

SCCOS

# F O C U S

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

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

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Dear SCCOS members,

COA's Presidents' Council and Leadership Conference was September 7-8, 2007. SCCOS was represented by Philip Ong, Chris Kavanagh, Sandra Bozich, Ray Chin, Ilene Polhemus.

Seven President Council Recommendations (PCRs) were created and will be discussed by the COA Board of Trustees at their November 15, 2007 meeting.

Listed by priority:

1. The 2007 President's Council recommends to the COA Board of Trustees to consider establishing a Community Health Center and Rural Health Committee.
2. The 2007 PC recommends to the COA BOT to direct the COA to find a way to raise Medi-Cal fees.
3. The 2007 PC recommends to the COA BOT to establish a Low Vision Rehabilitation Section.
4. The 2007 PC recommends to the COA BOT to:
  1. Research the process necessary for CA optometrists to obtain a CAQH number/identifier.
  2. Outline the process in a report to be presented at the 2008 House of Delegates.
  3. Assist CA optometrists with any difficulties in obtaining a CAQH number/identifier.
5. The 2007 PC recommends to the COA BOT that COA provides guidance including template forms to avoid potential Conflicts of Interest in relationships between local societies and:
  1. Vendors and sponsors for society meetings and events,
  2. Speakers for society meetings and events.
6. The 2007 PC recommends to the COA BOT to encourage all members to assume the challenge of doing at least one public speaking engagement a year.
7. The 2007 PC rec to the COA BOT to consider making a donation to support having an optometrist sit as a Chair Person at the Jules Stein Eye Institute located on the campus of UCLA.

.....continued on next page



Additional topics were discussed which did not need a PCR:

1. COA will pursue TPA Scope Expansion with removal of all restrictions following the model of CMA and CDA.
2. COA membership tangible benefits were re-outlined, membership recruitment strategies re-visited, employed clinical optometrists (Kaiser) will continued to be encouraged to join COA.
3. COA will continue to encourage participation in Infant See and other public awareness vehicles.
4. COA logo design was re-visited.

Any SCCOS member who wishes to submit a Proposed Policy Resolution and or Proposed Bylaw Amendment, please compose your draft and send it to me [pongod@ix.netcom.com](mailto:pongod@ix.netcom.com) or fax 408-904-7655 by Oct 31, 2007. These will be discussed at our SCCOS Board Meeting on Nov 6, 2007 to meet COA's deadlines for submission to COA for the February 8-9, 2008 House of Delegates at the Sacramento Convention Center in Sacramento, CA.

Remember: This is your chance to influence what COA will do in 2008.

Any SCCOS member interested in being a delegate or an alternate to the Feb 8-9 2008 House of Delegates, please contact me by fax: 408-904-7655, or via e-mail @ [pongod@ix.netcom.com](mailto:pongod@ix.netcom.com). We will be voting in SCCOS member, David Redman as COA President 2008. Delegates/Alternates list deadline to COA is Nov 9, 2007.

Future Leadership Conference topics:

1. How to mentor, coach and empower volunteers, Strategic planning,
2. Verbal communication and public presentation,
3. Member recruitment and retention strategies, Data driven decision making, Chairing an effective meeting.

The 11th Annual BAOC Meeting will be Sunday October 21st, 2007 @ Ft Mason Center, San Francisco. Dr Louise Sclafani from Chicago will present:

1. Update on Keratoconus
2. Microbialeratitis Management
3. Sports Related Ocular Trauma
4. Anterior Segment Grand Rounds

for four (4) CE (TPA) hours.

RSVP DEADLINE is October 14th.

Please download the reservation form from the website [www.baoc.com](http://www.baoc.com) and FAX it to our executive director Jim Heitzig 831-687-0210. Please do NOT email your RSVP. Mr Heitzig will only accept faxes.

This meeting takes the place of SCCOS' Oct general CE meeting. Hope to see you all there.

Being a member of SCCOS automatically includes us in COA and AOA. Beginning Oct 2007, AOA is offering its newest FREE member benefit - a Contract Analysis Service, thru the AOA Office of Counsel, providing analysis by a licensed contract attorney who will review unsigned managed care plan contracts and unsigned employment contracts with commercial employees. Please visit [www.aoa.org](http://www.aoa.org) for online access to member benefits.

Hope to see you at the 11th Annual BAOC Meeting. Have a wonderful, fun Halloween with the family. I will be out with my godson trick O treating.

*Philip Ong*

## SCCOS GENERAL MEMBERSHIP MEETING

Please note that the BAOC Annual Meeting takes place of the SCCOS General Monthly CE Meeting in October. More information is included on the next page. SCCOS General Monthly CE Meetings will resume in November.

## 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

### October 20, 2007

57th Annual Educational Program and Reunion — UC Berkeley

### October 21, 2007

BAOC's Annual Meeting / No SCCOS Membership Dinner & Meeting

### November 15, 2007

SCCOS Membership Dinner & Meeting

### November 16-18, 2007

Monterey Symposium

### December 8, 2007

SCCOS Holiday Party

### February 8-9, 2008

2008 House of delegates

### March 13-16, 2008

OptoWest 2008. Long Beach Convention Center.

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BAY AREA OPTOMETRIC COUNCIL

# Practice Advisory Bulletin

www.baoc.com

A monthly publication for member doctors of the Alameda & Contra Costa, San Francisco, San Mateo, and Santa Clara Counties Optometric Societies.

The Bay Area Optometric Council proudly presents its

## 11th Annual BAOC Meeting

Sunday, October 21st, 2007

8 a.m. to 1 p.m.

Registration & Full Buffet Breakfast begins at 7:30 a.m.

featuring

## Dr. Louise Sclafani

Associate Professor & Director of Optometric Services  
University of Chicago, Dept. of Ophthalmology & Vision Science

Four Hours of Optometric Continuing Education (TPA)

- Update on Keratoconus
- Sports Related Ocular Trauma
- Microbial Keratitis Management
- Anterior Segment Grand Rounds

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Entrance: Corner of Buchanan St. & Marina Blvd.  
(Directions: [www.fortmason.org](http://www.fortmason.org))  
FREE Validated Parking  
\$65 COA Members / \$85 Non Members  
(No shows will be billed \$50)



**YES.** I will be attending the BAOC Annual Meeting on Sunday, Oct. 21, 2007, \$65 to COA Members / \$85 non-COA members / \$85 at the door. Email ([jimbocando@sbcglobal.net](mailto:jimbocando@sbcglobal.net)) or fax reservations to: Jim Heitzig 831.687.0210 by Oct. 14th.  
**NOTE: SMCOS & SCCOS member doctors send no money. Your society is sending your check.**

Please fill out the following information:

Society (check one): ☐ ACCCOS ☐ SCCOS ☐ SMCOSOS ☐ SFOS ☐ Student ☐ Nonmember

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please send checks (payable to BAOC) postmarked by Oct. 14th to: BAOC, P.O. Box 26130, San Jose, CA 95159-6130 / 408.297.7185 / For more information, contact Dr. Sasha Penn @ 415.260.6321 / [sashapenn@yahoo.com](mailto:sashapenn@yahoo.com)

## HOLIDAY PARTY!!!



**Santa Clara County Optometric Society**

***presents***

## ***HOLIDAY PARTY***

***Saturday, December 8, 2007***

***6:30pm – 11:30pm***

*235 Castro Street, Mountain View, CA 94041*

*Phone: 650-961-9749*

*Dinner, Wine, Dancing, Raffle and more....*

**RSVP**

**[drbell@mvo.com](mailto:drbell@mvo.com)**

*Send your checks for \$50 to:*

*Dr. Barbora Bell, 495 Castro Street, Mountain View, Ca 95032*

*(Please include the names of all guests)*

***PLEASE JOIN US FOR THE FESTIVITIES***





## 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](mailto:jmchi2020@gmail.com).

# CVF needs your help!

California Vision Foundation is growing and your participation and help are making it happen!

**"Dedicated to preventing vision loss and enhancing eye health through public education and the provision of services to medically underserved Californians."**

CVF provides free eye exams and low cost glasses for working, low income, uninsured families

Your help is needed to provide eye care services for workers and their families who have no insurance that covers eye examinations and cannot afford eye care.

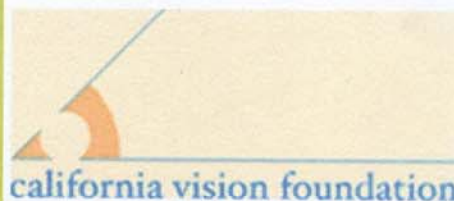
**Sign up now!**

- *Sign up as a CVF doctor*
- *Make a donation to the CVF*
- *Donate frames to CVP*

Feel free to contact Yili Young, your CVF liaison of SCCOS, if you have any questions.  
Yili\_zhen@yahoo.com

California Vision Project  
c/o California Optometric Association  
2415 K Street,  
Sacramento, CA 95816

Phone: 800-877-5738  
Fax: 916-448-1423  
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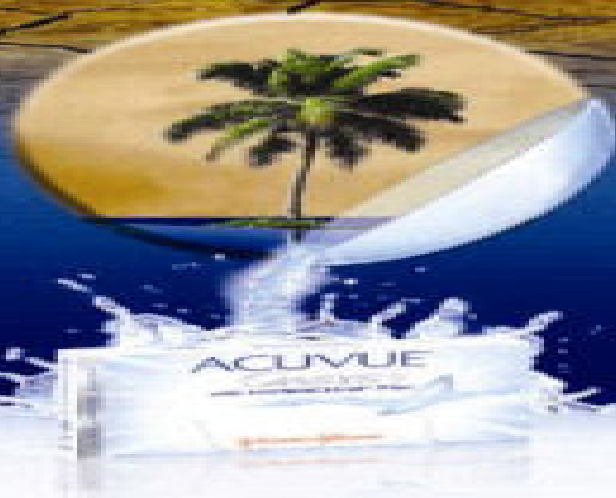
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