The Spectacle

Opticians Association of Virginia

SUMMER 2011

Official Publication of the Opticians Association of Virginia

2011 BUILDING BRIDGES FALL SYMPOSIUM

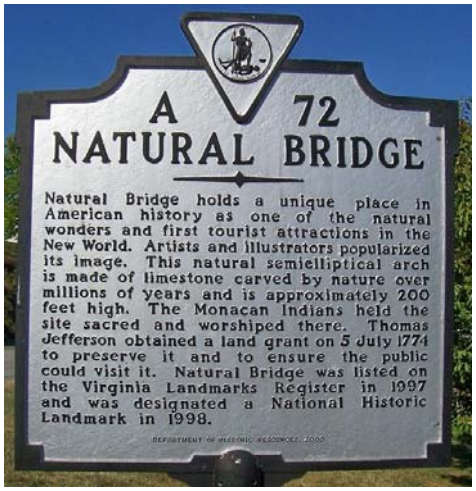
Natural Bridge, VA October 15th and 16th, 2011

When opticians from around Virginia gather in Natural Bridge this October, the theme of the symposium "Building Bridges" will spotlight many ways opticians can increase, not only their technical skills, but their sales abilities and knowledge of today's issues.

The "Building Bridges" symposium will include programming throughout the weekend and features issues facing opticians today, as well as the latest technologies.

The Symposium features issues facing opticians today.

Build a Bridge to the Future—The digital revolution and freeform lenses are timely topics. Consumers are buzzing about "computerized glasses". Opticians will discover the intricacies of modern technology so they can inform their customers about the latest advances in eyewear. Attendees will enjoy a hands-on demonstration of Pixel Optics emPower lenses, and learn what impact this new technology will have on their offices and the way they do business. After classes, representatives will be available for questions, and for attendees to experience the new technology for themselves.



Build a Bridge to Success—Increasing your bottom line is a measure of success. Learn ways to increase your bottom line with the customers you have and discover methods to utilize current technology to enhance your competitive position.

Bridge between the Past and Present—Learning from the past can assist with situations today. Understand case histories and how you can apply the valuable information to the situations you are seeing today.

Bridge the Gap—There is always something to be learned from the basics. The "Bridging the Gap" Certificate Course on Sunday morning details professional parameters to follow when customers say they can't see. It will provide practical techniques to solve the problems and will inform opticians of their liability and every day legal situations that arise.

Build a Bridge to the optical community—After classes all symposium registrants are invited to the mini trade show and cat fish fry where they will meet with peers and do much after-class learning. There will be music, games and delicious food. There is no charge to attend the event, as it is included in the cost of registration. Spouses and families are also welcome to attend for no charge.

Learn ways to increase your bottom line with the customers you have.

For the first time in OAV history, a motorcycle ride will take place on Friday afternoon. Participants will ride the Blue Ridge Parkway in the scenic mountains and be back in time for dinner. E-mail ride@vaopticians.org to register free.

Don't miss your opportunity to "Build a Bridge" and register today for the symposium.

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LETTER FROM THE PRESIDENT

In the last issue of your newsletter we talked about keeping the lines of communication open and the importance of volunteerism within our group. I am happy to announce that the 2011-2013 OAV Board of Directors completed their first "face-to-face" meeting in Richmond recently. This was an amazing opportunity for the Executive Committee to get to know each of them individually and a great opportunity for these "movers and shakers" to grasp a better understanding of how the OAV operates. All were happy to contribute their talents, concerns, questions and personal observations in regards to the OAV. So suffice to say, we are working diligently behind the scenes to better your association which in turn betters our profession.

You will be hearing quite a bit of discussion in the coming months on Branding of Opticians. How do you position yourself within your practice/dispensary? Do your patients/clients recognize you as a licensed professional? Realtors and CPAs have prepared consumers to recognize their professional status via in-house branding/marketing and utilizing outside media quite successfully. One of the goals for the OAV is to disseminate the "look for the license" message to the Virginia public. Other equally important goals are to determine our positions on releasing a PD to the patient/client and internet prescription eyeglass/sunglass sales. Increasing membership, fundraising, reaching out to our corporate sponsors and community service recruiting campaigns are being planned as we speak.

I would like to thank each board member who took time out of their busy lives to participate in the face-to-face meeting. Please look closely at the names of those who represent you statewide. Contact them if you would like to help spread the message in your area. The OAV is on the move…forward that is.

Jackie O'Keefe Lincoln, President
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VOLUNTEER TO GIVE BACK TO YOUR PROFESSION

Committees are now forming. To volunteer to serve on a committee, please contact the committee chair listed below:

Membership	Bob Chelak	optician555@yahoo.com
Fundraising/Corporate Partners	Debby Robertson	debby@ruffeyes.com
Branding of Licensed Opticians	Yolanda Jackson	yojo_5105@verizon.net
Online Eyeglass Sales & Releasing PD's to patients	Deb Benner	DebbieBenner@nilseneye.com
Community Service	Airrion Agee	optiguru@yahoo.com
Newsletter & Communications	Christian Toro	ct2940@email.vccs.edu

2011-2013 BOARD OF DIRECTORS

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IS IT LEGAL? USING A SPECIFIC CL BRAND

Question: I have a contact lens endorsement in Virginia to fit contact lenses. The prescription specifies a private label brand of lenses that are not available to me. Must I use this brand?

Answer: If you are endorsed to fit, you are responsible for the quality and the fit of the contact lenses and may use any brand that you deem appropriate. The choice of lens is yours, provided that you fit the patient upon the approval of a Doctor for the patient to wear contact lenses. However, under the Federal Eyeglass/Contact lens rule a prescriber (Doctor) is required to provide sufficient information for another provider (you) to accurately fill or provide your patient with contact lenses. If the Doctor has prescribed private labeled lenses they must also include, and provide to you, the information to fit the patient with the name brand equivalent. If the Doctor has or will not provide you with that information they are in violation of Federal law and may face serious financial penalties, up to $11,000.00 per occurrence, as well as additional consequences from the proper State Regulatory Board.

A simple phone call to the prescribing Doctor should be all that is necessary to acquire the name brand equivalent, and at that time you may wish to inform them that they are in violation of Federal law if that information is not included on the prescription.

In Virginia a contact lens prescription may expire after one year unless a medically documented condition requires that it expire sooner.

BOARD FOR OPTICIANS REGULATIONS

18VAC100-20-60. Endorsement to fit contact lenses.

The board shall administer a contact lens examination to fit contact lenses. The "Contact Lens" endorsement shall be mandatory for licensed opticians to fit contact lenses as set out in §§ 54.1-1705 and 54.1-1706 of the Code of Virginia, and the contact lens endorsement shall not be issued unless the individual's license is in good standing. A contact lens endorsed optician is any Virginia licensed optician who has been endorsed by the board to fit contact lens.

16 C.F.R. PART 315—CONTCT LENS RULE

Title 16 - Commercial Practices

Contact lens prescription means a prescription, issued in accordance with State and Federal law, that contains sufficient information for the complete and accurate filling of a prescription for contact lenses, including the following:

(8) In the case of a private label contact lens, the name of the manufacturer, trade name of the private label brand, and, if applicable, trade name of equivalent brand name.

Don't miss

the "Am I Legal" presentation on Sunday, October 16 at Natural Bridge.
Listen to this lecture as part of the "Bridging the Gap" Certificate Course.

See details in this issue!

E-mail: cookbook@vaopticians.org

Click on www.vaopticians.org to find:

- Job Postings
- Business Opportunities
- Opticians in your area
- Information about Opticianry in Virginia
- Registration info for the conventions
- And more!

www.VAOpticians.org

New website feature for members only! Post a link to your business on our website for free! E-mail your link and details to oav@vaopticians.org

Suggestions? We'd love to hear them, e-mail us!

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Become a fan and be the first to get updates about upcoming conventions and events

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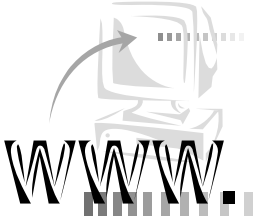

BUILDING BRIDGES 2011 FALL SYMPOSIUM

Natural Bridge, VA October 15th and 16th, 2011

Saturday, October 15, 2011

7:00 a.m. Registration Opens

8:00 – 10:00 a.m. The Freeform and Digital Revolution and What It Means to Your Office—Judy Canty—2 ABO

Freeform lenses and digital technology represent the latest technology in lens manufacturing the optical industry has to offer and is one of the most significant advancements in years. This seminar explores the advantages this technology brings to the optical professional and the opportunity it brings for increased patient satisfaction. *Sponsored by Luzerne Optical Laboratories*

9:00 – 10:00 a.m. Presbyopic Management - Andrew Taddeo - 1 NCLE

Featuring different aspects of taking care of presbyopic patients with contact lens, this course discusses presbyopia, tests and prefit determinations that are necessary to fit the presbyopic patient. Discover the RX and the anatomical considerations and the benefits and contraindications of monovision. Images and videos cover RGP bifocal designs and benefits and soft multifocal lenses. *Sponsored by Baush & Lomb*

10:00 a.m. – 11:00 a.m. "Innovations in Sight" Electronic Eyewear Technology – Tammy Blackwell - 1 ABO

Sponsored by Pixel Optics

10:00 a.m. - Noon. Fitting the Irregular Cornea - Andrew Taddeo - 2 NCLE

Explore the formation of an irregular cornea and how contact lenses can benefit these patients. Keratoconus, Corneal Transplants, Refractive Surgery, and trauma are all incidents that can affect the irregular cornea. Discuss lens designs that have historically worked for fitting irregular corneas and learn of the new lens designs that are currently being utilized. *Sponsored by Bausch and Lomb*

11:00 a.m. – Noon - Hands On Demonstration – Tammy Blackwell - Pixel Optics - 1 ABO

Sponsored by Pixel Optics

Noon – 1:00 p.m. Lunch

1:00 p.m. – 2:00 p.m. Minus Reflections, AR Coating - Jeff LaPlante - 1 ABO

Review basic optics principles of light, the color spectrum, reflections and how AR coatings work. Gain a fundamental understanding of what an anti-reflective coating is, its history and how the multi layers of AR coating work together to build the AR coating "stack". *Sponsored by Signet Armorlite*

1:00 p.m. – 2:00 p.m. Eye Q test Through Case Histories - Andrew Taddeo - 2 NCLE

Explore case histories of contact lens fits for presbyopic and irregular corneas, while testing your "Eye Q" in series of questions of answers covering corneal topography, corneal pathology, silt lamp techniques, contact lens fittings, fluorescein patterns, and lens movement. The case histories studied are based on real-life cases faced in the speaker's office and show actual pictures and videos of the case. *Sponsored by Bausch and Lomb*

Hotel Information

Please take advantage of the negotiated room rates for Symposium attendees of only $65 per night for cottage rooms and $97 for Mountain View rooms or $115 for Balcony rooms.

To reserve your room, please contact the **Natural Bridge Hotel** at **(800) 533-1410** and mention you are with the OAV, before **October 7, 2011**.

The hotel website is www.naturalbridgeva.com/hotel.htm.

The hotel address is:
15 Appledore Lane, Natural Bridge, VA 24678

Symposium Agenda

2:00 p.m. – 3:00 p.m. AR's ARe Not The Same - Jeff LaPlante - 1 ABO

Building on the review of AR Coating, this class discusses comparisons of coatings for organic lenses and how they can be tested for adhesion qualities, depending on pre-treatment. *Sponsored by Signet Armorlite*

3:00 p.m. – 4:00 p.m. Be Fruitful and Multiply (Multiple Pair Sales) - Jeff LaPlante -1 ABO

Every office must maximize every sale. But in a world of $1000 eyewear, motivating patients to go for that "extra pair" seems impossible. (At least that's what your staff has been telling you!). Jeff LaPlante ABOM brakes down the multiple pair objection issues and brings to the forefront a descriptive and "turn key" plan to increase multiple pair sales in your offices immediately. *Sponsored by Signet Armorlite*

4:00 p.m. – 5:00 p.m. Riding the Crest (State of the Industry) - Jeff LaPlante - 1 ABO

Gain an understanding of the changes occurring in the industry over the next 20 years (2005 – 2025), and how they relate to today's ECP marketplace. Learn how to develop a strategy to handle new product reviews, gain staff agreement, and proceed with introduction and implementation on a patient level. Review how to correctly manage pre-exam history questions to reflect updates of available technologies; both today and in the future. *Sponsored by Signet Armorlite*

5:00 p.m. Tailgate Party and Dinner – Free event – All attendees and families invited

Sunday, October 16

8:00 a.m. Registration Opens

"BRIDGING THE GAP"

CERTIFICATE COURSE

9:00 a.m. – 10:00 a.m. I Can't See! - Jackie O'Keefe Lincoln - 1 ABO

The most frustrating part of the day can be when your patient walks in the dispensary and declares…I can't see! This course is a fun, problem solving one that investigates reasons why people return with problems and how we can prevent potential problems before they occur. ANSI Standards, verification, handling irate customers and troubleshooting for success is detailed. Attendees are encouraged to share and help solve these puzzling problems.

BRIDGING THE GAP

Earn a certificate for completing Sunday Classes, focusing on:

- ⇒ Solutions for patients declaring "I Can't See!"
- ⇒ Practical techniques for challenging adjustments
- ⇒ Legal ins and outs of optical laws

10:00 a.m. – 11:00 a.m. Can You Adjust My Glasses? - Kristina Green - 1 ABO

There is no doubt about the importance of a well fitted pair of eyeglass frames. With the profusion of tools and gadgets dispensers are faced with today, which tool to use for which task can seem daunting. This course will provide the attendee with a functional knowledge of a variety of hand tools, their usage, and the most common adjustments required of modern frames designs. A brief didactic lecture discussing tool selection, their proper use and the appropriate sequence of making frame adjustments will lead the course. The majority of the course however is dedicated to the hands-on use of most commonly used tools on a variety of frames at specific work stations.

11: 00 a.m. – Noon Am I Legal? - Robert Flippin - 1 ABO

The 'Am I Legal?' course is designed to ensure that Virginia Opticians are aware of and comply with both the Federal and Virginia Commonwealth laws that govern Opticianry. The course will also provide information for Opticians who are contact lens certified and offer information concerning a wide variety of topics including potential liability, possible penalties and how to file a complaint with the appropriate governing agency.

Noon Classes End

BUY GLASSES WITH A CLICK? CLICK "CANCEL"

This article was published in The St. Petersburg Times in response to recent articles written in favor of online optical retailing. The author felt compelled to reach out to the public via his local newspaper to educate them about the pitfalls on online dispensing. It was also published in Eye Care Professional Magazine. Even though it is written to inform patients of the reasons to visit a licensed optician, we are reprinting this article here with permission, so that members are prepared with arguments against ordering eyeglasses online.

With very few caveats mentioned in them, I have read several articles over the last few years touting the benefits of purchasing eyeglasses online.

[…A]nyone with a computer, Internet access, a credit card, and half a brain can circumvent [the] laws and rules, and without consulting a professional licensed by the [Florida] Department of Health, [In Virginia, this is the Department of Professional and Occupational Regulations] place an order for prescription eyeglasses at a myriad of websites. Due to the fact that most of these entities are headquartered out of the state or country, and that most of the glasses are made overseas, they are governed by the laws of Interstate Commerce only and fall between the cracks of the state's authority. In plain English you can purchase your eyeglasses online, and from a legal standpoint probably nothing bad is going to happen to you. Which begs the question: Just because you can do something should you? I think we'd all agree that the answer to that question often times is a resounding "no."

There are many interesting things for sale on the Internet. During a recent surfing session I discovered dozens of sites selling in-home, do-it-yourself Pap smears. I don't know about you, but I would prefer my wife and daughter consult a licensed gynecologist when it comes to administering and interpreting a procedure designed to detect cervical cancer. Likewise, I saw an impressive site that was selling a do-it-yourself spine manipulation and Chiropractic booklet and DVD for $99. If I were suffering from chronic or intense back pain to the point I would consider that, I think a trip to my local, licensed chiropractor would be in order.

But seriously, let's consider the wisdom of purchasing prescription eyeglasses online. In case you haven't figured it out, I think it is a terribly bad idea. Before I lay out my reasons why, let me make two things perfectly clear. First, I DO have a horse in this race. In the interest of full disclosure, I have been a Florida-licensed optician for more than 25 years. I have a private practice in Pasco County (Max Optics), and my wife is also a Florida-licensed optician. In addition, I have been a lecturer and provider of continuing education for eye care professionals in this and many other states.

"Just because you can do something should you?"

Second, if your ONLY concern is economic – purchasing cheaper eyeglasses regardless of the risks involved – read no further, you will probably not be convinced. Just promise me one thing: If and when something bad happens to you physically (God forbid, you damage or lose your eyesight) good luck finding someone to hold responsible other than yourself. It would be awfully difficult to sue some nameless, faceless somebody operating somewhere deep within Thailand, for example. Second, if and when the glasses you receive get loose, need repair, adjustment, break, or if you're not seeing as well as you hoped you would, do not consult a flesh and blood optician to assist you. Instead, wrap the glasses up with a note, and send them back to where you purchased them for assistance or repair. That seems like a fair enough request. After all, if you bring them to your local optician say for a screw, and while replacing it, the screwdriver accidentally slips and seriously scratches your lens – who is responsible? So here are a few reasons why I think you should think twice about Internet eyeglass purchases:

"Let's consider the wisdom of purchasing prescription eyeglasses online."

Impact Resistance - Safety. In the United States there are strict OSHA (Occupational Safety and Health Administration) and ANSI (American National Standards Institute) standards when it comes to spectacle lenses. Minimum thickness guidelines to ensure maximum impact resistance are strictly adhered to. Many optical retailers and labs have applied even stricter standards (especially for kids), again, to ensure maximum protection. That's not necessarily so in other countries. Last year I had a man in my shop who wished to purchase one lens to replace one that had shattered when he dropped his glasses on a linoleum floor. Upon inspection I noticed that the other, unbroken lens was incredibly thin – to the point that I could flex it so that the edges almost touched one another. Thank goodness the lens had broken when dropped, and not while he was wearing them in front of his eyes. If an object such as a small pebble had hit the lens while he was wearing them, I guarantee they would have shattered into many small pieces, some of which would have almost certainly damaged his cornea. He had purchased them online.

Comfort and Fit. Despite the technological allure of virtually "trying on" frames via a picture on your computer screen, without ever actually trying them on, you can never be sure of a comfortable fit. Although they might look attractive on screen, often when they finally arrive the frames are too loose or too tight. The temples (sidepieces) are too short or way too long. Perhaps they're too heavy - they slide down your nose. Those are just some of the chances you take. At that point, you have a few options: live with it, send them back, or try to adjust them yourself. Again, no self-respecting optician would want to do it for you. Why? First, it's not fair to the "paying" customers who are also waiting for his or her service. Additionally, an initial consultation and initial personalized fitting, along with any necessary

(Continued on page 7)

(Continued from page 6)

repairs and adjustments are part of the purchase price. Therefore, send them back to where you purchased them.

Comfort is not the only consideration when thinking about "fit." When you order glasses from a qualified professional, part of the initial consultation is determining your pupillary distance or PD (the distance between your pupils in millimeters) and if you wear bifocals a multi-focal height or MFH (the distance from the deepest geometric point on the frame to your lower lid or middle of your pupil). If the PD is "off" just a few millimeters, it will result in unwanted, unprescribed horizontal prism. This problem could manifest itself in varying degrees of double vision, stress and strain, and general discomfort. The amount of prism and discomfort is compounded with regard to the overall strength of your prescription and just how far off the measurement is. I have personally seen PDs of glasses purchased online off by as much as 10 mm. To give you an idea of how far off that is, it's like you ordered pants with a waist measurement of 32, and received pants with a waist size of 37. Good luck with that fit.

"Comfort is not the only consideration when thinking about 'fit'."

Inexplicably, most online eyeglass sellers don't even ask for the MFH measurement. Apparently they guess, or figure that one-measurement fits all. Trust me, it doesn't. I sold more than a dozen pairs of bifocals yesterday, and every MFH was different! As far as the PD is concerned, some of these sites give you instructions on how to do it yourself, or advice on how to weasel the information out of a local eye care professional. By the way, neither the PD nor the MFH are considered part of your eyeglass prescription. They are considered ancillary measurements and again, accurately determining them is part of the initial consultation.

Final Inspection and Adjustment. Even after all that, assuming the measurements and frame fit are both perfect, unless the frames are personally fit to your head and ears after the lenses have been mounted, they will not perform optimally. This potential problem is also compounded by the severity of your prescription. But even with mild prescriptions, if you are wearing a progressive, no-line lens, this final fitting is crucial. If the fit is skewed 1 or 2 mm either way, your vision will suffer. Additionally, before wearing them, it is critical that an eye care professional double check to make sure the prescription in the eyeglasses exactly matches what was prescribed by your eye doctor. If it doesn't (and sometimes even the finest lab makes an error) they need to be remade before you begin to routinely wear them. Buying your glasses from a licensed professional helps to ensure that all this is done.

Quality and Service are Remembered Long after Price is Forgotten. Generally, when it comes to the countless number of online eyeglass sellers there are two categories: First, the ones that sell their products really, really cheap. For those websites I would remind you of an old cliché your mama taught you many years ago: If it's too good to be true, it is. In other words, saving a few bucks is one thing, but if a website is selling eyeglasses for what seems like pennies on the dollar, those are the glasses that are more likely to be dangerous. They're the ones that probably have many of the characteristics explained above. The second type of online seller offers products a little below what you would pay in a bricks-and-mortar establishment. Now, I can't speak for all the eye care professionals out there, but allow me to let you in on a little secret that is especially true in today's economy: If you were to go into your local optical shop and say something like, "I saw this Vera Bradley frame online, and with the kind of lenses I want, when everything is considered, it would cost me $60 less than you're asking if I bought them on the Internet. Is there anything you can do?" I bet you most opticians would match the price or at least meet you in the middle. Now you have a win-win situation. You save a little money and get all the benefits of in-person, customized service, and the optical establishment gets the chance to establish a new-customer relationship.

"Inexplicably, most online eyeglass sellers don't even ask for the MFH measurement."

In another old cliché, someone once proverbially said, "The eyes are the window to the soul." In many ways, I think we'd all agree on that one. And in terms of all of our precious senses, which one would you be most devastated by if it were lost? For most of us, I think the answer would be sight. With all that in mind, think long and hard about what you allow to be the only barrier between your eyes and the outside world. I don't know about you, but for myself and my loved ones…only the best.

Anthony Record

ABO/NCLE, RDO

ASK THE LAB

Question: What color tint is best for a golfer?

Answer: Most golfers seem to prefer brown, yellow or vermillion tints as opposed to the standard grey sunglass. These tints reduce the blue end of the color spectrum to enhance the contrast of objects against backgrounds and may enhance a golfer's ability to "read" greens.

Question: Do AR coated lenses get dirtier than regular lenses?

Answer: No, in fact the current generation of premium AR treatments actually do an amazing job of repelling dust and smudges from lens surfaces. However, AR treated lenses are so clear that it's much easier to see anything that adheres to a treated lens than it is to see on an untreated lens which may make it seem as they get dirtier quicker.

Judy Canty is a Territory Sales Manager for Luzerne Optical Laboratories. Send questions to her at judy.canty@gmail.com.

OPTICIANS ASSOCIATION OF VIRGINIA

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Advancing Virginia's Opticians

UPCOMING EVENTS

September 8-11, 2011—ABO/NCLE National Opticians Conference—Cincinnati, OH

September 22-24, 2011—Vision Expo West—Las Vegas, NV

October 14, 2011—OAV Board of Directors Meeting—8 p.m.—Natural Bridge, VA

October 15-16, 2011—OAV Fall Symposium—Natural Bridge, VA

February 29-March 4, 2012—SECO—Atlanta, GA

March 22-25, 2012—Vision Expo East—New York, NY

April 21-22, 2011—OAV Spring Convention and Trade Show—Richmond, VA