

# VisionNotes & Quotes

Central California Optometric Society

- July 7 Grizzlies Game at 7:00pm - page 6
- July 12 Dinner Program sponsored by SunPharma – page 7



## Calendar

- June 1-25 AOA in Washington, D.C.
- July 7 Grizzlies Game
- July 12 SunPharma Dinner Program
- July 20 Eye-Q CE Seminar
- August 24 Management & Business Academy by Essilor

## COA Membership Fees

- Students = FREE!
- Balance of graduation year = FREE!
- Optional post-grad/residency year = \$35 for the year!
- 1<sup>st</sup> year following graduation = 10% ~\$35/month
- 2<sup>nd</sup> year following graduation = 20% ~\$55/month
- 3<sup>rd</sup> year following graduation = 50% ~\$105/month
- 4<sup>th</sup> year following graduation = 75% ~\$145/month
- 5<sup>th</sup> year following graduation = 100% ~\$185/month

## The Job of COA

Excerpt from Jodi Haas' Presentation

- ▶ The first, primary, and overwhelming job of COA is the **defense and enhancement** of the optometric license
- ▶ If COA/AOA did not exist, how long would your optometric profession last?
- ▶ How long would optometrists continue to practice?
- ▶ And consequently, if no profession, would you have a job????
- ▶ We need your continued support to COA Membership to keep our profession strong!!



## COA Vision Statement:

The vision of the California Optometric Association is that all Californians utilize a doctor of optometry as their primary eye care provider, collaborating in their overall health care.

## President's Message

### Margie Recalde, OD, FAAO

Learning how to run your own business is both exciting and exhausting! I'm excited to have awesome staff at Lifetime Optometric to support me in my new role. It's been wonderful to have Drs. Michael Hayashi and Staci Hamamoto at the office to offer invaluable advice and encouragement.

Running a business is also quite exhausting. Changing from an employee for 17 years and becoming a business owner in a few short weeks involves a ton of paperwork and phone calls. There's so much that I want to do and yet there's not enough time in the day to do it! I'm sure it will get better once everything is all settled.



**INNOVATION AND  
CREATIVITY ARE THE  
JUICIEST PARTS OF  
RUNNING A BUSINESS**

BARBARA CORCORAN  
PICTUREQUOTES.COM

One of the benefits of running a practice is learning how to run the business more efficiently. Thanks to technology, there's always something new that can help you save time and money. I may not have enough time in the day but I know I can find a way to use my time more effectively!

I'd like to introduce to you "Slack", an app for Team Communication for the 21<sup>st</sup> century. Imagine communication on steroids. With the motto, "Be Less Busy", it's no wonder it is the fastest growing business app of all time. We started using this at my office to spread info on new policies, staff meeting memos, vacations, etc. With Slack, studies show it reduces internal email by 49%! If you want a HIPAA

compliant program, you can upgrade to Slack Enterprise Grid. So stop "slacking" off and get with the program! Check out Slack for communication with your team, staff, friends, or family.

**The most  
valuable  
resource that we  
got is the time.  
All money is  
renewable, just  
the time is not.**

## June 1, 2017 CCOS CE



Thank you to all who attended our last CE Program. We set a record for most attendees to a CCOS CE Event! We had CCOS members, Fourth Year Optometry Students, and Women of Optometry members.

The VA Fresno Optometry Residents: Jennifer Parks, Emily Mak, and Pearl Thai all did very well and received glowing remarks on their evaluations. A special thank you to VA Fresno Chief of Optometry Deana Lum for helping CCOS organize the event.

CCOS wishes the Optometry Residents the best of luck as they finish their residency and step into the real world.



Pictured from left to right: Deana Lum, Emily Mak, Pearl Thai, Jennifer Parks, Margie Recalde





On Friday, June 16, Senator Ed Hernandez' fundraiser event was held at Dr. Jeff Garcia's beautiful private practice in Lemoore. Senator Ed Hernandez still needs your support! Please visit his website to contribute to his campaign: [www.edhernandez4ca.com](http://www.edhernandez4ca.com).

**\*Why does Sen. Ed Hernandez wish to run for Lt. Governor? Check out the video of Sen. Ed Hernandez' speech on our website [ccosociety.org](http://ccosociety.org).**

Pictured from Left to Right:  
President-Elect Michael Mendoza OD  
President Margie Recalde, OD  
Sen. Ed Hernandez, OD  
COA President Sage Hider, OD  
Communications Chair Kim Vuong, OD





## What is Project Keep?

Did you graduate less than 10 years ago?

Are you interested in serving as an officer and becoming more involved with CCOS?

If the answer is yes to both questions, you may be eligible for the Project Keep program. Project Keep is a program built to encourage new California optometric licentiates to become involved in the leadership of their society.

CCOS is looking for more members to help our society. The Education Chair position is still available. Please contact [ccosociety@gmail.com](mailto:ccosociety@gmail.com) for more information.

COA Level	Project Keep Dues Scale	New Licentiate Ascending Scale*
1	0%	0%
2	0%	10%
3	20%	20%
4	20%	50%
5	40%	75%
6	40%	100%
7	60%	
8	60%	
9	80%	
10	80%	
11	100%	



Andrew Ta  
Membership Chair  
[andrewta.od@gmail.com](mailto:andrewta.od@gmail.com)



Kim Vuong, OD  
Communications Chair  
[communications.ccos@gmail.com](mailto:communications.ccos@gmail.com)

CCOS would like to thank Andrew Ta and Kim Vuong for accepting the call to be more involved with CCOS! We are so glad to have new members join the board and we looking forward to having you as part of the team.

# CENTRAL CALIFORNIA OPTOMETRIC SOCIETY

## GRIZZLIES BASEBALL EVENT FRIDAY, JULY 7 AT 7:00PM

TECATE CANTINA (NEAR GATE 6)  
**GRIZZLIES STADIUM**  
1800 TULARE STREET, FRESNO, CA 93721

\$16 per person including  
game and dinner. Children  
3 and under are free.

**Payment due June 1**

### Two ways to pay:

- 1) Online with PayPal at  
[www.ccosociety.org](http://www.ccosociety.org)
- 2) Mail check to CCOS, C/O  
Bryan Eidal, OD, 1630 11th  
Street, Reedley, CA 93654



*Enjoy  
Fireworks  
Show after  
the Game!*

Thank you to our Sponsors  
for making this event possible:





# **CCOS DINNER EVENT WEDNESDAY, JULY 12**

**SPONSORED BY  
SUNPHARMA**

*Details To Be Confirmed*

**PLEASE RSVP AT  
CCOSOCIETY@GMAIL.COM**

EYE-Q Proudly Presents

## Dive Deeper:

Corcoran Consulting Annual Presentation



**Speaker:**

Paul Larson, MBA, MMSc, COMT, COE, CPC, CPMA  
Senior Consultant, Corcoran Consulting Group

**Topics:**

Introduction to MIPS and Who's Looking at Your Charts and Why?

**Date:** Thursday, July 20, 2017 • 5:15pm (*meet & greet*) 6–8pm (*lecture*)

**Place:** EYE-Q Clovis

on the Clovis Community Medical Center Campus (*map on reverse side*)

**RSVP:** [events@eyeqvc.com](mailto:events@eyeqvc.com) or (559) 256-8512

Please return enclosed R.S.V.P. card by 7/6/2017

*Event approved for 2 hours COPE continuing education credit*

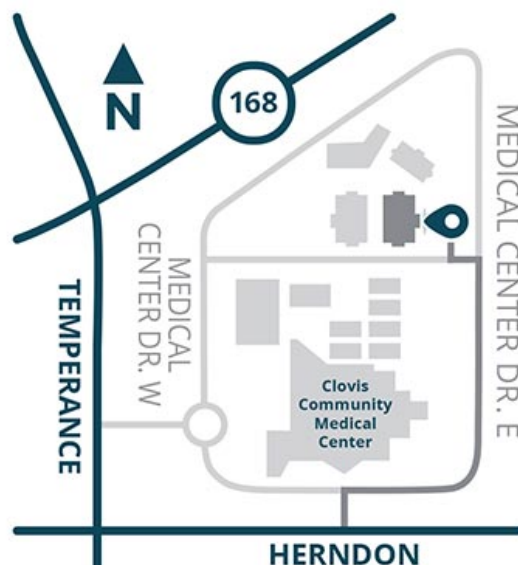
# EYE-Q



**EYE-Q Clovis**

on the Clovis Community  
Medical Center Campus

726 North Medical Center  
Drive East, Suite 101  
Clovis, CA 93611





MBA



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Presentation by Dr. Mark Wright, OD, FCOVD

President: Pathways to Success

CEO: Practice Management Center

Editor: Review of Optometric Business

Author: Coding, Reimbursement and Contracting for Optometry

Director: OSU College of Optometry Business Management Program

2006 Benedict Professor: University of Houston

1980 – 2007 founder: Professional VisionCare, Westerville, Ohio

### When:

Thursday, August 24<sup>th</sup>

### Where:

Clovis Veterans Memorial District  
808 4th Street  
Clovis, CA 93612

### Time:

8:30 AM - 4:30 PM

Please RSVP to attend at:  
[www.regonline.com/MBAClovisCA](http://www.regonline.com/MBAClovisCA)

Questions? Email us at [Essilor@eventsthatmakesense.com](mailto:Essilor@eventsthatmakesense.com) or call us at 214-717-2907.



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## Macuhealth's Central Dip Paper

Macular pigment (MP), which is entirely of dietary origin, is made up of three carotenoids, known as lutein (L, dominant at the macula's edge), zeaxanthin (Z, dominant in the mid-periphery of the macula) and meso-zeaxanthin (MZ, dominant at the macula's centre). MP peaks at the centre (typical mountain) in most people (88%), but in the remainder (12%) there is a central dip (volcanic mountain), and such a central dip represents increased risk for age-related macular degeneration.[1] Unsurprisingly, therefore, the inclusion of MZ in a macular carotenoid formulation (in a L:MZ:Z [mg] ratio of 10:10:2; MacuHealth with LMZ3 and MacuHealthPlus+ ) is required to normalise the profile of MP in the eye, thereby and uniquely negating the increased risk that people with a central dip run.[2]

1. Kirby, M.L., et al., A Central Dip in the Macular Pigment Spatial Profile is Associated with Age and Smoking. Invest Ophthalmol.Vis.Sci., 2010.
2. Nolan, J.M., et al., Macular carotenoid supplementation in subjects with atypical spatial profiles of macular pigment. Exp.Eye Res., 2012. 101: p. 9-15.



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