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A MESSAGE FROM OUR PRESIDENT PHILIP ONG, O.D.

Friends and colleagues,

This past Friday and Saturday, Feb 8th and 9th, COA House of Delegates met in Sacramento to hear state committee reports, Proposed Bylaws Amendments, Proposed Policy Resolutions, and Proposed Budgets for 2008 thru 2010 for COA. The House of Delegates deliberated and eventually voted on these which will give direction to our organization, COA, for 2008 and into 2009 until the next HOD convenes. New members to the COA Board of Trustees were elected. A big THANK YOU to Santa Clara's delegates and alternates for their sacrifice of personal time and being away from their practices: Sandra Bozich, Jeff Calmere, Ray Chin, Brent Chinn, Keith Chow, Linda Hur, Chris Kavanagh, Saul Levine, Rodney Lum, Karin Meng, Dennis Olson, Philip Ong, Sam Pesner, Deborah Rheam, Ken Schwaderer, and Ron Seger. We THANK Bob Theaker for his stewardship this past year as President of COA. We now welcome and CONGRATULATE David Redman as this year's President of COA.



The HOD voted to continue to keep a reserve fund minimum of 1.2 million, keep membership mandatory for all members of COA in the Public Vision League which is our watchdog committee monitoring legal cases that have significant implications on how optometry may be practiced in CA. We also voted to support local society training for infant and children exams, voted in support of the Health Care Delivery Services Committee continue its efforts to assist members with insurance access and for the Legislation and Regulation Committee to carefully evaluate sponsorship of legislation regarding "any willing provider". We also voted to not act on elimination of branch office license restrictions, instead referred back to the COA Board of Trustees for referral to the Legislation and Regulation Committee for investigation and report. We support AOA efforts to amend Medicaid law to be consistent with MediCare law which defines optometrists as "physicians" and permits them to participate in the MediCare program up to their full scope of State practice. We voted in support to extend the Legislative Fund Assessment of \$14.00/mo which is solely for the future scope of practice enhancement and protection. We discussed a lot, before finally voting in support that COA MAY increase full member dues rates UP TO a MAXIMUM of \$60.00 per year for 2009-2011 solely to balance the general operating budget.

COA has operated with a deficit in its Budget this past year and anticipates the cash flow problem will also carry into the next few years. Dues increase to offset this deficit will begin 2009. The ultimate solution is to have more optometrists join COA, more attendees for CE at OptoWest in March and at Monterey Symposium in November. Please first consider attending one these venues for your CE requirements this year.

...cont'd on next page...

American Optometric Association is exploring postgraduate "Board Certification" as a measure of advanced clinical competence for optometrists and the certification process would serve as "proof of quality care" for the general public and for managed care organizations.

For those offices who use a fictitious name for their license, the fictitious name MUST include either "optometry" or "optometric" in the name as per the State Board of Optometry. All branch offices must be registered, and the owner(s) optometrist(s) must be there at least 50% of the time. More info is available on the website @ www.optometry.ca.gov.

Art Low, Tommy Lim, and all the doctors who volunteered and attended the legislative meetings with them are forging the groundwork with the legislators for our expansion of SCOPE. More meetings have been arranged, please contact Art and Tommy for the times and places. You are all doing a fantastic effort as Keypeople. April 15th will be COA's Keyperson Day in Sacramento. The legislators whom we meet with now and have their questions answered about what optometrists want in the upcoming bill will be more open to us later when we ask for their support. Updates on SCOPE expansion, Keyperson day, PACs' are available on COA's website www.coavision.org, please visit it.

Please consider supporting Scott Kamena, OD who is running for CA State Assembly this June 2008. It would be good to have another optometrist in the legislature who is "on our side".

This Sunday, Feb 10th was UCBSO's 13th Partnership Conference. Various modes of optometric practice were presented by their respective doctors to the student doctors. EyeExam of California, Costco, Wal-Mart, Kaiser Permanente, Veteran's Administration, Private Practice, and VSP. They all presented their viewpoints and why they considered it worthwhile to be in that type of practice. The doctor in Wal-Mart and the doctor in Kaiser, each also practiced a half day in private practice. Afterwards, Larry Thal (a past COA President) and I had the opportunity to be additional proponents for private practice.

Much time was devoted to promoting and in service to our profession these past weeks. Please take the opportunity to show your appreciation to our colleagues who have served in this 2008 House of Delegates and to our colleagues serving in the Keyperson legislative meetings. I am truly grateful! THANK YOU!

Philip Ong



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SCCOS GENERAL MEMBERSHIP MEETING

WHEN: February 21, 2008

6:30 Cocktails and Camaraderie

7:00 Dinner and CE Event

General Meeting Immediately Following

WHERE: David's Restaurant (Banquet Room)

5131 Stars and Stripes Drive, Santa Clara, (408) 986-1666

Next to the Santa Clara Golf Club

SPEAKER: Steve Ferrucci, O.D.

TOPIC: Update of Diabetes and ARMD

2 hour of CE pending

MEAL CHOICES: New York Steak, Halibut, or Penne Pasta

COST: Members: included as a membership benefit

Non-members: \$45 (RSVP and pay at the door)

Please RSVP with Dr. Chris Kavanagh, O.D. at Email:

thekavs@yahoo.com

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

First Thursdays of the Month

Young OD Meeting

Third Thursdays of the Month

General Meetings and CE

February 8-9, 2008

2008 House of delegates

March 13-16, 2008

OptoWest 2008. Long Beach Convention Center.

April 6th, 2008

Free 4-Hour CE: coding and billing seminar @ David's restaurant

Exclusive benefit to SCCOS members

April 18-20, 2008

23rd Annual Morgan/Sarver Symposium

University of California, Berkeley, School of Optometry

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FREE GIVEAWAY!!!

An optometric office in San Jose is giving away their BVAT (Baylor Video Acuity test) for free! They are perfectly functional. These acuity tester has a "remote" connected to a monitor. If no one claims them, the office is simply going to throw them away. If interested, please contact Dr. Elaine Chung via e-mail @ yoyoec@gmail.com or phone @ 408-914-8839. The office is located on McKee Rd in San Jose.



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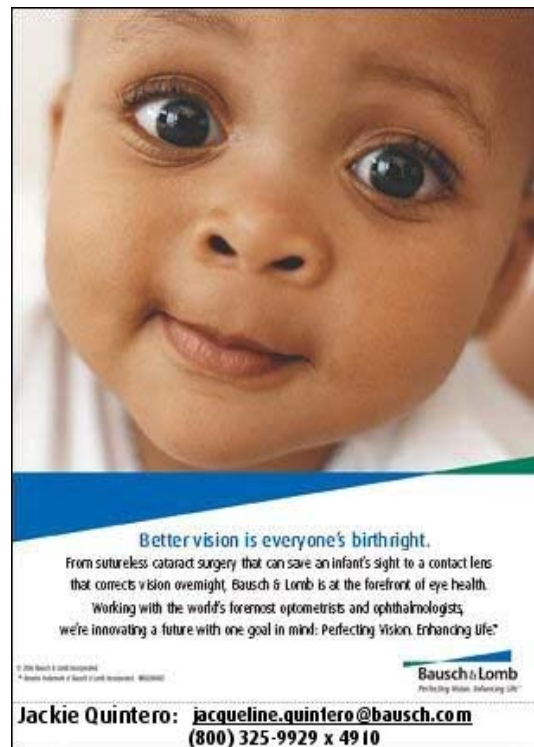
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BREAKFAST MEETING WITH ASSEMBLYMAN IRA RUSKIN FROM THE 21ST DISTRICT—A REPORT ON THE LATEST LEGISLATIVE EFFORTS OF SCCOS

February 1st 2008

Article written by Dr. Philip Ong

On Feb 1, 2008, Dr. Art Low scheduled a breakfast meeting with Assemblyman Ira Ruskin from the 21st District which is the western part of Santa Clara County. The following doctors met with Assemblyman Ruskin @ Marie Callender's in Los Altos: Philip Ong, Jennifer Webb, Art Low, Linda Hur, Ron Seger, Sam Pesner, Barbora Bell, Jeff Calmere.

Dr. Art Low talked about the history of therapeutic legislation since 1996 and what optometrists would want to do now.

Dr. Ron Seger talked about optometrists' education level and qualifications and how we are trained to do more than current CA law allows us to perform.

Dr. Linda Hur talked about the wide geographical distribution of optometrists, whereas most ophthalmologists are located only near major hospitals. She also talked about how ethnic diverse we are and thus able to reach out to many non-English speaking patients.

Dr. Sam Pesner talked about our office hours, open evenings and Saturdays, giving patients more availability and accessibility for care and thus being more cost effective than having patients going to the emergency room for care. He also talked about how we detect systemic problems which patients may not be aware of. (diabetes, hypertension, cholesterol buildup).



From L to R: Dr. Philip Ong, Dr. Jennifer Webb, Dr. Art Low, Dr. Linda Hur, Assemblyman Mr. Ira Ruskin, Dr. Ron Seger, Dr. Sam Pesner, Dr. Barbora Bell, Dr. Jeff Calmere

SAVE THE DATE!!!

OCCASION: A special guest speaker, Robert Robello, will present a 4-Hour CE seminar on medical billing and coding. Mr. Robello is a medical billing specialist with 25 years experience in multiple settings including hospitals, OD, and MD offices.

DATE: Sunday, April 6th

LOCATION: David's restaurant in Santa Clara

TIME: TBD

CHARGE: FREE to all SCCOS members

This event is offered exclusively to members of the SCCOS, non-members will not be able to participate. Keep your eyes out for more information to come in the next issue of Focus!

*Free CE on medical
billing and coding!
Stay tuned for more
information to come
in our next issue of
Focus!!!*

PHOTOS FROM JANUARY GENERAL MEETING @ DAVID'S RESTAURANT



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!!

— by Shirley Hong & Thomas Pan

UPDATE ON THE SOCIETY PROJECT

Congratulations to those offices who participated in this past year's food drive. I know it was a little tough due to our short notice at the end of 2007, but we were still able to pull together and donate 371lbs of food! We will have another food drive donation November and December of 2008 so this time we will be more prepared to get our patients to participate! Also, the physical food drive may be over for this past holiday season, but the spirit of giving still lives on! Our virtual food drive is still accepting donations online. If you would like to donate, please visit www.2ndharvest.net. Under **DRIVES**: click "virtual food drive," under **ASSOCIATED WITH FOOD & FUND DRIVE** --> click "click here", **Organization type** --> Civic/Community Group, **Organization Name** --> Santa Clara California Optometric Community. Here you can see how we are doing and you can choose to donate by clicking "Donate Now." Over the next couple months, Thomas and I will be setting up some dates for food sorting so keep your ears open for the announcement!

Your Co-Chairs for the Society Project,
Thomas Pan and Shirley Hong

Santa Clara County Optometric Society

Leadership Positions Available NOW

Art Low, OD and Tommy Lim, OD are currently looking for chairpersons to help them in the area of legislative issues.

Positions Available(2):

- 1) Legislative Chairperson (at state/COA level)
- 2) Legislative Chairperson (at local society/SCCOS level)

Responsibilities:

- 1) Develop relationships in working together with other optometrists throughout the State of California and Locally.
- 2) Learn legislative process by working with veteran optometrists who have been involved in legislative issues.
- 3) Develop awareness in society meeting (state/local levels) about legislative issues that affects our profession.
- 4) Learn how optometrists and the profession of Optometry can get involved with local/city/state legislators and their campaigns (ie, get to know them personally through our practices, churches, local community activities). Note: COA only financially supports state campaigns.
- 5) Attend COA legislative events in Sacramento that educates optometrists and set up for meetings with local legislators (eg, Keyperson Day).
- 6) Attend fundraising events for your designated legislator in the district.

Eligibility Requirements:

Any person who is a new and/or current member in Santa Clara County Optometric Society.

New graduates are welcome as well.

Contact Persons(2):

Art Low, OD – Secretary-Treasurer of LSCOA-PAC

Tommy Lim, OD – Legislative/PAC

If any questions or are interested in either leadership positions posted above, please contact Jane Chi, Project KEEP Chair at

jmchi2020@gmail.com.

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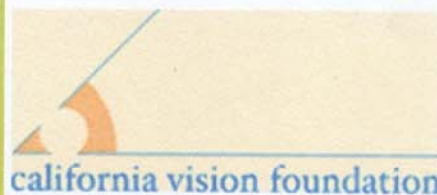
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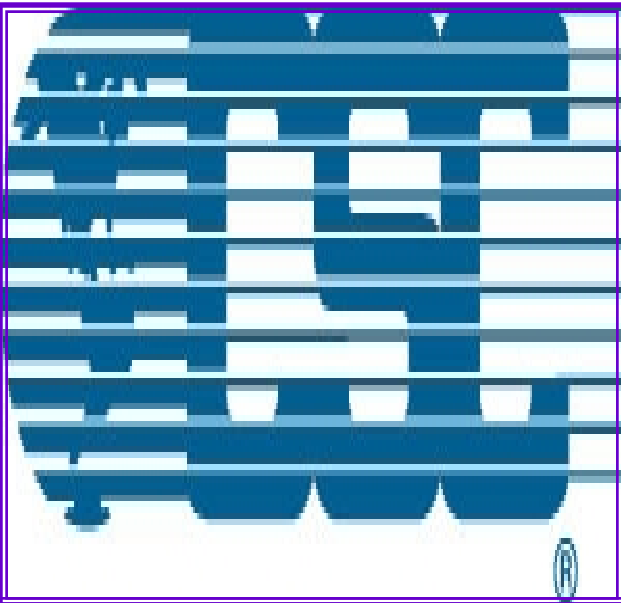
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