We need you to get involved in our grassroots efforts
Page 3-4

Become a leader in Colorado Optometry
Page 9
SAVE THE DATE!
Omni Eye Specialist and Spivack Vision Center
Present our 3rd Annual
2016 FALL SYMPOSIUM
Four Hour COPE Certified CE
Sunday, October 2nd, 2016
Registration begins at 7:30am
Doubletree by Hilton DTC
7801 E. Orchard Rd, Greenwood Village, CO  80111
This 5 hour morning program is designed for practicing optometrists.
Please RSVP at (303) 393-6395 or RSVP@OmniEye.com
October 2016  Page 3

Colorado Optometric Association
Serving Colorado Optometrists for 122 Years
730 17th Street, Suite 350
Denver, Colorado 80202-3515
Tel: 303.863.9778
Fax: 303.863.9775
Toll Free: 877.691.2095
www.visioncare.org
E-mail: coa@visioncare.org

Officers and Trustees
PRESIDENT
Sean Claflin, O.D., F.A.A.O.
PRESIDENT-ELECT
Jon Pederson, O.D.
SECRETARY-TREASURER
Heather Gitchell, O.D.
IMMEDIATE PAST PRESIDENT
Michelle Chaney, O.D.
TRUSTEE, DISTRICT I
Kevin Pollard, O.D., F.A.A.O.
TRUSTEE, DISTRICT II
Kelley Jackson Condon, O.D.
TRUSTEE, DISTRICT III
Nathan Lohmeyer, O.D.
TRUSTEE, DISTRICT IV
Marcelo Saldivia, O.D.
TRUSTEE, DISTRICT V
Matt Buchanan, O.D.
TRUSTEE, DISTRICT VI
Diane Reddin, O.D.
TRUSTEE, DISTRICT VII
Teresa Carlson, O.D.

COA Administrative Staff
EXECUTIVE DIRECTOR
Sheryl Benjamin
COMMUNICATIONS & EVENTS MANAGER
Tara Weghorst

Expressed opinions and statements of supposed fact published in the various signed articles in this publication are those of each individual author and do not necessarily reflect the views and policies of the editorial staff or the board of trustees of the association. Advertising material accepted by the publication is intended to conform with ethical optometric standards. However, advertising acceptance does not imply endorsement by the Colorado Optometric Association.

President’s Message
Sean Claflin, OD, FAAO

Grassroots

Some major decisions will be made November 8th at the local, state, and national levels regarding the direction of our country and our healthcare system. We all have a say in the matter with the obligation and responsibility to show up and vote.

That’s what is so great about our democracy – having the opportunity to ignite positive reform. To make things happen, it requires people talking with people, people building solid relationships, and people refining effort employing a “bottom-up” approach. It takes a grassroots movement.

A grassroots movement is the key to accomplishing many tasks and reaching goals. Grassroots can be done in many ways: shaking hands, having coffee and conversation, making phone calls, knocking on doors (staying and talking, not running!), walking with and for candidates, putting up signs in yards, attending rallies and town meetings, fundraising, utilizing the many arms of social media…. on and on and on. But, it takes everyone being committed to make a “bottom-up” effort effective. And I think the most valuable, simplest, most powerful and, quite frankly, overlooked key element to grassroots is the personal relationship.

One invaluable tool we all have access to for relationship development and a grassroots effort is our COA key person network. This impactful COA network continues to build and strengthen. Northern and Northeastern Colorado districts are chock-full of savvy, seasoned statespersons. Southern and Southeastern Colorado districts regroup as we speak, and Western Colorado districts continue to successfully wrangle geographic challenges.

And, we cannot forget about the importance that timing plays in grassroots. That is, the time to start was yesterday, and the time to do it is frequently. Time has been well spent over recent COA years with great messages conveyed - Tom Wilson’s “Just Show Up”, Paul Heersink’s “An Engaged Membership”, Tara DeRose’s “A Working Poppin’ In Alliance”, Michelle

continued on page 4
Bravo! Kudos!

Thank you to everyone who attended the new licensee party at Marg’s in Cherry Creek on August 30th! We had a huge turnout. What a great way to welcome our newest members to Colorado!

**COA welcomes Active members**

Benjamin Sturdy, OD with ICON in Denver, CO

**COA welcomes Partial Practice members**

Katie Pham, OD from Cypress, TX who is hoping to buy a practice in the Denver Metro area

**COA welcomes Post Graduate members**

Daniela Lozano, OD who is currently working for Boulder Eye Care Professionals in Boulder, CO

**COA welcomes Student members**

Jenna Steffen (SCO, 2017)

**COA welcomes Allied members**

CordialTech guides Optometrist and Dentist thru the HIPAA Requirements to become Compliant and protect your Legacy. Rob will work with your team to audit where you are in your HIPAA journey and craft a compliance roadmap so you are the hero of the story.

CordialTech is on Twitter @CordialTech, Phone 720-810-3723, Web www.CordialTech.com or email Rob@CordialTech.com

Rob Van Buskirk, Owner of CordialTech

President’s Message

*continued from page 3*

Chaney’s “It’s About Relationships”, and Deanna Alexander’s and Jon Pederson’s “National and State Advocacy”.

So, we all – young, middle-aged, and older - need to show up, engage, and work on the one powerful thing that will make a difference from the bottom up – personal relationships with our representatives, senators, and the like. Shake some hands, have some coffee and conversation. Call early and call often. It’s the easiest thing and hardest thing you will do, but it will make a difference in the direction of our profession, our healthcare system, and our country. Oh yeah, and don’t forget to speak your voice, exercise your right, and vote!

Keyperson Network

We are always looking for members to join our keyperson network! If you want to be a keyperson, please let Executive Director Sheryl Benjamin know at sbenjamin@visioncare.org or (303) 863-9355

Our Deepest Condolences...

We regret to inform you of the passing of Larry Goddard, OD on Friday, September 9, 2016. Dr. Goddard practiced in Colorado for more than 8 years before then moving to Wyoming. He and his wife, Jodie, retired to Grand Junction, Colorado in 2003. If you knew Dr. Goddard, sympathy cards can be sent to 454 Whitetail Lane, Grand Junction, Colorado 81507

You might have read the tragic news story about a mom who drowned saving her child in Lake Powell. Chelsey Russell was the daughter of prominent Colorado Optometrist, Don Hood, OD, who passed in 2013. You can read the full story here: http://www.denverpost.com/2016/08/26/chelsey-russell-athlete-mother-drowns-saving-child/

Delicious autumn! My very soul is wedded to it, and if I were a bird I would fly about the earth seeking the successive autumns.

George Eliot

from www.brainyquote.com
Happy October Birthday to:

Alicia Nehls, OD
Alison House, OD
Amber Busche, OD
Amy Cecil, OD
Ben Dixon, OD
Ben Smith, OD
Bo Watters, OD
Brendan Tobler, OD
Brittany Wright, OD
Brooks Alldredge, OD
Chuck Philpy
Cody Simmons
Cynthia Martin, OD
Davis Capaccioli
Dick Pedersen, OD
Ed Hagen, OD

Ed Herb, OD
George Mamalis, OD
Hayes Redmond, OD
Jack Philippe, OD
Jacki Dehayes-Rice, OD
James Simonson, OD
Jamie Bergmark, OD
Jared Hadlock, OD
Jason Jost, OD
Jason Kaminski, OD
Jenn McFarlane
Jessica Colpitt, OD
Jessie Bailin
Joanna Daly, OD
Jonathan Haley, OD
Kelsey Elrod

Kristin O’Brien, OD
Leanna Dudley, OD
Leilani Phillips, OD
Lisa Hamilton, OD
Marc Otto, OD
Marla McHugh, OD
Michael Kruglet, OD
Michael Young, OD
Michelle AuYeung, OD
Mike Wazny, OD
Minon Mitchell, OD
Nate Lohmeyer, OD
Nicole Bergamo, OD
Raymond McCleery, OD
Rick Robinson, OD
Ron Danner, OD
Ron Mearsha, OD
Rupa Patel
Russell Williams, OD
Ryan Reid, OD
Sarah Bell, OD
Steve Loomis, OD
Steven Onorato, OD
Susannah Standal, OD
Suzanne Karlqvist, OD
Ted Archdale, OD
Trish Duffield, OD
Tyler Page, OD
Valerie Sharpe, OD

Did we miss your special day? Please call the COA office so we can correct our list.
Because I know Emma’s days are demanding, I prescribe NEW ACUVUE OASYS® 1-Day.

**EYE-INSPIRED™ Design** | Helps support a stable tear film for exceptional comfort and performance

**HydraLuxe™ Technology:**
Tear-infused design—an enhanced network of tear-like molecules and highly breathable hydrated silicone integrates with your patients’ tear film each day.

The daily lens for demanding days.

ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available by visiting acuvueprofessional.com, or by calling Johnson & Johnson Vision Care, Inc. at 1-800-843-2020.

ACUVUE®, ACUVUE OASYS®, EYE-INSPIRED™, and HydraLuxe™ are trademarks of Johnson & Johnson Vision Care, Inc. © Johnson & Johnson Vision Care, Inc. 2016  10584918  March 2016
Meet a Member
DAVID LEWERENZ, OD, FAAO

Place of birth: Herington, Kansas
Family: Married to Patrice. Children include Heather Lewerenz in New York, NY, Daniel Lewerenz in Washington, D.C., and Andrea Lewerenz-Norris in Cedar Rapids, IA.
COA member since: June 2016

Lived in Colorado since: May 2016
My first job was: (in optometry) Private practice in Salina, KS
I became an optometrist because: I enjoyed seeing the optometrist when I was a myopic kid. I also enjoy the combination of optics and biological science that provides the foundation for what we do.

I earned my OD degree from: UAB School of Optometry, Birmingham, AL
My favorite thing about optometry: Helping patients
My favorite way to spend free time is: Reading, guitar, projects around the house, outdoor activities.
Why am I a COA Member: I think we need to support the organization that supports us. I was an optometrist in the days before Medicare parity. The AOA was instrumental in fixing that, and it made an impact on our profession that can’t be overstated.

UNSURPASSED FOR OCULAR SURFACE DISORDERS

FREE FITTING SETS • IN OFFICE TRAINING
6 MONTH WARRANTY

MAXIM
SCERAL LEN

ACCULENS
THE CLEAREST CHOICE IN SIGHT™

YOUR SCLERAL LENS SPECIALISTS™
800-525-2470
WWW.ACCULENS.COM

All MAXIM lenses are manufactured exclusively in Boston XO2® material
Does your office lease expire in the next 12 months?

If it does, and you negotiate the lease terms yourself, you’ll probably pay too much. Let our team of experts save you time and money by representing you on your next transaction.

Call today for your free lease or purchase evaluation.

DENVER
Brad Sheasby | 303.882.5119
brad.sheasby@carrhr.com

NORTHERN COLORADO
Dan Gleissner | 303.748.7905
dan.gleissner@carrhr.com

SOUTHERN COLORADO
Kent Hildebrand | 719.440.0445
kent.hildebrand@carrhr.com

CARRHR.COM | ONLY HEALTHCARE. ONLY TENANTS AND BUYERS.™
The COA will soon be seeking nominations for our 2017 Lead ON class. Do you know someone who would be a great leader for optometry in our state? Or are you an optometrist interested in learning more about the COA and the legislative process?

In order to ensure the future of the profession is in great hands, the COA has developed a long-standing program to identify, educate, and engage young optometrists. Lead ON: Leadership Optometry Network will provide a structured format for members to learn the history of the profession, the inner workings of the association, and to develop their personal leadership skills that will enable them to be stronger leaders not only in the COA but in their communities and practice. The program consists of attendees visiting a State Board of Optometry meeting, spending a day at the Capitol meeting with Legislators, and a retreat to Peaceful Valley Ranch.

The future of the profession depends on YOU! Please help us to identify and encourage our future leaders. An email with a nomination and application form will be coming soon.

“Leadership is the capacity to translate vision into reality.”

Warren Bennis

A huge THANK YOU to Dr. Julia Kimball and Dr. Jacquie Bowen for their many successful years as Leadership Optometry co-chairs! They are succeeded by Dr. Lindsay Wright and Dr. Mitch Munson for the 2017 Leadership Optometry year.
Name: My name is Brittany Lynn Wright (Tounsel), proudly sporting my recent name change!

Place of birth: Chicago, IL…no, I am not a Cubs fan; I grew up on the South Side! Go Sox!

Family: My husband, as of July 1st, is Chris Wright. We do not have any children.

COA member since July 2016.

Lived in Colorado since July 2016. We recently moved to Denver when Chris accepted a new position with Colorado State University Athletics. (Go Rams!)

My first job was making pizzas at Brunswick Zone, and a pretty good one…not to toot my own horn or anything!

I became an optometrist because I wanted to play a role in healthcare that allowed me the opportunity to positively influence the lives of others, and what better way to do this than join a profession that focused its efforts on one of the most intricate and valued organ systems of the human body.

I earned my OD degree from Southern College of Optometry in Memphis, TN.

My favorite thing about optometry is the variety of ways we can help our patients, from meeting their primary visual goals, through intervention with low vision & vision rehabilitation, to patient education and proper referrals for managing systemic concerns.

My favorite vacation spot is a salt-water beach!…growing up near Lake Michigan, you learn a different appreciation for clear water and white sand!

My favorite way to spend free time is with my new husband!

Why am I a COA Member: I am a COA member because I respect the work done by organized optometry for us to enjoy the scope of practice we have today. I realize the importance organized optometry plays in continuing the growth and longevity of our profession. Also, I enjoy working within the community of great people that organizations like the COA bring together!

Meet a Member
BRITTANY LYNN WRIGHT (TOUNSEL)

IDEAL OPHTHALMICS
SALES & SERVICES

PHOROPTER CLEANING/TUNE-up
SLIT LAMP CLEANING/TUNE-up
SALES

WEEKEND CLEANINGS
SERVICE AND REPAIR
MUCH MORE

LOCAL BUSINESS

CONTACT US FOR A QUOTE TODAY
ANDREW ORNELAS (303) 653-4444 OR REECE JAMES (720) 940-5993
IDEALOPHTHALMICS@GMAIL.COM
WWW.IDELEYESUPPLY.COM
What are your biggest challenges for Marketing and Business Development?
Send me your struggles by emailing alyssa.all4eyes@gmail.com, and we may be able to address your concerns in future articles!
Colorado Vision Training Conference

The 47th Annual Colorado Vision Training Conference was held at the YMCA of the Rockies in Estes Park September 16-18th. Celia Hinrichs, O.D., FCOVD from CAH Vision taught “Creating Success for Children with Multiple Issues”. This course gave the attendees the opportunity to learn the appropriate history gathering, assessment and treatment of children and adults with multiple issues. Through the use of photos, DVDs of patient assessment and treatment with actual patients from our offices, the practitioners were able to learn the joys and success in working in this population.

Leaders in Technology

Your Partners in Co-Managed Care

We can provide your patients with:

- Custom Wavefront, All-Laser LASIK
- Cataract Surgery with Bladeless LenSx® Laser/Premium Lenses
- Lifestyle Intraocular Collamer Lens (ICL) Options
- Pediatrics and Strabismus
- Aesthetics Options/Laser Skin Resurfacing
- Retinal Treatments
- Corneal Treatments
- Glaucoma Management
- Eyelid Surgery

Call us at 970.221.2222 to schedule your tour of our facilities or a surgical observation!
Visit Us at the 2016 Colorado Vision Summit
ICON Eyecare Doctor Spotlight:
Katie Goldhair, M.D.

Dr. Goldhair is a board certified ophthalmologist specializing in cataract surgery and all forms and stages of glaucoma treatment. She received her Doctor of Medicine from the University of Tennessee; spent her ophthalmology residency at the University of Mississippi; and completed her glaucoma fellowship at the Louisiana State University Ochsner Medical Center.

To learn more about Dr. Goldhair, visit our website.

OUR SERVICES INCLUDE:

- All Laser Cataract Surgery
- LASIK and PRK
- Corneal Cross Linking
- Glaucoma
- Uveitis
- Diabetic Eye Care
- Pterygiums
- ICLs / Visian
- Autologous Serum Tears
- Medical Retina

720.524.1001    |    www.iconeyecare.com
Specialty Eye Care and InSight LASIK are growing!

With this growth we have new locations and more doctors to better serve your patients. We now have offices in:

- Boulder
- Denver
- Fort Collins
- Lakewood
- Longmont
- Parker

To encompass all locations, doctors, and services we are changing our name to:

INSIGHT VISION GROUP

Services we provide:

- Cataracts
- Refractive IOLs
- LenSx/ORA
- Research
- Cornea
- LASIK
- PRK
- ICL
- Glaucoma
- Lipiflow
- Vision Rehabilitation
- Cross-Linking

We thank you for your trusting us with your patient’s eye health!
HIPAA Compliance in the Digital Age

If you are like most people of the 21st century, you are addicted to your smart devices or at least using digital communication on a daily, if not hourly, basis. This ease of communication has become synonymous with how we interact with people, businesses, and even our thermostats. Along with this ease of access, we do unwittingly give up some anonymity and privacy for this ultimate convenience.

Our patients are no different in that they want extreme convenience regarding their information and will very likely make such requests for methods they are used to using, such as standard email or even text messaging. If you have been trying to stay HIPAA compliant, then you are aware that these normal methods of communication are not encrypted and should typically not be used. But what if the patient wants to communicate this way? Do they have the right? Can we sign away our liability? We can...kind of.

The Department of Health and Human Services, as recently as May 23rd, 2016, reiterated guidance dating back to 2013 regarding a “Duty to Warn.” It basically says that covered entities (like us) simply are required to warn the patient that normal email and text messages are “unencrypted” and by using these methods of communication they are open to some risk of an unintended person reading it. If the patient chooses to communicate in one of these ways, they have the right to do so and you can freely send them the requested information. Of course it would be a best practice to point them to a secure patient portal, but if they want a copy of their prescription sent to their email, you can do that. You are required to make a notation in writing that you have informed the patient of the risk of unencrypted messaging and maintain a copy of it in the patient record. If a patient emails you a request, your first reply message should be something like, “Standard email is unencrypted, and by using this method of communication, you are at some risk of an unintended party viewing the information. If you would still like us to send your requested information to this email address, let us know and we can proceed.” Save a copy of that email to the patient file, and you can then send the requested document.

If the patient chooses to use a secure method, then you can mail, fax, direct them to your EHR’s patient portal, or use an encrypted email system. As a point of clarification, be leery of statements from systems that state “HIPAA Compliant.” Compliance has little to do with how a system is made, but it is rather a result of how it is used. A computer screen is considered “HIPAA Compliant” if it is positioned so no one beyond the user can see it, but it becomes non-compliant as soon as it displays personal health information (PHI) to everyone in the room. The same is true for email. Standard email is “HIPAA compliant” if you don’t send PHI through it without the patient’s permission. As soon as you do, it becomes non-compliant. HIPAA Compliance is not inherent in a system or device; it is in how it is used.

Membership Corner

At the end of August, thieves in Littleton were caught thanks to two practices updating us with OD Crime Watch stories! If you see any suspicious activity or think you might recognize someone in your office from a previous OD Crime Watch email, don’t hesitate to reach out! You can always give us a call at (303) 863-9778 or email us at coa@visioncare.org

Sign into www.visioncare.org and click on the CCVIP Logo to:

- View short early intervention articles to assist you in continuing care for patients with mild visual impairment
- Download a provider list of Colorado ODs who provide referral based low vision care in your area
- Learn about driving guidelines for patients with central and peripheral visual impairments
- Meet the Needs of the patients you care for and their families
The COA Golf Tournament

Thank you to all players and sponsors who joined us on September 13th at the Ridge at Castle Pines for our annual golf tournament!
Colorado Retina Associates

Consulting Physicians & Surgeons for Vitreo-Retinal Disorders

Nancy J. Christmas, MD
Robert J. Courtney, MD
Mark S. Dacey, MD
Curtis L. Hagedorn, MD
Peter G. Hovland, MD, PhD
David W. Johnson, MD

Brian C. Joondeph, MD, MPS
Alan E. Kimura, MD, MPH
Mimi Liu, MD
Mark E. Patron, MD
Stephen T. Petty, MD
John D. Zilis, MD

Loveland
1615 Foxtrail Drive
Suite 100
Loveland, CO 80538

Lowry
8101 E. Lowry Blvd.
Suite 210
Denver, CO 80230

Boulder Valley
500 Discovery Pkwy.
Ste. 100
Superior, CO 80027

Red Rocks
400 Indiana St.
Suite 310
Golden, CO 80401

Harvard
850 E. Harvard Ave.
Suite 155
Denver, CO 80210

Parker
11960 Lioness Way
Suite 290
Parker, CO 80134

303.261.1600 www.RetinaColorado.com
Thank you to our generous sponsors!

HOLE IN ONE

DUFFENS Optical

essilor

19TH HOLE CELEBRATION

Midland Optical

BREAKFAST OF CHAMPIONS

Dishler Laser

1st in LASIK

LONGEST DRIVE

Omni Eye Specialists
A Member Since 1999
OmniEye.com | 303-377-2020

Spivack Vision Center
Dishler Laser Center
Spivack.com | 303-888-2020

PREMIUM HOLE

Cutarelli Vision

Carr Healthcare Realty

Eye Center of Colorado

Icon Eyecare

Johnson & Johnson Vision Care, Inc.

Vision West

Specialty Eye Care

Mile High Eye Institute

VSP Global

CooperVision

Pasch Visioncare
NOW AVAILABLE: DAILIES TOTAL1® MULTIFOCAL CONTACT LENSES

THIS IS WHY correcting presbyopia will never be the same

The world's first and only Water Gradient lens designed for presbyopic patients.

Seamless Vision Correction
Industry-leading Precision Profile™ Design is built to deliver clear, uninterrupted vision.1,2

Exceptional Comfort3
Water Gradient technology creates a cushion of moisture on the eye.4


PERFORMANCE DRIVEN BY SCIENCE®