AOA Member Benefits Guide

Invest in your future.

Just one reason to be a member of the American Optometric Association and your state association.
Members of the American Optometric Association (AOA) and your state association speak your language, share a common bond and a loyalty to the optometric profession. When you’re an association member, you’re part of our family – the family of optometry.

HERE ARE THE TOP REASONS TO BE A MEMBER.

ADVOCACY

Ensure your voice is heard.

FACT: We are stronger collectively than any one of us is alone.

Advocacy means ensuring you can practice your profession and get paid fairly for your services.

The AOA and your state association are the only organizations that advocate for you at the federal and state levels, resulting in:

• Maximized patient access
• Advanced scope of practice
• Fair and reasonable reimbursement
• A unified voice for the profession

PRACTICE GROWTH

Position yourself for even greater success.

FACT: The next generation of optometry is about innovation, adaption and speed of change.

Practice growth means you are positioned now and in the future for success.

Visit www.excelod.com and discover:

• Optometry’s Career Center®
• Practice transition and advisory
• Practice finance
• Liability and business insurance
• Group insurance
• Health information technology

PRACTICE EFFICIENCY

Increase your revenue while reducing costs.

FACT: Nearly one in three optometrists say they are not busy enough and could see more patients.¹

Practice efficiency means putting more patients in the chair.

Membership in the AOA and your state association means instant access to innovative tools, optometric specific resources, skill-enhancing continuing education, and OD experts to help build your practice with:

• Income-producing practice protocols
• Reinforced clinical knowledge
• Tips on creating a competitive advantage
• Increased patient traffic and referrals

PARAOPTOMETRIC RESOURCE CENTER

Give your practice a competitive edge.

FACT: Trained staff will enhance patient satisfaction and increase the potential of additional referrals and practice revenue.

The Paraoptometric Resource Center (PRC) supports both practice growth and efficiency by giving you an edge in the rapidly changing optometric profession.

• Your AOA membership includes access to PRC member benefits for your staff at no additional membership dues cost to you or your staff.
• Your paraoptometric staff will benefit from the latest training and development tools.
• Your staff’s knowledge of paraoptometry will improve job satisfaction and retention.

Enroll your staff today! Visit www.aoa.org/paraoptometrics or email PRC@aoa.org for details.

NETWORKING

Expand your career while helping others.

FACT: OD employment is expected to grow 24 percent by 2018, and according to the U.S. Bureau of Labor Statistics, more than half of those jobs are gained through networking.

Networking helps you:

• Advance your career
• Expand clinical knowledge
• Gain new experience
• Discover best practices

COMMUNITY SERVICE & VOLUNTEERISM

Give back and make a difference.

FACT: Association members make a difference through the AOA’s VISION USA, InfantSEE® and Healthy Eyes Healthy People® programs.

Community service and volunteerism means making a difference in your neighborhood and beyond.

• Expanding patient education and protection
• Participating in public service programs to help children, families and seniors
• Increasing public awareness on the importance of eye care to overall health

Membership in the AOA and your state association is critical to achieving and maintaining optometry’s strength and protecting your profession for today and tomorrow.

¹ Survey of Optometric Practice, Practicing Optometrists & Their Patients, 2010
² U.S. Bureau of Labor Statistics
Your AOA has had many successful victories over the past year impacting ODs, students and paraoptometrics. Here are your AOA’s top victories grouped by issues most important to you and the optometric profession.

**AOA Victory**

**ADVOCACY**

- **Launched rethink eyecare** – Integrating vision care as an essential benefit in all health plans, leading to better patient outcomes and lower healthcare costs. Provides educational materials about practical solutions for payers, purchasers, and patients, that deliver value on three primary levels:
  - Improved access to primary eye care services
  - Accurate diagnosis and treatment
  - Enhanced continuity of care

- **Vision Plan Language** – Model legislation introduced to deal with non-covered discounts on materials and services.
  - The AOA also continues to work with vision plans to include ODs as in-network providers for medical eye care.

- **Community Health Centers (CHCs)** – Worked to address health disparities and improve access to care for underserved populations.
  - Eye and vision services are greatly underrepresented at CHCs with only 18 percent of centers providing in-house optometric services.
  - The AOA partnered with the National Association of Community Health Centers (NACHC) to improve access to eye and vision care at CHCs.
  - Optometry has a unique opportunity to build an entirely new career path for ODs interested in public health by advocating for and providing eye and vision care services at CHCs.

- **Combatting Illegal Contact Lens Sales** – The AOA continues to monitor Unilateral Pricing Policy (UPP) where a minimum fee, below which, retailers, including everyone from corporate patient sales to private practice ODs, cannot charge.
  - The AOA advocates that contact lenses are a medical device and the care ODs provide to contact lens patients far outweighs buying contact lenses on the Internet.
  - The AOA continually warns that unscrupulous sellers can place patients at risk of harm arising from improper contact lens use.

**How Advocacy Benefits You and the Profession**

- Ongoing protection of your profession and scope of practice.
- Get paid fairly for your services.
- The AOA’s Third Party presence with insurance companies and industry continues to ensure optometry’s future.

**AOA Victory**

**HEALTH CARE REFORM**

- Optometry’s decade-long advocacy effort to make healthy vision for America’s children an embedded pediatric vision benefit.

**How Health Care Reform Benefits You and the Profession**

- AOA advocacy efforts made eye care inclusion a Pediatric Essential Benefit in the Affordable Care Act, resulting in:
  - More patients in the chair
  - Practice growth
  - Improved public health
- More preventable conditions will be recognized in patients who otherwise would not have received an examination until it was too late.

**AOA Victory**

**TECHNOLOGY/PRACTICE MANAGEMENT**

- AOA efforts enabled Medicare EHR incentives in 10 states.
- Medicare EHR incentives to optometrists topped $56 million.
- Updated HIPAA regulations: What ODs need to know.
- Launched new AOA.org website.
- Continued to offer Compass, checklist for students and new practitioners.

**How Technology/Practice Management Benefits You and the Profession**

- Improved patient care and OD scope of practice, resulting in:
  - Increased practice revenue overall and for doctors who are already complying with Medicare standards

**AOA Victory**

**EVIDENCE-BASED GUIDELINES**

- AOA made the shift to evidence-based clinical practice guidelines.
  - Better patient care
  - Avoidance of audits/non-compliance issues
- Greater patient and public education about eye care.

**How Evidence-Based Guidelines Benefits You and the Profession**

- Gives strong and reliable clinical recommendations to all health care providers.
- Better patient care.

(Continued on next page)
AOA MEMBER BENEFITS.

Membership in the AOA and your state association provides professional and personal benefits to help you grow your practice through planning, business and marketing basics, management, development and staff training, communication and outreach, patient care and more.

PRACTICE GROWTH
AOAExcel™
This business unit of the AOA has what you need for your practice to thrive and grow, including:
• AOA Group Insurance – life, long-term disability, cancer care, long-term care, and emergency assistance – all at group rates
• AOA Malpractice Insurance
• Cyber Liability and Business Insurance
• Optometry’s Career Center
• Education Loans & Loan Consolidation
• Health Information Technology
• Practice Finance
• Practice Pathways – essential knowledge to successfully buy or sell a practice
• Retirement Planning Services
To view a complete list of services, visit www.ExcelOD.com.

How the National Eye Care Workforce Study Benefits You and the Profession
• Shows the need for optometrists will continue through 2025.
• Recognizes ODs as providers of eye health and medical services, including diagnosis, treatment and management of an array of diseases and disorders, which will be increasingly needed by Americans in the years to come.

AOA Victory
PARAOPTOMETRIC RESOURCE CENTER
• New Paraoptometric Resource Center announced, all AOA member ODs can enroll their staff at no additional cost.
• Nearly 7,000 paraoptometrics enrolled as AOA Associate members from 1,811 ODs across the country.

How the Paraoptometric Resource Center Benefits You and the Profession
• Helps current paraoptometrics become certified and encourages more people to choose paraoptometry as a profession, resulting in:
  ✓ Improved practice efficiency
  ✓ Better patient care
  ✓ Increased staff retention
  ✓ A competitive advantage

Resource Guide for the Employed/Affiliated Optometrist
A valuable member benefit with information relating to lease agreements, contract negotiations and business management for the independent contractor, leaseholder, or franchisee optometrist.

PRACTICE EFFICIENCY
EyeLearn™
Easy-to-use centralized online learning resource where you can search for continuing education (CE), have access to webinars and board certification preparation information, and find Optometry’s Meeting® CE archives. Visit www.aoa.org/eyelearn.

AOA Website
Dedicated to serving you in meeting the eye care needs of the public, the AOA website keeps you up to date on issues that matter to you and the profession. www.aoa.org.

Patient Education Materials
Pamphlets and fact sheets, displays and vision simulators, unique gallery frames and prints to educate patients about eye diseases and conditions. Ordering is easy 24/7 through the AOA Marketplace at www.aoa.org/marketplace.
AOA Focus offers background and perspective; stories about individual members – their families, challenges and successes; photos and infographics; and quick and easy tips and roundups designed to improve your practice. Watch for your copy, and for daily news, visit aoa.org/news.

In a recent survey of AOA members, 92.7 percent of respondents said they think favorably of AOA Focus.
Position Yourself For Even Greater Success.
For a limited time, take advantage of our Optometry’s Career Center® employer promotional offer.

Invest in Your Future

AOA MEMBER BENEFITS.

OTHER RESOURCES
AOA.org/news
Updated with a new story each day, AOA.org/news brings your association—and the profession’s—news to you where you want it: on your computer, smartphone or tablet.

AOA News E-newsletter
This weekly update offers more in depth information on AOA activities and news.

AOA Focus
This newsmagazine offers more background and perspective, more stories about individual members—their families, challenges and successes, and more quick and easy tips and round-ups. Visit www.aoa.org/news.

AOA First Look
A daily email digest that provides an immediate, unfiltered look at news from various national sources that affects you and your patients.

COMMUNITY SERVICE & VOLUNTEERISM
Optometry’s Fund for Disaster Relief
In the wake of Hurricane Katrina, the AOA and Optometry Cares - The AOA Foundation created Optometry’s Fund for Disaster Relief to provide immediate financial relief to optometrists in need. Optometry’s Fund for Disaster Relief has changed the lives of many optometrists by providing immediate financial relief for critical and urgent needs, such as food, clothing, and shelter. Application and grant criteria are available at www.aoafoundation.org.

Social Media Channels
Connect with the AOA!
American Optometric Association
@AOAConnect
aoaweb

Optometry’s Career Center®
National, online database and career-matching service helps ODs find jobs, partners or candidates in the optometric field across all 50 states and Washington, D.C. Learn more at www.optometryscareercenter.org.

GET 10% OFF YOUR OCC JOB POSTING.
Enter promo code: AOAMEM2015 at checkout.

GET 10% OFF YOUR OCC JOB POSTING.
Enter promo code: AOAMEM2015 at checkout.
Unlock your Staff’s Potential

New Paraoptometric Resource Center
Now included at no additional cost in your AOA membership

Improve practice efficiency and patient care while increasing staff retention and creating a competitive advantage. Your AOA membership now includes access to the Paraoptometric Resource Center for your optometric staff.

• Extensive selection of skill-building tools and complimentary resources
• Six hours of free continuing education credit articles
• Paraoptometric online courses, study guides, educational seminars and more

Visit www.aoa.org/paraoptometrics or contact the Paraoptometric Resource Center at PRC@aoa.org for details.

AOA MEMBER BENEFITS.

Healthy Eyes Healthy People®
The AOA and Optometry Cares® – The AOA Foundation, through a generous grant from Luxottica, offer the Healthy Eyes Healthy People® state association grants. The grant program offers an opportunity for optometrists to collaborate with other community resources so that vision care and services are provided and optometry is recognized as a vital component of the health care system. For more information, visit www.aoafoundation.org.

InfantSEE®
InfantSEE®, a public health program managed by Optometry Cares - The AOA Foundation, is designed to ensure that eye and vision care becomes an integral part of infant wellness care to improve a child’s quality of life.

Under this program, AOA optometrists provide a comprehensive eye and vision assessment for infants within the first year of life regardless of a family’s income or access to insurance coverage. Learn more at www.infantsee.org.

VISION USA
More than 46 million low-income individuals in the United States cannot afford the cost of routine eye care or do not have the health insurance that covers such exams. VISION USA was established in 1991 to provide basic eye examinations to Americans in need and is currently available in 39 states and Washington, D.C. AOA member optometrists donate their services at no cost. Visit www.aoafoundation.org for more information.

Viewing in 3-D can be a good way to detect underlying, and often undetected, vision problems. Learn more at www.3deyehealth.org

Visit www.aoa.org/paraoptometrics or contact the Paraoptometric Resource Center at PRC@aoa.org for details.

Paraoptometric Resource Center
Every 17 seconds, someone is diagnosed with diabetes. The AOA can help you be ready to treat them.

Visit www.aoa.org/diabetes to learn more!

Lutein (loo'-teen) and Zeaxanthin (zee-uh-zan'-thin) are dietary nutrients that are naturally deposited as a protective layer in the macula, a small spot in the back of the eye responsible for central vision. Lutein and zeaxanthin work like internal sunglasses protecting the macula from damaging effects of blue light and oxidative stress. Higher macular pigment can improve your ability to react to bright flashes of light or see objects against a similar background—critical to driving at night or enjoying outdoor sports.

Most Americans only get about 10% of the lutein and zeaxanthin needed each day from dietary sources. Nutrition plays a critical role in maintaining the health of your eyes.

Protect Your Eyes

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Daily Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lutein</td>
<td>10 mg/day</td>
</tr>
<tr>
<td>Zeaxanthin</td>
<td>9-14 mg/day</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>90-150 mg/day</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>5-10 mg/day</td>
</tr>
<tr>
<td>Zinc*</td>
<td>8-10 mg/day</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>400-1,000 IU/day</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>800-1,000 IU/day</td>
</tr>
<tr>
<td>Vitamin B12</td>
<td>2-3 mcg/day</td>
</tr>
<tr>
<td>Thiamin</td>
<td>1-2 mg/day</td>
</tr>
<tr>
<td>Riboflavin</td>
<td>1-2 mg/day</td>
</tr>
<tr>
<td>Niacin</td>
<td>10-30 mg/day</td>
</tr>
<tr>
<td>Pantothenic Acid</td>
<td>5-20 mg/day</td>
</tr>
<tr>
<td>Copper</td>
<td>1 mg/day</td>
</tr>
<tr>
<td>Iron</td>
<td>8-18 mg/day</td>
</tr>
<tr>
<td>Magnesium</td>
<td>300-400 mg/day</td>
</tr>
<tr>
<td>Zinc*</td>
<td>8-10 mg/day</td>
</tr>
</tbody>
</table>

Research has identified essential nutrients that can protect your eyes—keep them healthy, improve quality of vision and reduce the risk of certain eye conditions as you age. Below are suggested daily intakes, which may require supplementation in addition to your diet. Always consult your eye doctor or physician before making changes to your nutrition regimen.

Zinc supplementation may cause stomach upset and has been known to interfere with copper absorption, so 2 mg/day of copper is strongly recommended for people supplementing their diet with zinc. *The recommended dietary allowance (RDA) for zinc is 11 mg for men and 8 mg for women. A zinc dosage 25 mg or higher is for people at high risk for AMD or diagnosed/experiencing early-stage AMD. AREDS2 tested both 25 mg/day and 80 mg/day of zinc. Based on this study, the National Eye Institute’s recommendation is 80 mg/day. There is ongoing research on the effects of zinc with some genetic profiles and patients with questions should check with their eye care professional.

Significant Savings for Members!

- Patient education pamphlets, displays, forms, stationery, coding and reimbursement, HIPAA materials, referral cards, nutrition booklets and more!

Significant Savings for Members!

Visit www.aoa.org/diabetes to learn more!
With the AOA’s EyeLearn™ education portal exclusively for members, you can work toward your professional goals any time, any place. EyeLearn™ is the first-of-its kind learning resource designed to provide the complimentary educational tools you need. EyeLearn’s full menu of options for every learning style can help you:

- Earn accredited education
- Prepare for board certification at no cost
- Manage your practice with tools for e-prescribing and coding
- Research clinical findings through Journal articles and practice guidelines
- Test your knowledge with assessments
- Find nearby CE classes

Discover what thousands of AOA members already know! They learn on EyeLearn, 24/7/365. For more information visit www.AOA.org/EyeLearn.

Join AOA Sections and maximize your membership:

- Contact Lens and Cornea (CLCS)
- Sports Vision (SV)
- Vision Rehabilitation (VRS)

Stay abreast of clinical and technological advancements with resources you can translate into marketing and practice promotional opportunities at schools, hospitals, community centers or industry. Discounted rates for new graduates and partial practice ODs. Complimentary student membership.

Learn more and join today at www.aoa.org/sections.
Optometry Cares is AOA’s own charitable organization committed to expanding eye health and vision care access for everyone in the U.S. in order to enhance human performance and quality of life.

Optometry Cares supports:
- VISION USA
- InfantSEE®
- Scholarship & Endowment Fund
- National Optometry Hall of Fame
- Healthy Eyes Healthy People® state grants
- Archives & Museum of Optometry
- Optometry’s Fund for Disaster Relief
- Camp Courage: A Helen Keller Experience

Your investment ensures that Optometry Cares continues to provide:
- Immediate relief to optometrists in the wake of natural disasters
- Vision care to needy Americans
- Scholarships for optometry students
- Preservation of optometry’s history
- Public education about the need for a lifetime of vision care

We appreciate your support and thank you for your commitment to the profession.

For more information or to make a donation, visit www.aoafoundation.org. You may also contact Dennis Holter at daholter@aoa.org, Rebecca Hildebrand at rahildebrand@aoa.org, or call 800-365-2219 ext. 4200.
All across the country, every day, the AOA and your state association are at work for you.

**Fighting** for your rights.  
**Protecting** your profession.  
**Ensuring** your future.

The AOA and your state association are the only organizations that advocate for you at the federal and state levels, resulting in:

- Maximized patient access
- Advanced scope of practice
- Fair and reasonable reimbursement
- A unified voice for the profession

Thank You!

Maximize your AOA membership:  
[www.aoa.org/optometrists/membership](http://www.aoa.org/optometrists/membership)
## 2015 Calendar of Eye Care/Health Observances/Events

Promote the importance of regular optometric eye and vision care by participating in some or all of the observances listed below. Please note this list is not necessarily exhaustive, but provides an abbreviated list of those in alignment with AOA outreach and positions. AOA supports individual promotion and participation by optometrists locally. Send an e-mail to publicrelations@aoa.org or call the AOA at 800-365-2219, ext. 4263, if you have any questions. Also, be sure to visit www.aoa.org/events for a complete list of OD-oriented events.

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Sponsor</th>
<th>Website</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>World Braille Day: Jan. 4 Celebrates the birthday of Louis Braille</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Save Your Vision Month</td>
<td>Sponsor: The American Optometric Association</td>
<td><a href="http://www.aoa.org">www.aoa.org</a></td>
<td>800-365-2219</td>
</tr>
<tr>
<td></td>
<td>National Nutrition Month</td>
<td>Sponsor: The Academy of Nutrition and Dietetics</td>
<td><a href="http://www.eatright.org">www.eatright.org</a></td>
<td>312-899-0040</td>
</tr>
<tr>
<td></td>
<td>Brain Injury Awareness Month</td>
<td>Sponsor: The Brain Injury Association of America</td>
<td><a href="http://www.biausa.org">www.biausa.org</a></td>
<td>703-761-0750</td>
</tr>
<tr>
<td></td>
<td>American Diabetes Association Alert Day® (Held fourth Tuesday of March)</td>
<td>Sponsor: American Diabetes Association</td>
<td><a href="http://www.diabetes.org">www.diabetes.org</a></td>
<td>800-342-2383</td>
</tr>
<tr>
<td>April</td>
<td>Sjögren’s Awareness Month</td>
<td>Sponsor: Sjögren’s Syndrome Foundation</td>
<td><a href="http://www.sjorgrens.org">www.sjorgrens.org</a></td>
<td>800-475-6473</td>
</tr>
<tr>
<td></td>
<td>National Public Health Week (Held the first full week of April)</td>
<td>Sponsor: The American Public Health Association</td>
<td><a href="http://www.apha.org">www.apha.org</a></td>
<td>202-777-APHA</td>
</tr>
<tr>
<td>May</td>
<td>National Physical Fitness and Sports Month</td>
<td>Sponsor: The President’s Council on Fitness and Sports</td>
<td><a href="http://www.fitness.gov">www.fitness.gov</a></td>
<td>240-276-9567</td>
</tr>
<tr>
<td></td>
<td>Healthy Vision Month</td>
<td>Sponsor: The National Eye Institute</td>
<td><a href="http://www.nei.nih.gov">www.nei.nih.gov</a></td>
<td>301-496-5248</td>
</tr>
<tr>
<td></td>
<td>National Clean Air Month</td>
<td>Sponsor: The American Lung Association</td>
<td><a href="http://www.lung.org">www.lung.org</a></td>
<td>212-315-8700</td>
</tr>
<tr>
<td>August</td>
<td>Children’s Vision and Learning Month</td>
<td>Sponsor: College of Optometrists in Vision Development (COVD)</td>
<td><a href="http://www.covd.org">www.covd.org</a></td>
<td>330-995-0718</td>
</tr>
<tr>
<td></td>
<td>Healthy Aging Month</td>
<td>Sponsor: National Eye Health Education Program (NEHEP)</td>
<td><a href="http://www.nei.nih.gov/nehep">www.nei.nih.gov/nehep</a></td>
<td>301-496-5248</td>
</tr>
<tr>
<td>November</td>
<td>American Diabetes Month®</td>
<td>Sponsor: The American Diabetes Association</td>
<td><a href="http://www.diabetes.org">www.diabetes.org</a></td>
<td>800-342-2383</td>
</tr>
<tr>
<td></td>
<td>Great American Smokeout (Held third Thursday of Nov.)</td>
<td>Sponsor: The American Cancer Society</td>
<td><a href="http://www.cancer.org">www.cancer.org</a></td>
<td>800-227-2345</td>
</tr>
</tbody>
</table>
AOA MISSION: To advocate for the profession and serve optometrists in meeting the eye care needs of the public.

Thanks for being an AOA member and investing in your future. Now invite your colleagues to join. For more information, visit www.aoa.org or check with your state association.