

FOCUS

A publication for the members of the Santa Clara County Optometric Society

2004 - 2005 OFFICERS

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The views in this publication do not necessarily represent those of the SCCOS, COA, AOA or the editor

How to submit articles and postings for the FOCUS: email them to the Focus Editor by the 15th of the month for publication in the following issue of the Focus: myeyedoctor@losgatosoptometrist.com

How to change your delivery address: mail changes to Jim Heitzig (1585 The Alameda #100, San Jose, CA 95126)

Visit us on the web: www.sccos.org.



A MESSAGE FROM OUR PRESIDENT SCOTT FELDMAN, O.D.

Greetings,

This seems to be a quiet time of year. No holidays....DON'T FORGET VALENTINE'S DAY, no major family gatherings, no change of seasons, just... work work work.

I hope all 70ish of you that attended last month's meeting enjoyed it as I did. It was great to be educated by some of our own. Ophthalmology surely does not have a lock on worth while education. Sometimes we get too wrapped up in the medical aspects of our practices and forget our roots and the care we provide for most of our patients and the fact that we do it better than anybody!

In May SCCOS is presenting a six hour CE program furthering our ability to be comfortable with infants. Look for fliers and notices in the BAOC Bulletin.

I look forward to seeing all on the 17th of February. Show up early and have a map done of your eye.

SCCOS WELCOMES ITS NEWEST MEMBERS

Patricia Chu, O.D.
Khanh Dao, O.D.
Rita Lew Fong, O.D.
Wendy Ni, O.D.
Amy Tich, O.D.

Peace, Scott

Please patronize our advertisers and let them know you appreciate their support of the SCCOS. That's the best way to thank them for your monthly continuing education hours and dinners and your monthly newsletter.

RESERVE THIS DATE FOR THE SCCOS ANNUAL MEMBERSHIP DRIVE: Thursday, March 17th
Our guest speaker will be Dr. David Chang, M.D. See inside for more details.

SCCOS GENERAL MEMBERSHIP MEETING

Santa Clara County Optometric Society and Optos North America

**Invite Members of the SCCOS to:
A Reception, Educational Program and
Live Product Demonstration**

**Showcasing the Optomap® Retinal Exam
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WHEN: Thursday, February 17, 2005

*****This meeting will start at 6:00 PM sharp*****

6:00 PM **Cocktail Reception, Registration &
Live Product Demonstration**

6:50 PM **Dinner & Educational Program
General Membership Meeting to Follow**

WHERE: David's Restaurant (Banquet Room)
5151 Stars and Stripes Drive
Santa Clara (408) 986-1666
Next to the Santa Clara Golf Club

SPEAKER: William L. Jones, O.D., F.A.A.O.
Author – *Atlas of the Peripheral Retinal Fundus* –
Albuquerque Eye Institute; Albuquerque, NM

MEAL SELECTIONS: Chicken Parmagiana
Blackened Catfish
Vegetable Lasagna

☐ **YES, I WOULD LIKE TO ATTEND THE RECEPTION,
SHOWCASE & EDUCATIONAL EVENT**

RSVP to Sandra Bozich: sandrajbozichod@sbcglobal.net
Fax: 650-947-3935 Phone: 650-947-3937

Name(s) _____

CA license number: _____

Meal Preference: _____

*****The deadline is Monday, February 14th
by 5 PM*****

IN THE NEWS

The SJ Mercury reported an endemic occurrence of Methicillin Resistant Staphylococcus Aureus (MRSA) in Santa Clara County. Usually this occurs in Hospital and Nursing Home settings. However, in Northern California, it has been detectable in the general environment.

"I had a patient present with purulent MRSA conjunctivitis. She had minimal improvement to Vigamox after 7 days. She then cultured positive for MRSA, and was treated with Vancomycin formulated gts successfully. My point, be aware if your treatment does not respond as expected." -KNS

www.VisionConnection.com is an interactive internet portal for people who are partially sighted or blind, the professionals and support networks who serve them, and anyone looking for the latest information on vision impairment, its prevention and vision rehabilitation.

The AOA advises practitioners with CL Rx Verification Complaints to file them with the FTC using the "File a complaint" option on the commission's website (www.ftc.gov).

Selected new and revised codes for 2005 Health Care Procedure Terminology Codes:
V2702 - Deluxe Lens Feature can be used to report either lens edge treatment or lens drilling and drill mount.
S0515 - Scleral lens liquid bandage
76510 - Ophthalmic ultrasound, diagnostic; B-scan and quantitative A-scan performed during the same patient encounter.

The 2005 edition of AOA's Codes for Optometry is available to AOA members for just \$108 (non-members price: \$135). To order, call the AOA Order Department at (800) 262-2210 during normal business hours (8 a.m. through 5 p.m. CST) or see the Order Department section of the AOA website (www.aoa.org).

☐ **NO, I CANNOT ATTEND, BUT WOULD LIKE
ADDITIONAL INFORMATION ON OPTOMAP®**

Please FAX to James Maguire at: (508) 486-9310
or call Jeff Civetti at 1-877-455-8855 x1434

Practice Name _____

Name(s) _____

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City _____ State _____ Zip _____

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Email _____

Drs in Practice _____ # Full Exams/Month: _____

2005 ANNUAL MEMBERSHIP DRIVE

During our March General Meeting, we will be having our Annual Membership Drive!

Please invite a non-member to attend the society meeting. They'll get a chance to witness first-hand the comradery our society has and the excellent CE that we present. Membership keeps our profession alive! The society will pay for their dinner and CE credits. General membership meetings are always the third Thursday of the month! March's meeting will be on Thursday, March 17th and will feature our guest speaker, Dr. David Chang, M.D.

Please RSVP your guest with Sandra Bozich, O.D.
at sandrajbozichod@sbcglobal.net

Questions can be directed to Ray Chin, O.D. at rchin@sve.com.
Complete details in the next Focus. See you and your guest soon!

PRESIDENT'S CIRCLE

The SCCOS thanks the following generous supporters of our Society and our profession:

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I am an enthusiastic 2004 SCCO grad, highly motivated and seeking a Part-time Permanent or Fill-in position within the Bay Area. Comprehensive clinical experience in a variety of commercial and hospital settings. Excellent interpersonal and communication skills with great capacity to handle fast pace and demanding atmosphere. Trilingual in Vietnamese, Chinese, and Basic Clinical Spanish. Ability to establish and develop excel-

lent patient care relationship. Contact Khanh Dao, O.D. at eyeKhanh@yahoo.com or 714-686-1731.

If you are interested in loaning the SCCOS Low Vision Kit, contact Keith Chow at drkchow@yahoo.com or 408-269-6861.

Join the SCCOS Young ODs for even more camaraderie. Contact Benny Shao at bshao2001@aol.com.

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*Source: Data Development Corporation Survey, September 2002

CALENDAR OF EVENTS

March 9-13

Ocular Therapeutics in Cancun. Fiesta Americana Condesa Cancun, Mexico. 410-472-4240, ocular9@aol.com, www.oculartherapeutics.com.

March 10-13

International Vision Expo East. New York. www.visionexpoeast.com.

March 16-22

Tropical Sea E Key West. Contact Kathie Yates 281-992-0002, kathie@tropicalseae.com, www.tropicalseae.com.

March 31-April 3

Optowest 2005. Anaheim Convention Center, Anaheim, CA. 800-877-5738, www.optowest.com.

April 15-17

UC Berkeley Morgan Symposium/ Sarver Series. 800-827-2163, optoCE@berkeley.edu, http://spectacle.berkeley.edu.

SANTA CLARA COUNTY OPTOMETRIC SOCIETY

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