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Hi, just a reminder that you're receiving this email because you have expressed an interest in Maryland Optometric Association. Don't forget to add moa@assnhqtrs.com to your address book so we'll be sure to land in your inbox!

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## January 2012 EYE WITNESS - E VERSION

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### President's Message

#### Numbers Matter

One more joy of being President...I get to brush up on my writing skills, and to those who know me it is not my strong suit. So here goes nothing,

First, a big thank you to the MOA volunteers and staff for pulling off a great convention. With the changes to the format and Lieutenant Governor Brown attending, a lot of additional planning was required. A thank you to Rob Stutman for leading us over the past two years. I almost had to twist his arm to turn that gavel over. I'd like to offer congratulations to all the award winners: Drs. Tracie King, Tom Wong, Bill Davis and Senator Mikulski.



If you were in attendance you know that my mantra over the next two years will be "Leave It Better than You Found It," and to help me get there we have developed a Strategic Plan. One of the goals is to increase membership in that time frame by 50 members. This may seem high, but I think it is attainable. It is a necessity if we want to accomplish our membership's main goal of scope expansion.

As I was preparing to write this column, I read Dr. Mel Shipp's inaugural president's column for the APHA and it turns out the APHA is also in need of more members. Imagine that. Dr. Shipp states increased membership is important because numbers matter and success depends on size and strength of the organization. Our membership numbers over the last few years are stagnant at best. If each member recruited one potential member through our "Be One Get One" campaign, we could knock this goal out quickly.

One of our other goals is to get more active in the APHA and even create a vision section for the state of Maryland. The Executive Board has since joined the APHA to get the ball rolling. In the

same vein, we invited Dr. Shipp to Maryland to address the General Assembly. He will be here on Tuesday, January 17. Along with the Maryland Chapter of the APHA, we are sponsoring a breakfast in his honor. You all received an invitation and I would encourage you to attend. It is early, so you can come before patient care. I would love to see a great showing because numbers matter.

I would like to thank everyone who donated to the MOA and AOA PAC during our convention. We generated over ten thousand dollars. I would like to recognize those who hit Governor status, Azman Eye Care Specialists; Ross Bregel, O.D.; Richard Edlow, O.D.; Helen Hooper, O.D.; Tracie King, O.D.; Peepers of Severna Park; Jeffrey Poland, O.D.; Jerold Wassel, O.D.; and Weinstein Eye Associates. This is a great start and of course we will continue to ask for more...because numbers matter.

In other news, I am trying to get my first ever blog going. Check it out at [marylandeyes.blogspot.com](http://marylandeyes.blogspot.com). I would love some feedback.

Do not forget our next CE at Wilmer on Sunday, March 11, 2012. Dr. Myrowitz always puts together a great event. To register, follow this link [maryland.aoa.org/x20759.xml](http://maryland.aoa.org/x20759.xml).

Sincerely,

John Burns, O.D.  
MOA President

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## Upcoming Events

### 5th Annual Evidence Based Care in Optometry Conference

The Wilmer Eye Institute in conjunction with the Maryland Optometric Association presents the 5th Annual Evidence Based Care in Optometry Conference.

Sunday, March 11, 2012  
Tilghman Auditorium on Johns Hopkins Medical Campus  
Baltimore, MD 21205

This event will feature dynamic guest speakers including:

- John Burns, O.D., Private practice, Clinton, Maryland
- Karen Dunlap, O.D., Assistant Professor, Wilmer Eye Institute
- Peter Gehlbach, M.D., Ph.D., Associate Professor of Ophthalmology, Wilmer Eye Institute  
Retinal surgeon and Director of the Wilmer Vitreoretinal Training Program
- Jeremy Goldman, O.D., Instructor, The Wilmer Eye Institute, specializing in medically necessary contact lens care
- Lindsey Hardy, O.D., Resident, Baltimore VA hospital
- Michelle Hessen, O.D., Instructor, Wilmer Eye Institute
- Amanda Marks, O.D., Instructor, Wilmer Eye Institute
- Elliott H. Myrowitz, O.D., MPH, Assistant Professor and Chief of Optometric Services, Wilmer Eye Institute
- Carlo Pelino, O.D., FAAO, Full time Assistant Professor at Pennsylvania College of Optometry and Director of Optometric Retina Service at The Eye Institute
- Mahsa Salehi, O.D., FAAO, Instructor, Wilmer Eye Institute
- Richard H. Schoen, O.D., Clinical Associate, Wilmer Eye Institute
- Valerie Seligson, O.D., Instructor, Wilmer Eye Institute

Registration is now open. Register by March 1 in order to receive the early bird price.

[Click here for a full schedule and registration details.](#)

## **AACOS Hosting Dinner and Seminar January 24, 2012**

Anne Arundel County Optometric Society (AACOS) Quarterly Meeting and Continuing Education Program "New Materials and Their Impact on Presbyopic Clinical Care"  
Presented by: Kenneth Daniels, O.D.

Tuesday, January 24, 2012  
6:30 p.m. - Cocktails  
7 p.m. - Dinner & Presentation

Stoney River  
2190 Annapolis Mall  
Annapolis, MD 21401

MOA Members: FREE  
Non-MOA Members: \$40

This meeting sponsored through the generosity of Coopervision.

RSVP to Dr. Kevin Johnson at [kevinjohnsonod@gmail.com](mailto:kevinjohnsonod@gmail.com).

[Click here to download the event flyer.](#)

## **Greater Baltimore Optometric Society 2012 Winter Meeting and Continuing Education Program**

This event features a two-hour Maryland Board approved education session "Cataract Surgery: Expectations, Outcomes, & The Happy Patient" presented by Brett W. Katzen, M.D., Katzen Eye Group.

Thursday, February 23, 2012  
6:00 - 6:30 p.m. - Networking & Drinks  
6:30 p.m. - Dinner and Annual Meeting  
7:05 - 8:45 p.m. - Presentation

Capital Grille  
500 East Pratt St.  
Baltimore, MD 21202

MOA Members: FREE  
Non-MOA Members: \$40

Please RSVP by February 15 to [moa@assnhqtrs.com](mailto:moa@assnhqtrs.com).

[Click here to download the event flyer.](#)

[Click here to register online.](#)

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## MOA News

### MOA Hosting January Breakfast with Maryland Public Health Association (MPHA)

The MOA is proud to inform you of an event we are sponsoring in conjunction with the Maryland Public Health Association (MPHA). The two organizations have come together to host a breakfast for the entire Maryland General Assembly on January 17, 2012. The honored guest at this breakfast will be Melvin Shipp, O.D. Dr. Shipp is the first optometrist to ever be elected as President of the American Public Health Association and is also Dean of the College of Optometry at the Ohio State University. He is an expert resource on public health, vision health, and how those two factors play into the implementation of the Affordable Care Act across the country. We are very excited to bring him to Annapolis to meet with legislators and decision makers on these topics. We hope that this is the beginning of a fruitful partnership with the MPHA. It is important that MOA members become involved in the broader public health debate during this time of health care reform.

### Customizable Press Materials for National Glaucoma Awareness Month Available for MOA Members

In recognition of January as the "National Glaucoma Awareness Month" the MOA is offering customizable press materials just for MOA members! You can download these materials to personalize and send to your local media publications and to hand out to your patients. This is a great way to help promote your practice while encouraging Marylanders to take care of their eyes! To obtain the materials follow these steps:

- go to [www.marylandeyes.org](http://www.marylandeyes.org)
- go to For Doctors on the right hand side
- click on MOA Press Releases/Press Materials
- login with your AOA member login information
- downloads are available under January 2012

*\*Please remember altering these materials in any other manner other than inserting your name and business information in the allocated areas is strictly prohibited.*

### MOA Offering Partnership Program

In response to requests for additional advertising and sponsorship opportunities, the MOA has expanded the levels of corporate exposure provided in its marketing packages. These packages include exhibiting opportunities at MOA programs. The MOA Partnership Program allows our supporters to become more closely aligned with the MOA membership and will provide more exposure for your marketing dollars.

By enrolling in the MOA Partnership Program, you will be taking advantage of a cost-efficient way to gain access to optometrists in Maryland, and the MOA will continue to encourage members to support the organization's partners. Through your membership, you will have the opportunity to participate in our well-attended events with exhibits, and in some cases, a company presentation. You will have access to association leaders and decision-makers and you will gain important knowledge about the needs of your target market.

Go to <http://maryland.aoa.org/documents/md/PartnerBrochure.pdf> for more details on this program.

The MOA would like to thank its current partners:

#### Silver Partner



#### Bronze Partners



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## AOA News

### Support Making Comprehensive Eye Exams Essential

For years, the AOA has worked to make healthy vision for children a national health care priority.

Now, after working to ensure that the 2010 health care overhaul recognized pediatric vision care as "essential" and continuing to advocate for our youngest patients as the law is being implemented, we have what could be our last chance to be heard before the Federal government's proposed essential health benefits regulations are released, possibly before the end of the month.

Please send an e-mail message to Secretary Kathleen Sebelius at the U.S. Department of Health and Human Services (HHS) in support of AOA's efforts to ensure that direct access to a comprehensive eye exam and follow-up care will be the foundation of the new pediatric vision care essential health benefit.

Of course, it would help our cause even more if you could encourage others who care about healthy vision to also contact the Secretary in this way. The extra effort will be especially important in helping the AOA counter groups representing insurers and organized medicine that have been calling on HHS to establish a limited children's vision benefit based on screenings.

[Click here](#) for a sample message that can be e-mailed to Secretary Sebelius at [externalaffairs@hhs.gov](mailto:externalaffairs@hhs.gov) today.

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## Other Notes

### Data Collection Concerning Eye Care in the United States

To: Optometric Professionals

As members of the Michigan College of Optometry Class of 2012, it is our academic requirement to complete a senior project prior to graduation. In the efforts to successfully practice under Optometry's growing scope, we decided to study the profession, itself, as we prepare to enter it. By means of an online survey, practice information can be gathered simply and efficiently. You are invited to complete this **anonymous** survey which is **available only to Optometrists**.

It is the intention of this project to compose a useful report examining the current trends of Optometry and Ophthalmology. The results of this survey can provide an accurate representation of modern ocular healthcare on a national and local scale. We ask that you take this survey in the hopes that data can be collected and our task can be accomplished. The included link will open a survey. We welcome any feedback and encourage your participation in this project.

[Click here](#) to be taken to survey page or follow this address: <http://www.ferris.edu/admissions/testing/survey/optometry.htm>.

In closing, we would like to thank you for your time and cooperation. We look forward to better understanding our passion and profession. If there are any concerns or questions please contact: [mco2012survey@gmail.com](mailto:mco2012survey@gmail.com).

Sincerely,

Lindsey Stornant and Gregory Livingston  
Michigan College of Optometry  
Class of 2012

## Classifieds

To place a classified ad in the MOA EyeWitness E-newsletter, please email it to Meghan Brady at [meghanbrady@assnhqtrs.com](mailto:meghanbrady@assnhqtrs.com). Please send appropriate payment (a check made payable to the MOA) to MOA, ATTN: Meghan, 720 Light St., Baltimore, MD 21230. The cost for a 50-word ad for 2 issues is \$15 for MOA members (4 issues for \$25) or \$25 for 2 issues for nonmembers. Classifieds are due by the 25th of the month before.

**Optometrist Wanted** - Part-time, TPA certified position with excellent potential for regular part-time or full-time role (Near full-time coverage needed in Jan/Feb 2012). Professional, busy offices committed to a quality patient experience. Our technicians provide extensive support and our opticians are acclaimed "Best on the Eastern Shore." Practice offers full scope optometry: large glaucoma, cataract co-management and specialty contact lens practice. Please email or fax CV to Easton Eye Care: fax 410-822-2652, e-mail [eastoneyecare@goeaston.net](mailto:eastoneyecare@goeaston.net).

**Part-Time Optometrist Wanted** - Optometrist opening in Anne Arundel and Howard counties with a multi-office ophthalmology practice that specializes in cataract and refractive surgery. Current part-time opening may present subsequent opportunity for a full-time position. TPA certification preferred but not required. Fax resume to Administrator at 410-761-4386 or send by e-mail to [pharrington@bweyecenter.com](mailto:pharrington@bweyecenter.com).

**Full-Time & Part-Time Optometrist Wanted** - In Baltimore, Md. openings for an optometrist in an expanding optometric and ophthalmology practice. Provides excellent working relationship with 3 ophthalmologists and 6 optometrists. Excellent salary/ benefits package. Fax resume to:  
Dankner Fiergang Eye Associates  
2 Hamill Road  
Suite 345 W. Quad.  
Baltimore, Md. 21210  
Fax: 410-435-2331  
Phone: 410-433-8488 x1000

**JOHNS HOPKINS OCME NEEDS YOUR HELP** - SHAPE THE FUTURE OF OPTOMETRY EDUCATION! Please take just five minutes to complete this very brief survey about your educational needs. Your input is crucial to design our curriculum. Please visit: <http://www.surveymonkey.com/s/VQJJY93>.

**For Sale** - Costco Optometry practice for sale. Very low overhead; low price to get your own business. Call Dr. Goodwin at 301-710-2177 or e-mail [goodwineyeassociates@verizon.net](mailto:goodwineyeassociates@verizon.net).

**For Sale** - Excellent franchise opportunity for Maryland licensed OD. Over 1M gross and well established. Partnership with experienced optician possible. Replies confidential. Respond to [dnjod1@gmail.com](mailto:dnjod1@gmail.com).

**Private Practice & Realty Ownership for Sale** - Comprehensive vision/primary eye care setting. Outside Washington and Baltimore metropolitan areas. Call 301-663-1177 for information.

**Wanted** - Two equipment tables to hold non contact tonometers and auto-refractors. Please call Bruce Lazerow, O.D. 301-840-5256 or 240-426-6569.

## MOA Members Answer PAC Requests

### Governor \$1,000

Azman Eye Care Specialists  
Ross Bregel, O.D.  
Richard Edlow, O.D.  
Tracie King, O.D.  
Peepers of Severna Park  
Jeffrey Poland, O.D.  
Jerold Wassel, O.D.  
Weinstein Eye Associates  
Westminster Family Vision Care

### Senator \$500-\$999

Paul Brant, O.D.  
John Burns, O.D.  
Robert Dobrusin, O.D.  
Nina & Andrew Doyle, O.D.  
Elliott Klonsky, O.D.  
Beverly Miller, O.D.  
Robert Stutman, O.D.  
Woolf & Woolf

### Delegate \$365-499

Molly Artman, O.D.  
Jo Brilliant, O.D.  
Howard Budner, O.D.  
Lee Caplan, O.D.  
Christopher Coleman, O.D.  
Michael Davis, O.D.  
Eickhoff & Rowe  
Stephen Flemke, O.D.  
Arthur Kovens, O.D.  
Perry Lucente, O.D.  
Elizabeth McGinn, O.D.  
Calvin Osterman, O.D.  
John Reynolds, O.D.

### Centurion \$100-\$364

Suleiman Alibhai, O.D.  
Allison Ashbeck, O.D.  
Alan Bishop, O.D.  
Eugene Channing, O.D.  
Sanford Cohen, O.D.  
William Davis, O.D.  
Eagle Eye Care  
Jacalyn Ely, O.D.  
William Firey, O.D.  
Mark Foley, O.D.  
Irwin Fuss, O.D.  
Richard Fuss, O.D.

Ann Marie Gallagher, O.D.  
Bruce Goodman, O.D.  
Lauren Gormley, O.D.  
Lori Grover, O.D.  
Paul Heyman, O.D.

Christine & Kevin King, O.D.  
Michel Leno, O.D.  
Timothy Madgar, O.D.  
Andrew Morgenstern, O.D.  
Clark Seyboth, O.D.  
Monica Sheaffer, O.D.  
Harry Snyder, O.D.  
Thuy Strong, O.D.  
Dana Taylor, O.D.  
Cerella Wade, O.D.  
Eric Walker, O.D.  
Scott Wassel, O.D.  
Alan Wilder, O.D.

### Member \$25-\$99

Michelle Brennan, O.D.  
Eric Cohen, O.D.  
Karren Daniels, O.D.  
Erick Gray, O.D.  
Ronald Havelock, O.D.  
Paul Nenner, O.D.  
Chika Ojukwu, O.D.

\*This list includes all donations since January 2010. All donations since this date have been added together for an aggregate sum.

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