



# EYE ON OREGON

A PUBLICATION OF THE OREGON OPTOMETRIC PHYSICIAN'S ASSOCIATION

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## OOPA Calendar of Events

**Third Party / Practice Management Seminars**  
 February 20 –21, 2009  
 Tigard Embassy Suites

**EMR to the Rescue!**  
 May 2, 2009  
 The Riverhouse, Bend

**GWCO**  
 October 22-25, 2009  
 Oregon Convention Center/  
 Lloyd Center DoubleTree

## New Members

**Active**  
 Ashley Royce, OD – Eugene

**Associate**  
 Annabelle Cardona, OD - IN

**Student**  
 Megan Barbot – Forest Grove  
 Kristen Gaus – Forest Grove  
 Laura Nielsen – Forest Grove

## FLEMING INSTALLED AS OOPA PRESIDENT

**Newly installed OOPA President, Dr. Darrin Fleming,** challenged members to make an even greater impact in the world as health care professionals during his address at the OOPA 2008 Annual Awards Dinner. On October 17, during GWCO at the Lloyd Center DoubleTree, over one hundred members and honored guests attended the gala, which saw Cynthia Strawn receive the F. Joe Agost/James Minnick Award for her contributions to the profession involving third party payer issues.



**Along with Dr. Fleming, the balance of the 2009 OOPA Board of Directors** was installed by Past President, Dr. Charles Radebaugh. Installed were: President Elect, Douglas Walker, OD; Immediate Past President, Douglas Melzer, OD; Senior Past President, Scott Walters, OD; Secretary/Treasurer, Trevor Cleveland, OD; and Directors, Bonnie Gauer, OD, Mark Gotcher, OD, James Hale, OD, Nada Lingel, OD, and Salisa Williams, OD.

Due to significant turnover on the board over the past two years, the board has agreed that Dr. Fleming will serve a two year term as President.

## MORNING RADIO ANCHOR SEEKS HELP FROM OOPA MEMBERS

**Paul Linnman, KEX radio morning anchor,** was the keynote speaker at the recent OOPA 2008 Awards Dinner, October 17, held at the Lloyd Center DoubleTree. During his presentation Paul described the work of the KEX Kids Fund, which provides kids in need with eye exams, glasses and hearing testing and aids. Started over 20 years ago, the Kids Fund has 71 optometrists currently participating in the program providing exams and eye wear, Many doctors are now nearing retirement age and more doctors are needed to provide services.



**Paul pointed out that this is a way for doctors** to use their professional skills in service to their community without leaving their practice.



## PRESIDENT'S Corner

### Excerpt from the Speech at the OOPA Board Installation Banquet, October 17, 2008

By Darrin Fleming, OD  
OOPA President

**From what I've seen in the last few years**, participation in the present and future plans within optometry continues to increase on a local, state and national level. We have committees and organizations covering pretty much every aspect of eye and vision care. But this makes me wonder about how we feel about this as individuals. On a personal level, do you make a difference; a difference in the lives of your patients, a difference in how the profession functions, a difference in health care in general? I would hope that we would answer yes to this, whether it's knowing that we've helped a patient see better with new correction, and that includes presbyopes, seeing that a post cataract surgery patient can resume their normal activities, successful completion of a project with your local society or an OOPA committee, or the positive feedback from a new member you've recruited.

**But are there occasions where we might** make a vast difference, when our actions within our profession have a far reaching effect. Let me tell you a surprising story that happened to me to illustrate this. I have a good friend whose parents were visiting from Germany a few years ago. My friend's father had been previously diagnosed with age related macular degeneration, and blur and distortion of vision in his only good eye prompted the appointment. Examination showed finger counting vision on the right with a macular scar, and 20/50 vision on the left along with signs of developing exudative ARMD. Doing what I would normally do, I made the appropriate referral to the retinal specialist with whom I have a working relationship, and the patient was subsequently treated in the better eye with Avastin injections. Over a two to three month period, the patient had excellent visual recovery and stabilization in the left eye before returning to Germany. It was a better than expected result and the doctors as well as the patient and his son were very pleased. A difference was made and I had the opportunity to be a part of it. End of story, right?

**Well, there's more. Recently, I met up with** my friend at his daughter's wedding, and he began to talk about how his

father's vision has remained stable with continuing monitoring and treatment in Germany. My friend said, "You know what you did has changed things in Germany." Truly bewildered, I said, "What are you talking about?" The patient's son went on to explain that his father had gone back to his doctor in Germany who wasn't yet familiar with treatment for ARMD with injection of the drugs currently commonplace here. Because of this, that doctor researched it, sought out appropriate training and started to treat his own patients, including my friend's father. "So," my friend concluded, "By what you did, you have changed treatment for the better in another country, another continent."

**Now, I knew that I was only a part of the process**, but I realized that we don't think about the potential far reaching consequences of our professional actions, especially when we're providing normal and prudent care for a patient. In the patient's mind, and his son's, I was the starting point, the primary care doctor who made the whole thing possible by my actions. Did I have a good feeling? That's an understatement! I was amazed and felt blessed at this unexpected consequence. It was the action and the PERCEPTION of that action in the minds of the patient and their family that was "making a difference."

**Now, I do have a point; there is light** at the end of the tunnel. We all make a difference every day, with virtually everything we do for our patients, the public and our profession. Sometimes it's a small thing, and sometimes, as you've seen, it may be a bigger thing than we could possibly have imagined. The obvious point is that we each help make this difference with what we do individually. Imagine what we can do as an organization, as a profession, as a collective set of minds. The possibilities are endless as long as we continue to work together, to communicate, and to participate so we can be our very best.

**Again, thank you for this opportunity.**



## ED'S Corner

### Communication Job One

By Wayne Schumacher  
Executive Director

**During its annual retreat, September 27-28,** the OOPA Board of Directors, and standing committee chairs, met to review the association's strategic plan and develop an operating plan for 2009. During the review the group also revisited the association's Mission Statement. The end product was a complete rework of the Strategic Plan and a new Mission Statement.

**Mission Statement:** To promote and advance the professional practice of optometry.

**I am really pleased with the new mission** as it states simply the organization's purpose without altruistic fluff, and provide a distinct metric by which all actions of the association can be measured.

**Based on the new measure the group** articulated two primary objectives; to improve communications; and increase participation. On the surface these two issues seem simple enough, but for the balance of the retreat the group returned to these primary objectives.

**Improved communications became "job one";** noting significant attention to the communication of staff to board, inter board, board to membership, directors to committee chairs; and public information to the public will lead to the accomplishment of the association's mission. Significant resources will be directed to the accomplishment of this objective in 2009 and beyond. We recognized that our association is made up of a number of generations and a changing male-female mix. This change necessitates the incorporation of different methods for interaction. This means not only getting accurate and useful information out, but getting out what is wanted, when it is wanted, but also how it is wanted. Communication technology has greatly increased the number of options to do this.

**Number two in priority is increased** participation of members. It was evident from studying this topic that there are many ways for association members

to participate. Based on national studies, membership satisfaction ratios increase in proportion to the number of encounters with the association. Member participation does not mean just serving on the board of directors, or serving on a committee or task force; participation is defined as any type of interaction such as, attending a CE event, accessing the website for information, placing a posting on the online discussion forum, essentially any interaction at all. The more interactions, the more a member equates the value of their membership.

**It is my opinion that by improving** communication to members, more opportunities to participate will be the end product. In the offing, by the first of the year we will roll out a completely redesigned web site with more useful information for the public. We are also exploring opportunities to provide online CE. Of particular importance, we will have more useful information for doctors and their staff, in a more user friendly format. Other planned improvements are reviews of the association newsletter "Eye On Oregon" and monthly third party information publication, "Chart Notes". We want to explore ways to get this information to members in way that they can best use it. That may mean returning to print for EOO or sending it in html format instead of as a PDF. You already have heard about the change in the association CE schedule and we plan on incorporating more networking and fun in those agendas.

**Communication is really job one.** The association's board and staff is committed to improving communications to members and providing quality and valued opportunities to participate in their profession's association.



## MORNING RADIO ANCHOR SEEKS HELP FROM OOPA MEMBERS

(continued from cover)

**The primary funding of the Kids Fund** comes from an on-air revenue drive each year during the Thanksgiving weekend. It should be pointed out that doctors are reimbursed at a set fee for the exam and glasses.

**Accompanying Paul was his wife Vicki**, who is the executive director of the KEX Kids Fund. Vicki Linnman's father, Jack Patton and her brother Gary Patton were optometrists who practiced in the Portland area.

**Paul's remarks were sprinkled with humor** and many interesting descriptions of his experiences over his nearly 30 years as a television reporter and news anchor for KATU and KGW and as a radio anchor on KEX during the morning prime drive time.

**Doctors who are interested in participating** in the KEX Kids Program, or would like more information about the work they do, should contact Vicki Linnman at [vlinnman@comcast.net](mailto:vlinnman@comcast.net) or at 503.292.4073.

## MEDIA COACHING AT TP/PM SEMINARS

**By Michael Schwartz, OD**  
**Public Relations Chair**

**Out of the winter doldrums of February** arises one of our favorite meetings — the OOPA Annual Third Party/ Practice Management Seminars. This, one of our best attended association events, will return to the Portland area in 2009.

**On Friday, February 20 the OOPA** Public Relations Committee will sponsor a one hour presentation on

**"How to Make the Media Work for You."** Melissa Moore, OOPA's professional media consultant, will present this unique course. It will assist you in promoting your practice and show you how to get your message to the public effectively. You will also learn how to answer questions from the media. Please plan on it—we'll see you there!

*In Memorium*

*We extend our sympathy*

*and thoughts to*

*the family of*

*Dr. Donald N. Carkner*

*Who passed away on September 7, 2008*



## ELECTION SEASON MEANS NEW FACES IN SALEM!

As the final results of the 2008 elections unfold, we are likely to see several new faces in Salem. As these new legislators take office, it becomes critical that we receive input from our membership about who they are and how well they know our profession. Your individual relationship with a new legislator could have a huge impact on that legislator's future relationship with the profession of optometry.

**Relationships are what make grassroots politics work.** Please keep this in mind as the official election results are announced after the November 4th election. If you have any knowledge of or relationship with a person elected to office, please inform the OOPA. This information is critically important to us in judging how to begin a positive, constructive relationship with our newly elected officials.

**Thank you in advance for your continued assistance** in staying connected to our legislators. If you have any questions or concerns, please feel free to contact me at 541.754.6222 or jimh@valleyeyecare.com.



### FIRST OFFICIAL THANKSGIVING PROCLAMATION

*"it is therefore recommended...to set apart Thursday the eighteenth day of December next, for solemn thanksgiving and praise, that with one heart and one voice the good people may express the grateful feelings of their hearts and consecrate themselves to the service of their divine benefactor..."*

Samuel Adams – November 1, 1777 (adopted by the 13 states)



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## TRANSITIONING AS A DIRECTOR

By Mark Gotcher, OD  
ECBC Director

As another year draws to a close and the OOPA concluded its Annual Membership Meeting at GWCO this year; it brings change. During its September Board of Directors planning meeting, members of the board made a concise decision to pursue a goal of improving communication within and without our profession. People in general are communicating through a myriad of differing ways now.

Remember when the association was behind a big push for all docs to buy a fax machine to communicate better? It was \$700 for a fax machine! Holy cow! Indeed things have changed - now you can buy an I-phone that can communicate with your oven to begin heating up when you are on the way home with the take-n-bake pizza, for gosh sakes. Anyway you get the message...

The latest news is that Dr. Salisa Williams is a newly elected director of the board, and she has been appointed as Director of Membership - under her watch, Dr. Tara Pinske will chair the membership committee. With their guidance and through the efforts of a wonderful, enthusiastic group of doctors the association Membership Committee will continue to grow strong. They will ensure we continue to have great benefits and seek new ones. As for myself, I will transition to the Eye Care Benefits Committee (ECBC). Word has it there may be some changes trickling down from AOA in regards to this committee in the near future. I will do my best to provide timely updates to any changes and progress that happens. Best wishes to everyone as we enter the festive season ahead.

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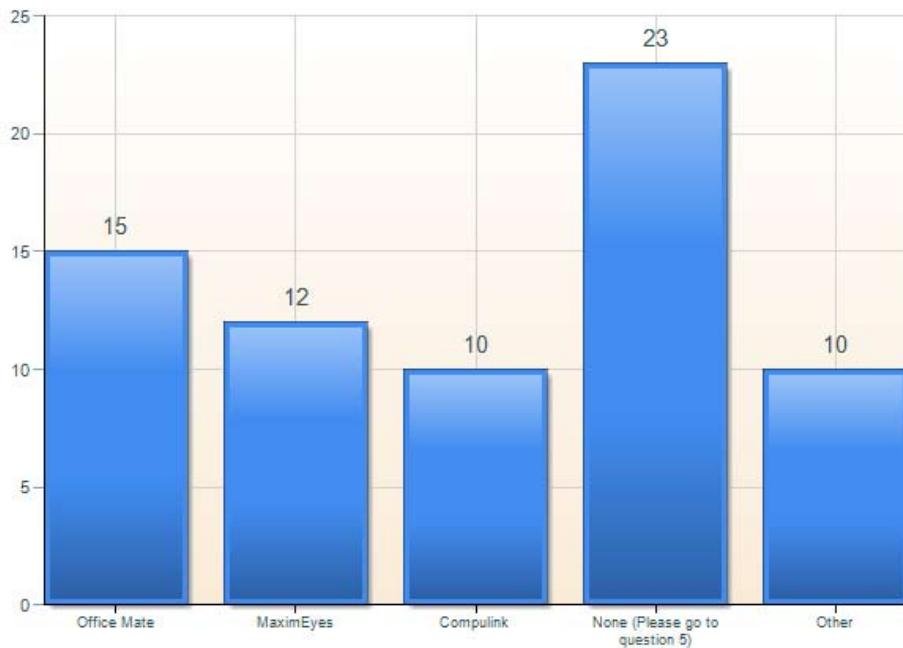


## THE RESULTS ARE IN!

**By Nada Lingel, OD**  
**OOPA Communications Director**

No, I'm not talking about the national or local election results. I'm talking about the results of our most recent Zoomerang™ Survey of the membership. Thanks to all of the members who responded to our questions about Electronic Medical Records. We learned some very useful things to help plan the educational session scheduled for May 2, 2009 at the Riverhouse in Bend, Oregon. I thought you also might find some of the results interesting, so I've included them here:

When asked which electronic medical record (EMR) software members' use, our respondents were fairly evenly split as you can see below:



continued on page 8



### There is a new trend in instrument service sweeping the country.

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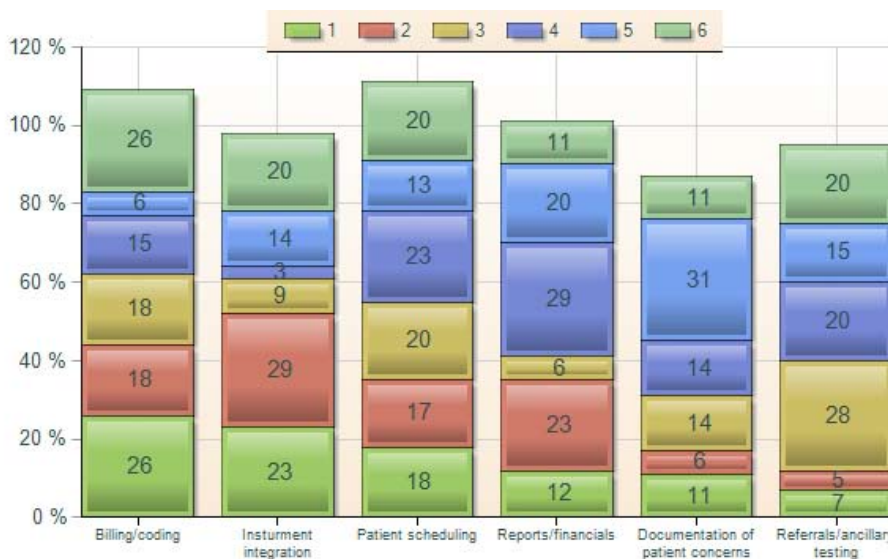
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## THE RESULTS ARE IN! (continued)

When asked to rank a list of concerns relative to the use of EMR, with one being the most important, the results showed that Billing/Coding and Instrument Integration seemed to be the most concerning. As can be seen on the chart below, referrals/ancillary testing seemed to be of the least concern.



Additional questions provided us with the following information:

When asked if members had difficulty e-prescribing with their software, 40% of the respondents answered yes, 33% answered no, with the remainder indicating that the question was not applicable to them.

When asked if there was interest in attending education related to EMR software and systems, 71% of those who currently use an EMR system, and 66% of those who do not, expressed such an interest. Hopefully, those who are interested can attend the educational session planned for May 2, 2009 in Bend.

Thanks again to all who responded to the survey. We received 97 responses of which 67 were complete. Considering only the completed surveys, this represents a 21% return. The OOPA Board of Directors wants to hear from you, and responding to these surveys is one way you can make your opinion and voice heard. I welcome any feedback you have about this survey, and any suggestions for future surveys.

### Are You a Member?



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**Small town optometric practice looking for associate with buyout.** Excellent opportunity. Rural area with great bird watching, snowmobiling, hunting, fishing and many other outdoor activities. For further information please contact [fivemileranch@hotmail.com](mailto:fivemileranch@hotmail.com)

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If you are interested in this position, please contact Darren Thorsen, O.D. at thorsen@willapabay.org or 360.642.3214 LB office, 503.738.5361 Seaside office, 360.484.3417 Home, 503.791.6814 Cell

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**Rush 3 Place Roto Table** and Exam Chair - \$850, Description: Roto table with three slide out trays, near point light and detachable photopter arm. Included is electric exam chair with matching color. Contact: Todd Briscoe, 503.722.7737, wtbriscoe@hotmail.com

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### Volunteer

**Join VOSH or start a chapter - VOSH/International** wishes to recruit more members in order to satisfy increased requests for eyecare in underdeveloped nations. For further information contact Harry Zeltzer, OD, President, VOSH/International 877-VOSHERS or voshinternational@attbi.com.