Missouri ODs Attend AOA Congressional Conference

Twelve ODs and six UMSL College of Optometry students attended the AOA Congressional Conference in Washington, DC, March 7-9. Attendees visited Missouri’s senators and representatives to discuss health care issues that are a priority to optometry. Topics covered include:

- Vision Care For Kids Act (HR 507/ S 1117)
- National Health Service Corps (NHSC) Improvement Act (HR 1884)
- Optometric Equity In Medicaid Act (HR 1983)
- Contact Lens Consumer Health Protection Act (HR 2012)
- And as always .....a fix for the Medicare reimbursement fee schedule!

To see the full story on the AOA Congressional Conference, see page 4
President’s Message

New Beginnings

Well, here we are: a new year filled with hope, opportunity and challenges. It is the time when we look at where we have been and set goals for where we would like to go in the New Year. The slate is clean, the calendar has been filled and yet we have seemingly endless opportunities before us. We have made the New Year’s resolutions and promises and now we are trying to make them come true.

I hope the Holiday Season was a happy and joyful one for you - filled with friends, family and fun. Maybe even a little rest and relaxation tucked in somewhere. But now, as we embark on the New Year, we know that it will provide new challenges — both personally and professionally.

The board and leadership of the Missouri Optometric Association have set out goals for the New Year, and we have developed some exciting opportunities for you. Please grab your PDA, day-planner or calendar now and mark down the following days before they are consumed by other activities.

First are our membership meetings and educational programs.

The Midwest EyeCare Conference, formerly known as the Midwest Vision Congress, is scheduled for May 8-10 in Rosemont, Illinois. This meeting offers regional total office education. Choose the Optometry-Ophthalmology track or the opticians, para and staff track, or create your own by attending sessions from both areas. Choose from 125 continuing education hours. To register visit www.midwesteyecarecongress.com.

In June, Optometry’s Meeting® heads to Seattle with top notch continuing education and entertainment. Come see Jay Leno at the Presidential Celebration. For more information visit www.aoa.org.

The MOA Annual Convention “A Vision to Succeed” is being held October 9-12 at the Chateau on the Lake in Branson, Missouri. This is not only a good networking opportunity, but also a great event to show appreciation to our Industry Alliance Members and to thank them for all their support.

Networking opportunities—they are on my calendar—I hope they will be added to your calendar also. If we plan early, we can all afford the time for educational experiences, mental health and just plain fun. I think that you will find it a good investment, both of time and money. Grab a colleague or two and bring them along.

The MOA is your professional resource. Join with us this year - you’ll be glad you did.
Midwest Eyecare Congress
Formally known as the Midwest Vision Congress

2008
Continuing Education Conference
May 8-10, 2008

Convenient, high quality continuing education!

The Midwest Eyecare Congress, formerly known as the Midwest Vision Congress, offers regional total office education. Choose the Optometry/Ophthalmology track or the Opticians, para and staff track, or create your own by attending sessions from both areas.

As the largest educational conference for eye care professionals in the Midwest, MEC features 125 hours of continuing education hours at an affordable price. Sessions offer practical knowledge you can implement immediately upon returning to the office. Visit www.midwesteyecarecongress.com for session details.

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Rosemont, Illinois
May 8–10, 2008

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To register, visit our website at: www.midwesteyecarecongress.com

For more information, call: 877-MEC CONG (877-632-2664)

Presented by the North Central States Optometric Council
Missouri Optometric Association

Missouri ODs Attend AOA Congressional Conference

Twelve ODs and six UMSL College of Optometry students attended the AOA Congressional Conference in Washington, DC, March 7-9. Attendees visited Missouri’s senators and representatives to discuss health care issues that are a priority to optometry.

Topics covered during the Congressional Conference include:

• **Vision Care For Kids Act (HR 507/ S 1117)**
  - Establishes funding for a Federal grant program to bolster children’s vision programs in the states
  - Approved in the House on October 15th

• **National Health Service Corps (NHSC) Improvement Act (HR 1884)**
  - Ends the exclusion of optometrists from the NHSC student loan repayment and scholarship programs
  - Allows optometrists to participate as eligible providers in the Corps
  - Also backed by the National Association of Community Health Centers (NACHC), Prevent Blindness America, AOSA and ASCO
  - Only 17% of community health centers have an optometrist on staff, which restricts access to primary eye care services.

• **Optometric Equity In Medicaid Act (HR 1983)**
  - Extends physician status to optometrists under the Medicaid program as we currently are in the Medicare program
  - This bill does NOT expand scope of practice
  - Opposed by the American Academy of Ophthalmogy and the American Medical Association

• **Contact Lens Consumer Health Protection Act (HR 2012)**
  - Launches a Federal crackdown on the activities of unscrupulous Internet contact lens sellers
  - And as always … a fix for the Medicare reimbursement fee schedule!

The ODs attending from Missouri were:

- Lee Ann Barrett
- Scott Burks
- Tom Cullinane
- Larry Davis
- Greg Goetzinger
- Tom Greene
- Wes Kemp
- Carol Merritt
- Mike Nichols
- Don Vanderfeltz
- Jeff Weaver
- Tim Wingert

UMSL students attending the conference were:

- Whitney Bolz
- Brad Borello
- Hanna Kim
- Kim Mark
- Brett Sobieralski
- Alicia Triplett
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Features

MOA Hosts Glaucoma Screening at Capitol

MOA Members and Representatives Present Children’s Vision Program

Children’s Vision Law Debuts on the MOA Web Site

First Classmates, Now Leaders in Optometry

Representative Steven Tilley Receives 2008 UM Alumni Service Award

MOA Directory Updates

MOA Annual Convention Planning Underway
MOA Hosts a Glaucoma Screening at the Capitol

Jefferson City, Missouri (February 27, 2008) — The Missouri Department of Health and Senior Services invited the MOA to exhibit at the Health and Senior Services Education Day, which was held Wednesday, February 27, 2008, at the Missouri State Capitol. This event gave The Missouri Optometric Association an opportunity to educate others about glaucoma and the effect it has on the citizens of Missouri.

From 9 a.m. until 2 p.m. on the 3rd floor Rotunda of the Capitol, the MOA had a booth which provided glaucoma testing for the members of the General Assembly and their staffs.

The MOA offers a special thanks to Dr. James Hunt, Dr. Lee Ann Barrett, and Dr. Christopher DeRose for volunteering their help at the event. These doctors donated their valuable time to help educate and check people for signs of glaucoma at the MOA booth. MOA Director, Joyce Baker, and MOA staff member Amanda Berendzen were instrumental in getting the booth set-up and helping make sure the testing ran smoothly.

Rep./Dr. Terry Swinger brought several legislators to the MOA booth. He was successful in helping educate legislators about the enormous service that optometrists provide to the citizens of Missouri. Optometrists provide the majority of routine eye exams, and they play an important role in protecting the sight of Missourians.

More than 46,000 Missourians suffer from irreversible vision loss due to glaucoma. The MOA and its members are attempting to help reverse this vision loss by diagnosing and treating this disease. There are thousands of undiagnosed cases of glaucoma in Missouri, and it is the hope of the MOA to stop progress of glaucoma by encouraging citizens to get their eyes checked regularly.
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MOA Members and Representatives Present Children’s Vision Program

On March 24, Representatives John Quinn and Tom Shively and members of the Missouri Optometric Association—Robert Sloan, O.D.; Duane Thompson, O.D.; Bruce Brodmerkle, O.D.; and David Hoel, O.D.—made a presentation in Chillicothe, Missouri, on the topic of the Children’s Vision Law.

They explained to more than thirty school administrators, teachers, school nurses, and County Health Department Supervisors the new legislation that goes into effect July 1, 2008. Senate Bill 16 provides that each child enrolled in kindergarten or first grade is to receive a comprehensive vision examination performed by a state licensed optometrist or physician.

Children’s Vision Law Debuts on the MOA Web Site

A Children’s Vision Law section makes its debut on the MOA website.

There you will find the most recent communication from the Commission to school administrators and nurses. The letter outlines the initial approach to school vision screenings in light of the late start by the Commission. As details become available, they will be posted online.

You will also find the initial exam form that will be used for reporting available for download on the website. Keep in mind, that the Commission will finalize both what constitutes a comprehensive eye exam and the reporting form by July 1, 2008.

The URL is www.moeyecare.org/members/childrensvisionlaw.html.
First Classmates, Now Leaders in Optometry

Before they were doctors, Joni LaFerla and Greg Goetzinger were classmates at Southwest Missouri State University (now MSU). They attended Biology classes together in pursuit of being accepted into Optometry school.

In 1989, Joni and Greg found themselves once again classmates, but in a class of 40 people entering optometry school at the University of Missouri-St. Louis College of Optometry. They became even better friends as they worked their way through four years of school together.

After graduating, in 1993, Dr. LaFerla and Dr. Goetzinger went different directions. Dr. LaFerla went to the VA hospital in Kansas City where she completed a residency in pathology. Dr. Goetzinger was in St. Louis where he did a residency in geriatric studies, then on to Heidelberg Germany to the United States Army Hospital. Dr. LaFerla and her husband, Dr. Jeff LaFerla, traveled Europe in 1994, making a stop in Heidelberg to spend a few days with Dr. Goetzinger and his wife, Cara.

Both Dr. LaFerla and Dr. Goetzinger ended up back in Missouri settling into group optometry and ophthalmology practices before deciding to open their own private optometry practices. Dr. Goetzinger is building a busy practice in Carthage, Missouri. Dr. LaFerla and her husband are growing their practice in Kansas City.

Since graduation from optometry school, both Dr. LaFerla and Dr. Goetzinger have been involved in Missouri optometry both locally and at the state level. In October 2007, Dr. Goetzinger was elected MOA president, and in February 2008, Dr. LaFerla was the first woman president elected to the Heart of America Contact Lens Society (HOACLS) Board of Directors.

Both Dr. LaFerla and Dr. Goetzinger enjoy the challenges of leadership. Both doctors appreciate time with their families. And both doctors recognize the value of friendship.
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President, 20/20 Institute, LLC

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or **randys@2020institute.com**

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Representative Steven Tilley Receives 2008 UM Alumni Service Award

The University of Missouri Alliance of Alumni Associations and Extension recognized six honorees with the 2008 Outstanding Alumni Service Awards at a reception and dinner.

Representative/Dr. Steven Tilley was among those honorees. Dr. Tilley received the award for his outstanding service to the University of Missouri — St Louis.

Dr. Tilley was elected to the House of Representatives in 2004 and currently serves as the House Majority Leader.

The MOA appreciates all the hard work that Dr. Tilley has done on behalf of the University and the association.

MOA Directory Updates

MOA is in the process of posting the MOA directory online!

To make sure we have the most up-to-date, accurate information, please check your listing in the last printed version for any errors. To make corrections to your entry, go to members section of the MOA Web site, then click directory updates. Simply fill in your information and click submit!

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MOA Annual Convention Planning Underway

Plans for the MOA 2008 Annual Convention, scheduled this year for Chateau on the Lake in Branson, are well underway.

We encourage all MOA members to attend...and better yet, bring along a friend or colleague!

Events kick off on Thursday, October 9, with our annual golf tournament, which is being held at “The Oaks.”

Attendees will enjoy traditional member-favorite events like the UMSI—College of Optometry Alumni Reception, MOA Awards Presentations, and Presidential Banquet.

There will also be exciting, dynamic continuing education classes designed to help keep you and your practice on the cutting edge of optometry.

Currently our list of scheduled speakers includes:

- Lee Carr, III, O.D.
- John Crane, O.D.
- Thomas Landgraf, O.D.
- Jeffrey Miller, O.D.
- Ken Scheidler, ABOC, FOAA, WLO
- Jeffrey Weaver, O.D.
- Regan Welch, O.D.
- Timothy Wingert, O.D.

Once again, MOA will be offering an opportunity for paraoptometrics to take the AOA Para Certification Test.
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**Society Reports**

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

The March GOOS meeting featured Dr. Goetzinger making his Presidential visit. We had a very nice dinner and great discussion on numerous topics that concern optometry in Missouri.

Our next meeting is scheduled for April 21st. Alcon is sponsoring the dinner as well as the CE!

**Kansas City Optometric Society**  
Trustee: John Gelvin, O.D., F.A.A.O.

The Kansas City Optometric Society met in March on the Plaza with an overflow crowd present. Dr. Doug Devries, practice administrator and owner of Eyecare Associates of Nevada, provided the society with the latest in clinical pearls. This event was kindly sponsored by Allergan.

At our March meeting, we were also informed by leadership that Dr. Melanie Linderer had just given birth to another healthy baby girl. Two weeks later, we received word that Dr. Lisa Nutt gave birth to a healthy baby boy. The Society congratulates these doctors and their families!

Kansas City Optometric Society's April meeting is sponsored by Alcon. Dr. Mile Brujic is presenting a talk on Ocular Allergies.

**Southeast Optometric Society**  
Trustee: James Hunt, O.D.

Due to the flooding and high water in southeast Missouri our March meeting was canceled. (See photo, right, for a look at the flooded out 60-bypass north of Poplar Bluff.)

Our next meeting will be a visit by our MOA president, Dr. Greg Goetzinger and MOA Director, Joyce Baker. We look forward to their visit.
Register NOW!

Join your colleagues and have access to all of the following:

- Renowned Exhibit Hall with over 200 exhibitors
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- Wednesday Night Welcome Reception
  Sponsored by Bausch & Lomb
- Opening General Session with speaker Christopher Gardner on Thursday
  Sponsored by Essilor
- Washington Wine Experience in the Exhibit Hall on Thursday
  Sponsored by HOYA
- Microbrew Mania in the Exhibit Hall on Friday
- The Varilux Optometry Super Bowl XVII on Thursday, where optometry schools compete for academic supremacy
  Sponsored by Essilor
- Presidential Celebration on Saturday night featuring Jay Leno
  Sponsored by HOYA

Registration is only $125 for AOA Members and $50 for AOSA Members.

To register, take advantage of early bird savings, and learn more about Optometry’s Meeting™, visit www.optometrysmeeting.org
Welcome New Members

The Missouri Optometric Association is pleased to welcome the following new members. Please introduce yourself the next time you see them at an MOA sponsored event!

- Jill M. Smith, O.D.
- Sneha G. Lin, O.D.
- Pamela A. Riedy, O.D.

The Missouri Optometric Association--Paraoptometric Section is pleased to see their ranks continue to grow with the addition of the following new members.

- Julana L. Barton
- Nancy A. Boeddeker
- Heather E. Boswell
- Crystal N. Dicus
- Michelle E. Doyle
- Sherri L. Henson-Slusser
- Claudia Mendez
- Jennifer Miller-Govea
- Lora Nevins
- Holly A. Plunkett

Calendar of Upcoming Events

2008

May 8-10
Midwest EyeCare Conference
Chicago, Illinois

June 25-29
Optometry’s Meeting™
Seattle, Washington

June 6-8
Leadership Conference
Country Club Hotel & Spa
Lake of the Ozarks, MO

October 9-12
MOA Annual Convention
Chateau on the Lake
Branson, MO

2009

October 1-4
MOA Annual Convention
Lodge of the Four Seasons
Lake Ozark, MO
Fabry disease is a progressive genetic disorder that can lead to life-threatening renal, cardiac, and cerebrovascular complications. Up to 90% of Fabry disease patients exhibit corneal verticillata (whorl-like radial lines emanating from a single vortex), which are detectable by slit lamp examination and typically do not affect vision. Other early signs and symptoms include pain in the extremities, impaired sweating, skin rash or angiokeratomas, and hearing and gastrointestinal problems. A geneticist can help establish a definitive diagnosis and provide information on intervention. Learn more at www.fabrycommunity.com and www.lysosomallearning.com or contact Genzyme Medical Information at 617-768-9000 or 800-745-4447 (option 2).

References

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Send all unsolicited articles, news, and advertising to the MOA Central Office. All opinions and statements of supposed fact in signed articles do not necessarily reflect the views and policies of the Missouri Optometric Association.

Deadlines are the first of January, March, May, July, September, and November.