

Central California Optometric Society

August 2017

# VISIONOTES & QUOTES



## UPCOMING EVENTS

Essilor MBA	August 24
BCs Pizza and Beer Social	August 30
IDOC Presentation	September 21
VCB Striding for Sight	October 14
Bausch & Lomb Presentation	October 19
Healthy Fresno Health Screening	October 21
VCB Dining in the Dark	November 4
Monterey Symposium	November 17-19

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## Message from the Communications Chair



Happy August everyone!

I wanted to devote this monthly newsletter to some of the philanthropic groups and activities that I have had the privilege to work with in the Central Valley. Having spent the last eight years specializing in Low Vision, I realized that optometrists do not work alone in trying to help populations in need.

I have had the good fortune to work closely with the Valley Center for the Blind for the last three years and currently serve on their Board of Directors. In just these past three years, I have seen them expand from a small non-profit in an older facility to a larger, newer facility serving 400 blind and visually impaired persons per year. Working with the visually impaired and blind is an interdisciplinary field that requires many hands. Oftentimes, after patients have received a pair of glasses or low vision aid from me, I must pass off the baton to other professionals focused on the rehabilitation process. We all work together to try to help these patients who have too often been told that "Nothing more can be done for you." With the help of other trained professionals such as Orientation and Mobility Specialists, vision therapists, psychologists and counselors, these visually impaired and blind patients can become more independent, have a brighter outlook on life, and participate actively in the community.

Tzu Chi is another wonderful non-profit organization that selflessly serves our Central Valley. I have had the pleasure of working with Tzu Chi to provide free eye examinations and glasses made on-site for children as well as adults in communities of need. They truly 'serve with compassion' and it is extremely rewarding to participate in Healthy Fresno, a large health outreach event which includes medicine, dental and optometry

Please enjoy reading about these passion projects of mine and hopefully it will help you see that optometrists do not work alone in helping our community.

Your friendly neighborhood Communications Chair,

Kim Vuong, OD

## Valley Center for the Blind



The idea of Valley Center for the Blind (previously known as Friendship Center for the Blind) was conceived in February 1972 through the efforts of Dr. Andrea Schwartz, who saw a great need for social and recreational services for the older blind. The first meeting was held in October of 1972. On July 17, 1973, Valley Center was incorporated as a nonprofit, charitable institution under the laws of the State of California.

Valley Center has been undergoing a program of expansion of educational and recreational activities and the active recruitment of new blind members. In 2011, Valley Center for the Blind began a campaign to modernize their services to create a professional and supportive atmosphere for those with vision loss to come and receive revolutionary services that train in independence and employment level skills. These services are designed to increase quality of life- building the foundation for increased opportunity for those with vision loss.

Today, Valley Center for the Blind runs 9 programs and 5 social programs, up from only 4 programs and 3 social programs in 2016. We recently have moved to a new facility where we have been under construction internally, building exciting new programs for our local vision impaired population. Valley Center for the Blind provides therapeutic recreation, independent-living training, information and external program referrals, and adaptive technology and computer training and provides direct services to approximately 400 blind and visually impaired persons per year. This number, which has increased approximately 25% in the last year, is record breaking for the organization, which continues to grow at a rapid rate.

# Valley Center for the Blind

Valley Center for the Blind also provides outreach and education to the community on blindness and advocates with the State of California to ensure that the voice of the disabled community is represented. VCB works with local eye healthcare specialists, hospitals, internists, insurance agencies, senior living facilities and other community organizations to ensure that the community is familiar with the services offered to the blind and visually impaired community. Through these community partners, VCB is receiving more referrals than ever before and able to reach more people who can utilize services.

VCB also works with the families and care givers of the blind and visually impaired participants, providing education and support. Often, the information VCB can provide to a family member who has a loved one lose their sight can make a dramatic difference in their ability to cope with the loss and understand the future ahead, which is bright. One of the ways in which VCB connects with family members is to share the many success stories from the organization.

## Testimonials



67-year-old female student with very low partial vision to diabetic retinopathy from Madera, CA. Student arrived needing a constant support service person and had the goals of being able to use her iPhone and listen to the Bible. Through training, she has learned kitchen safety skills, assistive-technology and orientation & mobility. Student received training on-site at VCB and in-home to maximize her learning experience.

From Participant: "When I first arrived at VCB in 2015 I felt desolate, in despair, and very fearful. Upon entering VCB I immediately saw and heard hope. I found others in the same boat as me who had learned to cope with their vision loss. I benefitted so much from what I learned at the center and now can teach others facing the same obstacles."

## Valley Center for the Blind

17-year-old and 19-year-old brothers from Fresno, CA both with congenital blindness who have participated in the youth programs for the past year. When they arrived, the brothers had been told that they would spend their lives in state-supported day programs for persons with mild to moderate developmental disabilities. Now, both students have clear paths to employment goals, can travel independently and are getting actively involved in the community and their education. The eldest brother graduated with a diploma last year and has begun classes at the local community college.

From participants: "I didn't know I was capable of doing so many things. Thank you, Valley Center for the Blind, for opening my options to such a big life. I'm not scared to go out in public anymore and talk to people. I know I can do things on my own. No one ever taught me that before. We can do so much."



A 45-year-old female from Fowler, CA who developed Retinitis Pigmentosa as an adult came to VCB as she began to lose more of her vision. After initial assessments, the consumer was directed towards several of VCB's programs in order to help her manage her vision loss. The consumer went through the A-T, ILS, and O&M Programs and is a regular participant in VCB support groups. In a recent discussion with the VCB case manager, the consumer shared the following:

"I really appreciate what the center has taught me. I can do things I thought I wouldn't be able to do anymore because of my vision loss. I now know that that isn't true. Because of all the products and services that were provided to me I can do simple things again such as reading, writing, and even using my computer. I can email family and use the internet again. It feels good to be able to do these things again. I kind of feel like I'm starting over instead of feeling like life is over."

# Valley Center for the Blind



**Telephone:** (559) 222-4447

**Fax:** (559) 222-4844

**Address:**

3417 W. Shaw Ave.  
Fresno, CA 93711

**Email:** [info@valleycenterfortheblind.org](mailto:info@valleycenterfortheblind.org)

**Office Hours:**

Monday - Friday (9:00-5:00 PM)  
Saturdays by appointment only

[www.valleycenterfortheblind.org](http://www.valleycenterfortheblind.org)

## Future Events

Date	Time	Description	Location
October 14	8am	Striding Beyond Sight 5K Run/Walk	Woodward Park
November 4	7pm	Dining in the Dark	San Joaquin Country Club

# Healthy Fresno

Last April, CCOS paired up with Tzu-Chi to participate in a large interdisciplinary health care event benefiting a community in need. Healthy Fresno provided full medical, dental and vision exams to those who have problems accessing care be it lack of insurance, limited income or mobility issues.

With four CCOS board members, we were able to provide over 100 free eye exams and glasses to people in need. Tzu Chi will be organizing a second Healthy Fresno event this October. We are looking for doctors to participate and donate their time to help this amazing, rewarding event.

**When:** Saturday October 21st, 9:00 AM to 3:00 PM

**Where:** Fresno City College

**Help needed:** 2-4 volunteer doctors (with 4 doctors, each shift will only be 3 hours)

**Help provided:** Tzu Chi will provide their mobile vision unit with two complete exam lanes, Tzu Chi staff will perform pretesting (VA, AR, NCT) and optical (frames and lenses are made on-site!).

For more information, please contact:

Michael Mendoza, OD

President Elect of the CCOS

(559) 930-9666

[Dr.MichaelMendoza@gmail.com](mailto:Dr.MichaelMendoza@gmail.com)

# Tips from COA

If you cannot participate in Healthy Fresno, but would still like to provide help to those in need through your optometric expertise, the COA partners with a non-profit charity that connects families in need with optometrists that want to help.

## **CALIFORNIA VISION FOUNDATION**

The California Vision Foundation (CVF) is a non-profit, optometric charity designed to provide low-income and uninsured families throughout the state of California with free comprehensive eye exams and low cost glasses. Become a California Vision Project Provider or Donate to the Foundation Today!



# COA Legislative Updates



California Optometric Association

For Immediate Release  
July 10, 2017

Contact: Mike Roth, [mike@paschalroth.com](mailto:mike@paschalroth.com), 916.444.7170

## ***Key Senate Committee Votes to Improve Access to Crucial Care***

Sacramento, CA – The California Optometric Association (COA) praised the Senate Business and Professions Committee for moving forward AB 443 (Salas), a bill supported by COA to improve access to eye care that improves Californians' vision and health.

COA President Dr. Sage Hider said:

"The California Optometric Association is encouraged by the Senate Business and Professions Committee's support of AB 443 and by the positive and productive dialogue with stakeholders that has resulted in the current bill.

"AB 443 brings crucial health services closer to patients in California, recognizing that Doctors of Optometry can help bridge significant access gaps that have impeded Californians with lower incomes and in geographically remote areas from accessing potentially life-saving care.

"As California confronts a wide-spread and costly diabetes epidemic, it is even more urgent that California empower Doctors of Optometry to utilize our extensive clinical training to deliver more of the care Californians need and relieve pressure on our overstretched health care system. We are hopeful that with continued, positive engagement among stakeholders, this vital bill will continue to move forward."

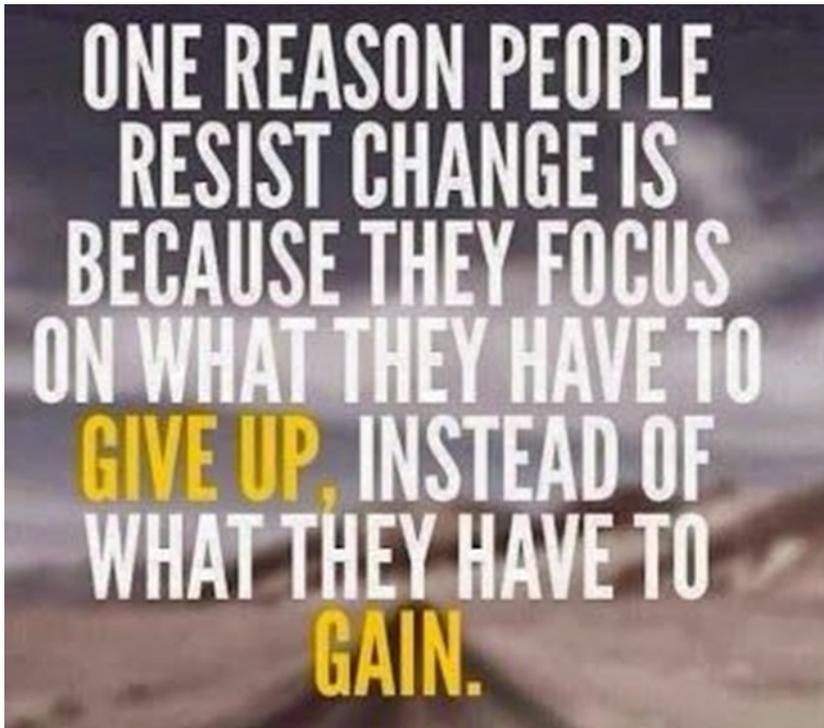
A severe shortage of primary care providers compromises Californians' health. Today, 46 counties have too few primary care doctors to meet the needs of their communities. California lags behind most other states in allowing highly trained doctors of optometry to perform routine, but medically necessary procedures.

AB 443 would allow optometrists to safely provide care that is within their extensive training, alleviating pressure on the health care system and making eye care more accessible in rural California and for lower income patients. Under AB 443, optometrists could test patients for diabetes, administer flu, shingles and pneumonia vaccines after receiving additional training and certification, and broaden treatment options for glaucoma. The bill will also expand the types of eye diseases doctors of optometry can treat.

# Message from the President

Margie Recalde, OD, FAAO

Changing office protocol is never easy. We're used to following our old habits. We don't want to spend the extra time to make a change. Change is painful, uncomfortable and sometimes even stressful.



Why then do we need to change? Change can make your practice better. Think about the gain and keep your mind focused on that goal. The process may be difficult but it will all be worth it at the end.

So why am I bringing up this topic of change? At my office, we recently changed our protocol for the Optomap. Previously the Optomap was only ordered when it was medically indicated. Patients that had certain systemic diseases (eg. diabetes), symptoms suspicious of a retinal detachment, or patients that had an abnormal fundus exam on their previous visit.

However, we wanted to utilize the Optomap for all patients in addition to the high-risk patients. We recently changed our strategy and made the switch to order the Optomap for everyone as a health-screening exam for

both adults and children. We inform patients that this is our new standard of care for checking the health of the eyes. My office charges a baseline screening fee for this procedure for each patient. We did hit some bumps along the way with this new strategy but overall we have more patients doing the Optomap procedure thanks to our new office protocol.

Here are some examples of patients that had Optomaps in my office recently:

Patient loved the photos so much that she requested to have her photos emailed to her so she can frame it on her wall and show her friends.

Patient had a few isolated peripheral retinal hemorrhages that were completely unexpected in a healthy 50 year-old male. He has physical exams every six months. His medical history was negative for any conditions. We communicated this with the patient, showed him his Optomap, and sent a letter to his physician.

Patient gave us a glowing Yelp review because he was so impressed with the Optomap technology!

Change may be painful but the price is worth the gain. Providing better care for our patients is definitely worth the price, wouldn't you agree? I encourage you to analyze your office procedures and determine how you can change it up a notch and elevate your patient's care.

# EyeChat

I would like to introduce a new section for ODs to discuss with other ODs in the community. This can be a forum for open discussion about optometry, the health field and anything in between. If you are interested in participating, please contact me at [communications.ccos@gmail.com](mailto:communications.ccos@gmail.com).

## Low Vision Clinic

The Valley Center for the Blind is interested in creating a low vision clinic to further establish a fully interdisciplinary professional rehabilitation center for the blind and visually impaired population in the Central Valley. This low vision clinic will be overseen by an optometrist trained in low vision rehabilitation. Based on your practice populations, is there a demand or need for this type of service? Would you be willing to utilize this service? Please contact Kim Vuong, OD at [kim.th.nguyen@gmail.com](mailto:kim.th.nguyen@gmail.com).

## Vaccinations

Dennis Chinn, OD would like to know of any ODs or patient's children having any adverse effects from any vaccinations. Please send info to [dennischinnod@gmail.com](mailto:dennischinnod@gmail.com) or call (559) 224-8302.





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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

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<b>When:</b> Thursday, August 24 <sup>th</sup>	<b>Where:</b> Clovis Veterans Memorial District 808 4th Street Clovis, CA 93612	<b>Time:</b> 8:30 AM - 4:30 PM
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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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# CCOS Social Event

## BC's Pizza



Wednesday August 30, 2017

Happy Hour

Mingle with VA ODs, residents and students.

All ODs and optometry students welcome!

RSVP @ [ccosociety@gmail.com](mailto:ccosociety@gmail.com)

# CCOS Meeting

Thursday,  
Sept. 21 at  
6:00pm

RSVP by Sept 15 at  
[ccosociety@gmail.com](mailto:ccosociety@gmail.com)



Dinner Sponsored by  
Kodak and CSC Labs

Presentation by Dr.  
Jeff Garcia, IDOC  
Representative.

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Manhattan Restaurant  
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We cordially invite you to join an insightful clinical discussion on toric innovations featuring Bausch + Lomb ULTRA® for Astigmatism contact lens technology.



**PRESENTED BY**

Suneet Gupta  
Chino Hills Eye Care  
Chino Hills, CA

**October 19, 2017**  
6:00 PM

**LOCATION**

Fleming's  
639 E. Shaw Avenue  
Fresno, CA 93710

**Please RSVP**

Thomas Carroll  
Vision Territory Manager  
Phone: 559-269-2846  
Email: [Thomas.Carroll@bausch.com](mailto:Thomas.Carroll@bausch.com)

As one of the select practitioners to be invited to participate in this event, you will have the opportunity to learn about the innovative MoistureSeal® technology behind the development of a silicone hydrogel lens.

This event complies with AdvaMed guidelines. Attendance is limited to eye care professionals. Accordingly, we appreciate your support in not bringing a spouse or guest(s) to this program.

For Eye Care Professionals (ECPs) only. For ECP's licensed in Minnesota or Vermont, we regret that the laws of these states do not permit us to invite you to attend this dinner presentation. Bausch + Lomb complies with all relevant State and Federal tracking and reporting requirements for transfers of value to covered eye care professionals.

**This invitation is intended for use by the invitee only and is non-transferable.**

# COA Upcoming Events



**\$499 Members • \$650 Non-Members**  
Unlimited CE + meals + expo + reception



**\$175 Members • \$250 Non-Members**  
6 hours CE + breakfast & lunch

# Classifieds

## **Full Time Optometrist Position available in Corcoran, CA (Posted August 2017)**

full time optometrist position available in Corcoran with United Health Centers. This position is from Monday to Friday and allows optometrists to practice full scope optometry closely with other medical professionals. It offers many benefits and health insurance.

Please contact Surbjeet Mann, OD at [559\)846-6330 x 0743](tel:5598466330) or [manns@unitedhealthcarecenters.org](mailto:manns@unitedhealthcarecenters.org)

## **Locum Optometrist Position available in Kerman, CA**

Valley Health Team is seeking a locum Optometrist to fill in as needed when provider takes vacation. Please contact Saky Sihan 559-364-2934

## **Optometrist position available in Merced, CA**

Independent Doctor of Optometry located inside the Merced Costco is looking for one or more friendly Optometrists for 1-2 days per week (preferred Saturdays and/or Mondays but flexible). Competitive compensation with opportunity to earn bonus. Please email your resume or CV with your days of availability to [fchenodinc@gmail.com](mailto:fchenodinc@gmail.com) or fax to [209-726-8118](tel:2097268118). May lead to more days in the future and vacation relief.

## **Optometry Equipment for Sale - Practice Closing**

Dr. Robert Wayda is in the process of closing down his practice in Dinuba. He is selling everything. If you are interested, please contact him at [docbob92@comcast.net](mailto:docbob92@comcast.net), and he will email pictures of what is still available. Dr. Wayda also has vision therapy equipment (Keystone telebinocular, boxes of stereographic test targets, etc.) that he would be willing to give away to a society member if anyone is interested. Pictures available upon request.

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