

FOCUS

A PUBLICATION FOR THE MEMBERS OF THE SANTA CLARA COUNTY OPTOMETRIC SOCIETY

A MESSAGE FROM OUR PRESIDENT DR. CHRIS KAVANAGH, O.D.

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"Why SCCOS deserves to be COA "Society of the Year"



I am continually and genuinely amazed at the strength of our society. During this past month, in preparation for House of Delegates, it was my responsibility as president of SCCOS, to submit our application for Society of the Year to COA. Until you actually take a step back and "look at the bigger picture", most of us do not realize how well organized and committed we are, as a Society, to making our profession stronger. The application focuses on three main areas: Community involvement, Legislative involvement, and Society improvement. Let me share with you why I believe SCCOS deserves this award!

Our community involvement has, and continues to be, an integral part of our society's focus:

Last year SCCOS partnered with Guide Dogs for the Blind and successfully raised \$5000 to help in the training and care of an entire class of guide dog puppies in Santa Clara County.

This year we are working w/ Second Harvest Food Bank, a local non-profit, charitable organization with their mission of providing food to low income Santa Clara County residents and the homeless.

SCCOS has partnered w/ First5, a non-profit organization dedicated to improving the health of children under the age of 5 years old through the distribution of their new parent kit. Beginning this month, First5 will include information promoting InfantSEE, to all new mothers in Santa Clara County who receive their kit (<http://www.first5kids.org/infantsee/home>).

We participate yearly in Save Your Vision Month to promote the importance of routine eye care through classroom education. Each year we design a coloring contest along with classroom vision experiments and fun facts for teachers to explore with their students.

We have a strong MCT program. For the 2007-2008 school year, our society provided vision screenings for 2285 children in Santa Clara County.

Our Society actively participates in the California Vision Foundation to provide free exams and glasses to those local residents who are most in need.

Our legislative involvement has been particularly strong this year:

Dr. David Redman, SCCOS member and president of COA, with the help of many others, successfully led the fight for and the passage of SB 1406.

Dr. Tommy Lim, SCCOS member, currently serves on the board of CAL-OPAC and is the AOA PAC coordinator for Northern CA. In April, Dr. Lim attended the AOA Congressional Advocacy Conference in Washington, DC. At the meeting, important federal legislative issues were addressed and visits to Capitol Hill were made expressing optometry's views.

Dr. Art Low, SCCOS member, is the Secretary-Treasurer of LSCOA-PAC, which is the PAC that usually pays for the local political events that O.D.s attend. During this year, we had groups of O.D.s visit every State legislator within our district to promote SB 1406.

We had a great turnout of doctors for the April 15th Key Person Day in Sacramento. A total of 17 SCCOS member doctors attended as well as 3 resident doctors in our county.

SCCOS doctors participated in fundraising and local community events for 5 different Legislators in our county.

In May, SCCOS members also interviewed candidates for the primary elections. Drs. Art Low, Karin Meng, David Redman, and Ronald Seger, participated in those interviews.

Our quest to improve our local Society is ongoing:

We have a highly successful Mentorship program. This year we encouraged further communication outside of the general meetings by offering each mentor a Starbucks card to share with their mentee in a non-optometric environment. Feedback so far has been very positive.

October 2008 was our society's most well attended membership drive. As a result of this year's effort, we had 17 non-member doctors attend, including 5 Kaiser doctors and 2 corporate doctors.

We promote social events outside of our normal meetings to foster camaraderie. These events include our annual holiday party and summer barbeque for doctors and their families.

A new HOD scholarship was implemented. To encourage future leaders and to foster a sense of organized optometry, SCCOS implemented a scholarship program for young OD's to attend HOD in 2009.

We had our first annual FREE Medical Billing course in April.

We routinely have close to 50% of our members attend regular meetings!

It is no accident that **SCCOS is the best Optometric Society in the Bay Area**. Our success stems from our membership. Working together, we continue to support our profession and our local communities with dedication and commitment. I hope you agree with me that we DESERVE the Society of the Year award. We've earned it!

Sincerely,

Chris Kavanagh

SCCOS GENERAL MEMBERSHIP MEETING

WHEN: Thursday, November 20, 2008

6:30pm Cocktails and Camaraderie

7:00pm Dinner and CE Event

8:45pm Business Meeting

WHERE: David's Restaurant banquet room)

5151 Stars and Stripes Drive, Santa Clara, (408) 986-1666

Next to the Santa Clara Golf Club

SPEAKER: Dr. Andrew Iwach, M.D.

TOPIC: Latest Techniques in Diagnosis, Treatment and Management in Glaucoma

DURATION: 75 minutes. 1.5 CE credits. TPA category.

MEAL CHOICES: 1. New York Steak

2. Red Snapper (Basque style)

3. Penne Pasta Primavera

COST: Members: included as a membership benefit. Non-members: \$55 (RSVP and pay at the door). Please RSVP to Dr. Keith Chow, O.D. at:

drkchow@yahoo.com/408-269-6861 ext. 22 by Monday, November 17 by 5pm.

Include NAME, CA LICENSE #, and MEAL PREFERENCE

Please note: late RSVPs are not guaranteed a meal.

CALENDAR OF EVENTS

First Tuesdays of the Month

SCCOS Board Meeting

Second Mondays of the Month

Young OD Meeting

Third Thursdays of the Month

General Meetings and CE

November 14 -16, 2008

Monterey Symposium

December 5, 2008

SCCOS Holiday Party. Maggiano's Little Italy, San Jose.

December 7, 2008

Annual BAOC Meeting. Scott's in Jack London Square, Oakland.

April 2-5, 2009

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our society.

Dear Members,

Don't forget to RSVP to the best event of the year! Your very own, Santa Clara County Optometric Society, is inviting you to spend part of the Holiday Season with your fellow SCCOS members and friends. This year's celebration is only 2 months away!

Remember – the first 10 recent graduates (classes of 2003, 2004, 2005, 2006, 2007, 2008) receive a complimentary admission!!!!

HOLIDAY CELEBRATION

Friday, December 5, 2008

7:00pm – 11:00pm

MAGGIANO'S LITTLE ITALY

Santana Row

3055 Olin Avenue, Suite 1000, San Jose, Ca 95128

PROGRAM

Cocktail Hour, Family-Style Dinner, Raffle, Dancing,

Special performance by magician Peter Morrison

Dress: elegant

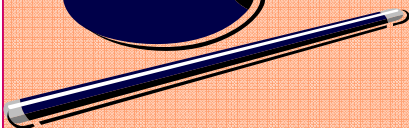
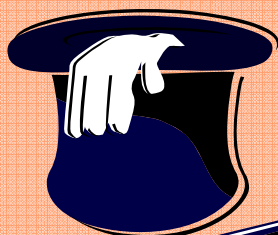
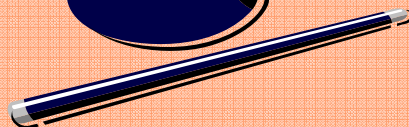
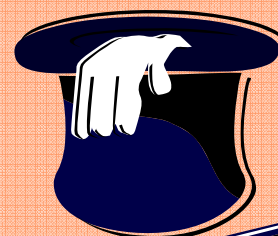
RSVP

drbell@mvo.com

Send your checks (to: SCCOS) for \$45.00 to:

**Dr. Barbora Bell, 495 Castro Street,
MOUNTAIN VIEW, CA 94041**

Please include the names of all guests



SIGN UP NOW FOR **2008/2009 VOSH TRIPS**

VOSH is looking for doctors to join the following trips.

TIJUANA, Mexico

11/23/2008 – 11/26/2008

Contact: Dr. Barry Leonard

dr_barry@drbleonard.com

EL SALVADOR

11/22/2008 – 11/30/2008

Contact: Dr. Greg Pearl

drgregpearl@yahoo.com

HONDURAS

2/26/2009 – 3/5/2009

Hosted by Mercy and Justic Outreach Ministries

Contact: mddegan@allsaintsbh.org

LORETO, Mexico

3/22/2009 – 3/29/2009

Contact: Dr. Deborah Wright

Deborah@wrightmedia.com

Also, please feel free to email
drbell@mvo.com.

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Telephone

The Interactive Voice Response (IVR) system is available 24 hours a day to obtain general information at 1-866-931-3903. Patient eligibility and claim status information is available 4:00 am - 7:00 pm PST (HA, NV, American Samoa) and 4:00 am - 5:00 pm PST (CA). To access an IVR user guide, please go to:

[http://www.palmettogba.com/Palmetto/Providers.nsf/docsCat/Jurisdiction%201%20Part%20B~Resources~IVR%20Information~Part%20B%20Interactive%20Voice%20Response%20\(IVR\)%20Job%20Aids?open](http://www.palmettogba.com/Palmetto/Providers.nsf/docsCat/Jurisdiction%201%20Part%20B~Resources~IVR%20Information~Part%20B%20Interactive%20Voice%20Response%20(IVR)%20Job%20Aids?open).

The Provider Contact Center (PCC) is here to help you with more complex or non-routine inquiries. Customer Service Representatives (CSR) will continue to be available between the hours of 7 a.m. through 5 p.m. (PST) Monday through Friday on a separate CSR only toll-free line at 1-866-931-3901. Below is a list on all PCC numbers:

Provider Contact Center

CSR: 1-866-931-3901

IVR: 1-866-931-3903

TTY: 1-866-931-3902

Telephone Reopenings

1-866-669-5543

The Telephone Reopening staff is here to assist you. Instead of a written redetermination, consider having your claim reopened! If there was a minor error or omission, you can request that Palmetto GBA reopen the claim for correction rather than going through the written appeals process.

Claims

J1 MAC - Palmetto GBA

PO Box 1051

Augusta, GA 30903-1051

Provider Enrollment

1-866-931-3901

Address:

J1 MAC - Palmetto GBA

P.O. Box 1508

Augusta, GA 30903-1508

The Provider Enrollment Staff is here to help you to:

- 1) enroll in J1 Part B as a new provider
- 2) change your Medicare information, such as address or telephone information, opening or closing offices, and changes in authorized personnel or other important information
- 3) add or delete new members to your provider group
- 4) set up Electronic Funds Transfer
- 5) change your mailing address for Medicare checks (a.k.a., Pay To Address)

Electronic Data Interchange (EDI)

FAX: 1-803-870-8035

Address:

J1 MAC - Palmetto GBA

P.O. Box 100145

Columbia, SC 29202-3145

The EDI division encourages providers to submit their claims electronically and to utilize certain electronic features we offer.

Medicare Beneficiary Call Center

1-800-633-4227

TTY: 1-877-4862048

Medicare patients that have questions about the Medicare program should be referred to the Medicare Beneficiary Call Center.

Address:

Should you wish to contact J1 MAC Part B - Palmetto GBA in writing, please write to:

J1 MAC - Palmetto GBA

General Correspondence

PO Box 1091

Augusta, GA 30903-1091

LION'S CLUB VISION SCREENING CALLS FOR VOLUNTEERS

WHAT: Lion's Club Annual Health Safety Fair

WHEN: Saturday, May 30th, 2009. 10:00 am - 4:00pm.

WHERE: Columbia Neighborhood Center. 785 Morse Ave, Sunnyvale CA 94085.

HOW: Volunteer to help with free vision screening in

SCCOS NEEDY AND HOMELESS PROGRAM

At the last SCCOS meeting in October, I was able to get an agreement from Ocular Labs to help our members by donating single vision or bifocal lenses to O.D.s who see needy patients through the proper channels. I have been the Homeless and Needy Chair for SCCOS so when I receive a request for free eyecare from an agency such as Emergency Housing Consortium, Salvation Army, Sacred Heart Community Services, etc., I first make sure that the patient does not qualify for Healthy Families or Vision USA. If the patient does not, I then will call a SCCOS member O.D. to see the patient, donate an eye exam and an economy frame. The O.D. can then get the lenses at no charge through Ocular Labs. The contact there is Jim Serruys, phone # 408 955 7250. Thank you to those who have helped in the past (latest is Scott Feldman) and please accept the request when I call on you. This local program helps those who fall through the cracks and are really in need.

Best wishes,

Art Low

INFANTSEE AND FIRST 5 SANTA CLARA COLLABORATION

First 5 of Santa Clara County, a non-profit organization dedicated to improving health of children under the age of 5 years old, is promoting AOA's InfantSee program through the distribution of their new parent kit. This kit is available for free. It currently has information about the following topics:

- | | |
|--------------------------|----------------------------|
| - Advice for new parents | - Healthy families leaflet |
| - Dental care | - Parents guide |
| - Poison control magnet | - Obesity prevention guide |

Beginning at the end of October an InfantSee leaflet will also be included in the new parent kit. With the addition of the leaflet to the new parent kit, there will be an article regarding the importance of children's eye care on First 5's website (www.first5kids.org) and in their print newsletter. There is a potential for InfantSee providers to see an increased number of patients. **Please take a minute to update your profile on AOA.org to reflect your InfantSee participation status.**

HOUSE OF DELEGATES - \$\$\$ SPECIAL OPPORTUNITY AVAILABLE

WHO: ALL Young OD's

WHAT: Scholarship dollars up to \$250 available

HOW: Volunteer to be a SCCOS delegate at the COA House of Delegates

WHEN: Friday, Jan 30 AND Saturday, Jan 31, 2009

WHERE: Sacramento, CA

WHY: Your Santa Clara Optometric Society wants to encourage you and help you become more knowledgeable and more involved in organized Optometry. Attending the House of Delegates is the perfect way to see your leaders hard at work for you and for you to work with your leaders!

PLEASE NOTE: Each delegate, young and old, will receive **\$150** from our own local SCCOS to cover basic expenses. If you are a new licentiate within the *last 10 years*, you are eligible for the **additional \$250** scholarship for a total compensation of **\$400**. All interested doctors, young or "old" must contact **President Chris Kavanagh** at ckavanagh@milpitasoptometric.com ASAP. Scholarship funds are limited and only available for the newer licentiate.

PROJECT KEEP POSITIONS OPEN

The following positions are available if you are interested in becoming more involved with the Santa Clara Optometric Society:

Legislative Affairs Co-Chair: 1 position

Save Your Vision Month Co-Chair: 1 position

If you are interested, please contact Dr. Yili Young at yili_zhen@yahoo.com

FREE AUDIO LIBRARY ONLINE

Books Aloud Inc. is a wonderful organization offering free services for our visually impaired. It is a **FREE** online audio library for the visually, physically, and learning disabled. ODs can request for **FREE** brochures to put in their office to make patients aware of this service. For more information, please contact **408-808-2613**, or info@booksaloud.org, or visit their website at: www.booksaloud.org.



BSA Troop 219
San Jose, CA

September 2, 2008

Dear SCCOS Doctors:

My name is Alex Trujillo and I am currently a Life Scout. I am earning my Eagle Scout Rank through San Jose Boy Scouts Troop 219.

My Eagle Scout Leadership Project involves the collection of used eyeglasses. I am working with the Cambrian Park Kiwanis Club to distribute them to people in need in other countries. In addition to collecting the eyeglasses, I have already enlisted volunteers to help with the cleaning, checking the Rx, repairing and packaging of the collected used eyeglasses for shipping to a relief organization. The collection process will take place from **September 1st through December 1, 2008**.

Dr. Dennis Olson is one of our Troop leaders and he has suggested that I seek assistance from local optometrists to help with the collection process. If you would be interested in collecting used eyeglasses from your patients, I would really appreciate your participation. If you want, I will provide a flyer to your office as well as a donation box to hold the used eyeglasses. Dr. Olson is willing to collect the eyeglasses at each monthly SCCOS meeting. If you leave a message at Dr. Olson's office (408-229-2020), I will arrange to come by your office to pick up any donated eyeglasses.

I thank you for your consideration and I look forward to hearing from you. I hope this is a project in which your office might be willing to participate. Please feel free to contact **Dr. Olson at (408-229-2020)** or me at:

Alex Trujillo

Home Phone: 408-226-9165

Email: king_of_fire2@sbcglobal.net

Sincerely,

Alex Trujillo

Life Scout Boy Scout Troop 219



Used Eyeglass Donations-Boy Scouts

My name is Alex Trujillo. I am a Life Scout in Boy Scouts Troop 219. I am earning my Eagle Scout rank and my Project involves collecting used eyeglasses to distribute to those in need in other countries. If you are interested in donating, please BRING to SCCOS Meetings or CALL Dr Dennis Olson to arrange a pick-up at your office. If you have any questions, please contact me at number below or Dr Olson at **408-229-2020**.

Alex Trujillo


Home Phone: (408) 226-9165
Email: king_of_fire2@sbcglobal.net



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2008 Society Project

This year, the annual budget for low income and homeless people was cut by almost half, from \$13 million to \$7 million. In Santa Clara, poverty is almost invisible. Many families work two to three jobs so they can pay for rent and utilities, but the basic need of food is not a priority. For our next society project, we will be working together with Second Harvest Food Bank in food donations to help feed our communities. We will start with this year's holiday season and end with next year's winter holidays.

There are two ways that we can participate:

Physical Donation: If you own a practice and are willing to donate a spot for a food donation bin in your office, please contact shongOD@gmail.com with the following information: Doctor's name, Doctor's practice name, office address, office phone number and fax number. Second Harvest will drop off the bin and pick up the bin when it is full for you. This is a great way to get the community you serve in to partner up with your office and feed your neighbors.

Virtual Donation: For those who do not work at a practice with a food bin or would like to donate money, a virtual bank will be available online in the near future. We will have that set up soon. We will be able to track how much money we've donated and also how many people we are feeding. Just remember . . . with every \$1.00 you donate, Second Harvest will be able to provide 2 nutritious meals.

In the near future, Thomas Pan and I (Shirley Hong) will be setting up volunteer food sorting days to help pack up all the food that we have donated!! Keep your eyes and ears open for the date!!

Shirley Hong & Thomas Pan

UPDATES ON OUR 2008 SOCIETY PROJECT

The holiday season is around corner! Our society project for 2008 is almost complete. This year, we have 7 participating offices carrying food bins to help 2nd Harvest collect food. We also have 2 more months for food sorting days, so if you are available either Wednesday Nov. 12th or Dec 10th, between the hours of 6pm and 8pm, please e-mail either Audrey Louie: audreylouie@yahoo.com or Shirley Hong shongOD@gmail.com to sign up. A sign up sheet will also be traveling around the November meeting for the December sign up.

As for the 2009 project, we are going to partner up with VOSH California. Due to the economy crunch, VOSH California has recently lost their generous benefactor of many years who donated \$15,000 every year to help fund VOSH and subsidize student travel for SVOSH. We are currently planning to help fund VOSH CA so that they can continue to provide much needed eyecare to those who need it most. A more detailed update will follow within the next few months!

Audrey Louie and Shirley Hong



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Santa Clara County Optometric Society

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Lindsay.Mine@hoyavision.com



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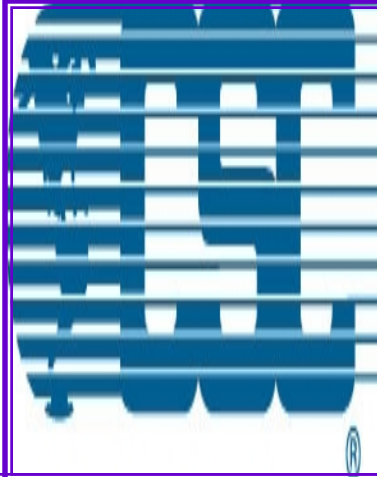
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