helps enhance clearer vision and with it the overall life of the lens.

**Comfort...** Clinician XS™ fits your patients better, all day long. Whether snuggling, tears at the computer, playing at night, your patients will benefit from Clinician XS™ lenses.

**Clarion XS™** is a new satisfaction coating that incorporates our XS™ technology, a premium AR stock, and our new Super-Hydrophobic top coating. Clinician XS™ also comes in Cool Silver, Cool Gold or Ultra Clear! Same coating, 100% more clarity, 100% longer warranty.

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PQRI for 2010

The Physician Quality Reporting Initiative, originally created as part of the Tax Relief and Healthcare Act of 2006, is a pay for reporting program intended to provide attention to quality health care. Once reporting thresholds are met, practitioners will be paid a bonus on all Medicare claims filed in the reporting period. Over time the program is expected to evolve from pay for reporting to pay for performance.

Additional information can be found on the AOA website through the following link: http://www.aoa.org/x7990.xml. A copy of a summary chart of the current measures is available in .pdf form as well as a PowerPoint presentation with many additional details.

There have been changes for each year of the PQRI program. In 2010 some reporting measures have been deleted, some added, and some modified. There is no enrollment process; a practitioner need only begin reporting the CPTII codes along with appropriate CPT codes on Medicare claims.

In addition to the three measures that must be reported for the two percent quality bonus, it is possible to earn another two percent bonus for electronic prescribing. One need only report that any electronic prescribing method was used on twenty-five patients in the reporting period. This represents a change from previous years when the ability to use such a system was reported as well as when it was actually used.

For practices that do not currently use EHR, there are stand alone e-prescribing programs you can use to achieve this quality measure. Go to www.nationalerx.com/ It takes about 15 minutes to fill out the online application. You will need the following information: a copy of your npi enumerator, a copy of your state license with the expiration date and a copy of your driver’s license.

As with the quality program, the bonus amount will reduced over time and is scheduled to revert to a reduction in payment by year 2012.

It is recommended to pick three or four measures to report consistently to ensure achieving the required percentage of participation. Common conditions seen in optometric practice include Glaucoma, Macular Degeneration, and Diabetes. There are quality measures addressing each of these conditions. The table (see next page) offers details about how each of these CPTII codes should be used. The full chart can be found at the AOA website via the previous link.

PQRI Chart, page 12.
<table>
<thead>
<tr>
<th>Measure</th>
<th>CPT II Code</th>
<th>Description</th>
<th>Age</th>
<th>ICD-9.CM Code Range</th>
<th>CPT II Code Range</th>
<th>Modifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>2019F</td>
<td>AMD: Dilated Macular Examination</td>
<td>50</td>
<td>362.50-362.52</td>
<td>92002-99214, 99201-99205, 99212-99215, 99304-99310, 99324-99328, 99334-99337</td>
<td>1P: Medical reason, 2P: Patient reason, 8P: Reason not specified</td>
</tr>
<tr>
<td>18</td>
<td>2021F</td>
<td>DR+ME: Diabetic Retinopathy: Document (+/-) Macular Edema and Level of Severity of Retinopathy</td>
<td>18</td>
<td>362.01-362.06</td>
<td>99201-9925, 99212-99215, 99200-99214, 99304-99310, 99324-99328, 99334-99337</td>
<td>1P: Medical reason, 2P: Patient reason, 8P: Reason not specified</td>
</tr>
<tr>
<td>19</td>
<td>5010F</td>
<td>DR Comm with MD: Diabetic Retinopathy: Findings of dilated macular or fundus exam communicated with the physician responsible for managing ongoing diabetes care</td>
<td></td>
<td></td>
<td></td>
<td>2P: Patient reason, 8P: Reason not specified</td>
</tr>
<tr>
<td>117</td>
<td></td>
<td>DM DE: Diabetes Mellitus: Dilated Eye Exam in a Diabetic Patient</td>
<td></td>
<td></td>
<td></td>
<td>8P: Reason not specified</td>
</tr>
<tr>
<td>140</td>
<td></td>
<td>AMD AREDS: Counseling on Antioxidant Supplementation (e.g. per AREDS recommendations)</td>
<td></td>
<td></td>
<td></td>
<td>8P: Reason not specified</td>
</tr>
<tr>
<td>141</td>
<td></td>
<td>POAG IOP: Reduction of IOP greater than or equal to 15% pre-intervention level OR POAG: Reduction of IOP less than 15% pre-intervention level, with plan of care in place</td>
<td></td>
<td></td>
<td></td>
<td>8P: Reason not specified</td>
</tr>
</tbody>
</table>
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- Balanced View Control Technology that integrates the two lens surfaces and eliminates swimming sensations

HOYALUX iD LifeStyle Progressive lenses are available in two designs:

- HOYALUX iD LifeStyle: 18mm minimum fitting height
- HOYALUX iD LifeStyle cd™: 14mm minimum fitting height

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Optometric Society Reports

Central Missouri Optometric Society
Trustee: Jeffrey M. Gamble, O.D.

No Report Available

Greater Ozark Optometric Society
Trustee: Scott M. Burks, O.D.

GOOS had not met since our November meeting. Our MOA Presidential visit is scheduled for Tuesday, February 16th. We are also working on having some CE for upcoming society meetings.

Kansas City Optometric Society
Trustee: Melanie Linderer, O.D.

The KCOS had good attendance at the MOA Legislative Conference in Jefferson City, Missouri, in January. A thank you to all the doctors who attended in support of our profession.

Northeast Optometric Society
Trustee: Mindy Blackford, O.D.

No Report Available

Northwest Optometric Society
Trustee: Jeffrey H. Powell, O.D.

Several doctors from the Northwest Society attended the MOA Legislative Conference, in Jefferson City, Missouri, last month. We thank those doctors who attended and helped make the 2010 MOA Legislative Conference a success.

The NWOS will hold its next meeting on February 25th.

Society Reports, continued page 15.
SOCIETY REPORTS, from page 14

SOUTHEAST OPTOMETRIC SOCIETY
Trustee: James Hunt, O.D.

The SEOS held their January meeting with guests from Surgical Direct demonstrating their OCT mobile service. They setup a Cirrus HD-OCT imaging system and tested everyone who wanted to be tested at our meeting. Following the testing, there was a short presentation by Tom Luber with Surgical Direct and Brian Menkhausen with Zeiss. Thanks to Dr. Jennifer Howard for arranging their visit.

Several members of the SEOS attended the MOA Legislative Conference in Jefferson City, Missouri. Our President, Dr. Kayce Strohmeyer, wanted to extend a special thank you to everyone who took time from their busy practices to travel to Jefferson City. It is their dedication that helps keep our profession strong. Also attending the MOA Legislative Conference were Southeast Paraoptometric officers, Judy Hale, S.E. Para Trustee, and Cheri Harris, Immediate Past President of the Paraoptometric Society.

SOUTHWEST OPTOMETRIC SOCIETY
Trustee: Erica Burton, O.D.

No Report Available

ST. LOUIS OPTOMETRIC SOCIETY
Trustee: Thomas J. Cullinane, O.D. | Trustee: Robert Goerss, O.D.

The Saint Louis Optometric Society continues to meet monthly, the second Tuesday of the month, at the St. Louis Marriott West.

On September 8, 2009, Ciba Vision sponsored “Noncompliance with Frequency Replacement of Contact Lenses” and “Maximizing Safety and Success with Silicon Hydrogel Lenses.”

On October 13, 2009 Cooper Vision sponsored “Uncomplicating Contact Lens Complications.” On November 10 the annual MOA presidential visit was followed by a presentation by Bausch and Lomb on the new Fluoroquinolone Besivance. December’s annual holiday party was held at Cardwell’s in Clayton and was sponsored by Midland Optical. The first meeting of 2010 was on January 12 with presentations by both American Express Business and an hour of C.E on Amblyopia and current treatment options.
WELCOME NEW MEMBERS

The MOA is pleased to welcome the following new members:

- John D. Friederich, O.D.
- Abbie N. Rondeau-Nelson, O.D.

The MOA Paraoptometric Section is pleased to welcome the following new members:

- Pamela J. Lyle
- Suzan M. Murphy
- Alethea A. Nash
- Courtney J. Halliburton

SOCIETY REPORTS, from page 15

UMSL STUDENT LIAISON

The students of the UM St. Louis College of Optometry hosted a Six Flags day on September 19, 2009 with the intent of bringing together future graduates, practicing O.D.s and various vendors in a family friendly networking environment. Hopefully, the popularity of the event will grow in the future.

The annual UMSL College of Optometry Corneal Classic will be held on Saturday, April 17, 2010 at Normandy Golf Course. Price to play is $75.00 per person and will be in a scramble format. If you need more information please direct your inquiries to Dr. Tom Cullinane.

WEST CENTRAL OPTOMETRIC SOCIETY
Trustee: Jason Lake, O.D.

The WCOS has not had a meeting since our last Vision Newsletter. We plan to meet in late spring or early summer to host the annual MOA Presidential visit.
## Calendar of Upcoming Events

### 2010

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2-4</td>
<td>AOA Congressional Meeting</td>
<td>Washington, DC</td>
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<tr>
<td>April 30-May 2</td>
<td>Midwest Eyecare Congress</td>
<td>Marriott at Union Station</td>
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<tr>
<td></td>
<td></td>
<td>St. Louis, MO</td>
</tr>
<tr>
<td>June 4-6</td>
<td>MOA Leadership Retreat</td>
<td>Country Club Hotel &amp; Spa</td>
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<tr>
<td></td>
<td></td>
<td>Lake Ozark, Missouri</td>
</tr>
<tr>
<td>June 16-20</td>
<td>Optometry’s Meeting™</td>
<td>Orlando, Florida</td>
</tr>
<tr>
<td>Oct 14-17</td>
<td>MOA Annual Convention</td>
<td>Millennium Hotel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>St. Louis, MO</td>
</tr>
</tbody>
</table>

### 2011

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 9-10</td>
<td>MOA Legislative Conference</td>
<td>Capitol Plaza Hotel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jefferson City, Missouri</td>
</tr>
<tr>
<td>June 3-5</td>
<td>MOA Leadership Retreat</td>
<td>Country Club Hotel &amp; Spa</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lake Ozark, Missouri</td>
</tr>
<tr>
<td>June 15-19</td>
<td>Optometry’s Meeting™</td>
<td>Salt Lake City, Utah</td>
</tr>
<tr>
<td>Oct 13-16</td>
<td>MOA Annual Convention</td>
<td>Branson, MO</td>
</tr>
</tbody>
</table>

### Optometry’s Meeting™ — 2012-2014

- Chicago, Illinois • June 27-July 1, 2012
- San Diego, California • June 26-30, 2013
- Philadelphia, Pennsylvania • June 25-29, 2014
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