

VisionNotes & Quotes

Central California Optometric Society

- June 1 CCOS CE Dinner at Manhattan Restaurant 6:30pm (**RSVP by May 30**) (pg. 6)
- June 16 Senator Ed Hernandez Fundraiser (pg. 7)
- July 7 Grizzlies Game – **Payment due June 1.** (pg. 10)

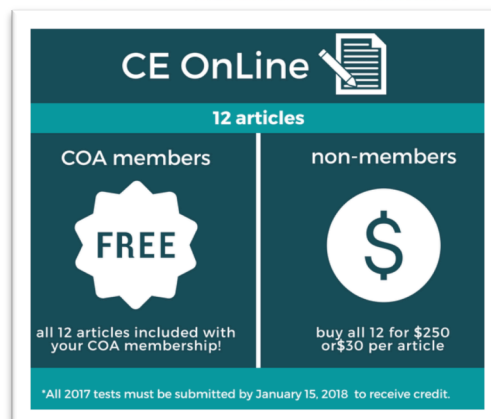
Who Wants **FREE CE** and
Convenient **CE ONLINE?**
And...there may be as much as
18 HOURS for FREE!

Every member of CCOS has an opportunity to take advantage of free CE online. We are allowed a maximum of 20 hours of CE online every 2 years for our license renewal requirements.

Where do members get
Free CE Online?

AOA's "eyelearn" may
offer as much as 6 hours
for free.

COA's "CE OnLine"
provides 1 article per
month for the entire year
= 12 hours of CE.



Calendar

- June 1 CCOS CE Dinner Program at Manhattan Restaurant
- June 16 Senator Ed Hernandez Fundraiser in Lemoore
- June 21-25 AOA in Washington, D.C.
- July 7 Grizzlies Game
- July 12 SunPharma Dinner Program
- July 20 Eye-Q CE Coding Seminar
- August 24 Management & Business Academy Workshop in Clovis

Speaking of Free CE, we will have a 1-hour Free CE Program for CCOS Members on June 1. Please RSVP by May 30.

President's Message

Margie Recalde, OD, FAAO

CCOS Rocks!

Julie Andrade recently pointed out at one of our CCOS Meetings that CCOS has the highest Key Person (KPs) participation. Check out the stats:

ACCCOS	234 Members	42 KPs	18%
OCOS	231 Members	51 KPs	22%
SFOS	77 Members	8 KPs	10%
CCOS	54 Members	21 KPs	38%!!



What is a Key Person?

A Key Person means you are willing to take the extra step to educate lawmakers about relevant issues in our profession. If you've ever contacted your legislator with the template letters sent via email, you are a Key Person. If you've ever attended a legislative campaign, fundraiser, or COA Legislative Day, you are a Key Person. The fact that more than half of our society participates as a Key Person is an incredible feat! Let's keep it up.

Contact your local and national legislators to support or oppose pending legislation

[Template Letters for State Legislation](#)

[Template Letters for National Legislation](#)

On the CCOS website, find the Legislative Advocacy tab. Scroll down and see links for Template Letters for State and National Legislation. When I checked it this past week, I had an option to send a letter regarding "Put Patients and Doctors Back in Control of Important Health Care Decisions by Curbing Anti-Patient, Anti-Competitive Health and Vision Plan Abuses: Co-sponsors Needed for HR 1606". Each time you send a letter to your legislator, they count the letter in the "yes" or "no" bucket. Every letter counts! I encourage you to check the website and ask your fellow colleagues that are non-members to do the same.

COA's Central Regional Advocacy Day on April 22

Thank you to Assemblymembers Rudy Salas and Devon Mathis for meeting with COA Members in Visalia at Bravo Farms. We had representatives from all three local societies attend: CCOS, Tulare Kings Optometric Society, and Kern County Optometric Society.

CCOS was represented well with 7 CCOS members supporting the event:

Roger Hayashi, Ari Pazirandeh, John Barron, Bryan Eidal, Chris Fisher, Nick Kazarian, and Margie Recalde. Several COA Board members including our current COA President Sage Hider and Past-President Stevin Minie were also present. Board of Trustee and CCOS Liaison Mark Nakano made a special day trip from Los Angeles because he wanted to show his support but also to introduce himself to CCOS Members.



Salas Standing His Ground

Five days prior to the Visalia event, Asm. Salas was removed from the Business and Professions (B&P) Committee. He voted against the gas tax, which increases gas by 12 cents a gallon and increases annual vehicle registration fees \$25 to \$175 depending on the vehicle's value. He was the only Democrat to vote against his party, a decision that cost him his Chair of B&P. Asm. Salas promised his constituents that he would not vote for a tax increase unless his constituents had an opportunity to vote for or against the bill. By the narrowest of margins, the unpopular bill did pass but Salas' vote made it very close to not passing. Asm. Evan Lowe was promoted as the new Chair of B&P and is the son of an optometrist that is a long-standing member of COA.



Rudy Salas Jr
@rudysalasjr

Follow

Some days it's hard to keep your commitments. Today is one of those days.
[#KeepingyourCommitment](#) [#Repercussions](#)
[#RemovedfromCommittee](#)



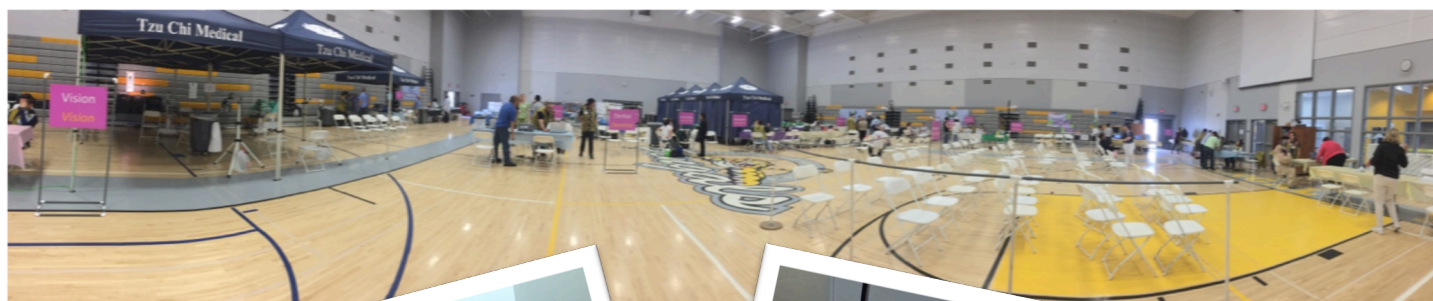
April 25 CCOS CE Dinner Program at Ruth's Chris Restaurant

CCOS held it's first CE Program of 2017 and tried something different – Speed Networking. Believe it or not, it was a success! The members had an opportunity to meet old friends and make new ones. Dr. Jim Stringham finished the second half of the evening to discuss the importance of Macular Carotenoids and the secret to enhancing your vision. Thank you to Raquel Meira from Macuhealth for providing an unrestricted educational grant for the event. All 25 attendees enjoyed an hour of networking 'millennial style', delicious food, and noteworthy CE!



April 29-30 Healthy Fresno Event

April was a busy month for CCOS. The third activity was a volunteer event where CCOS Members provided free comprehensive eye exams for those in need. Thank you to Michael Mendoza for organizing our first philanthropy project and to Vistakon representative Lindsey Amaro for providing a tasty lunch for the optometrists. On Saturday, Michael Mendoza, Chris Fisher, and Dennis Chin broke the record for the most eye exams provided by Tzu Chi in one day! Since most of the patients were seen on Saturday, Kim Vuong and Margie Recalde had a steady but relaxing schedule of patients on Sunday. The next Healthy Fresno event will be in October. This is a perfect chance for members to make a difference for those people in need.



THURSDAY, JUNE 1, 2017 6:30PM

"GRAND ROUNDS CASE STUDIES"

Presented by VA Fresno Optometry Residents:

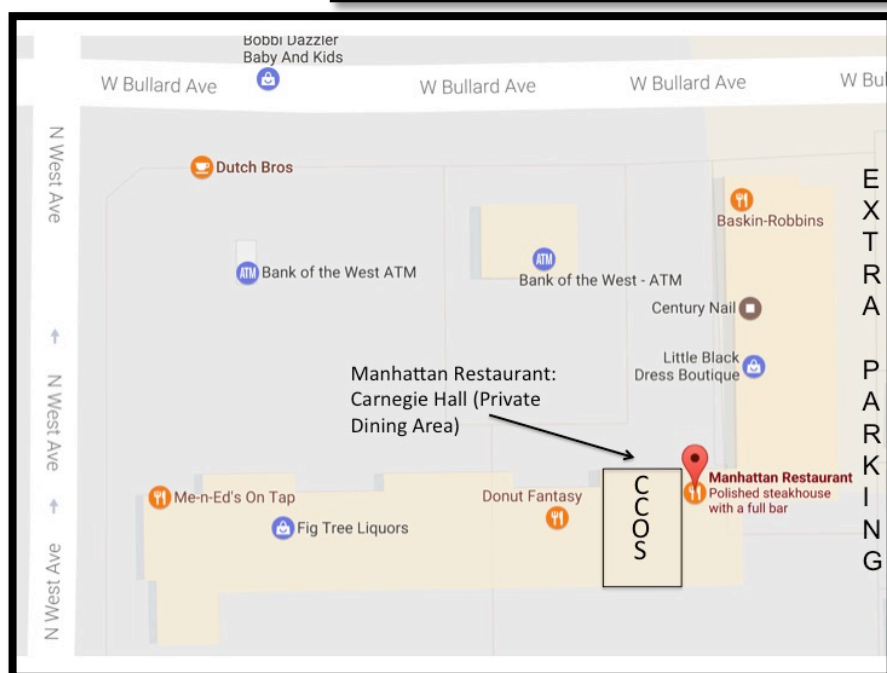
Pearl Thai, OD
Jennifer Parks, OD
Emily Mak, OD

1 hour CE (COPE ID# 53939-PS)
COPE Activity ID#113460

Free Dinner and 1 hour CE Course for
 CCOS Members and \$50 for Non-members

**CCOS CE
 DINNER
 PROGRAM**

MANHATTAN RESTAURANT
 1731 WEST BULLARD, FRESNO, CA 93711
 RSVP AT CCOSOCIETY@GMAIL.COM



Please
 RSVP by
 Tuesday,
 May 30

Friends,

For far too long, greedy insurance and pharmaceutical companies have prayed on poor communities, prioritizing their profits over the lives of sick people.

It doesn't have to be like this. Americans pay by far the most for prescription drugs in the developed world, largely because of our inability to regulate Big Pharma. It's immoral, nonsensical, and need to be stopped.



That's why I'm spearheading an effort in the California Legislature to shine a spotlight on drug manufacturers and their skyrocketing pharmaceutical drug prices. SB 17 requires drugmakers to provide written notification to the state and to insurers when they decide to raise prices or introduce a new and very expensive drug, ensuring for the first time that they explain to the public why their drugs cost so much.

Despite Big Pharma's high profile, it still operates in the shadows, and the industry likes it that way. Companies can suddenly jack up the prices of their signature drugs with no justification.

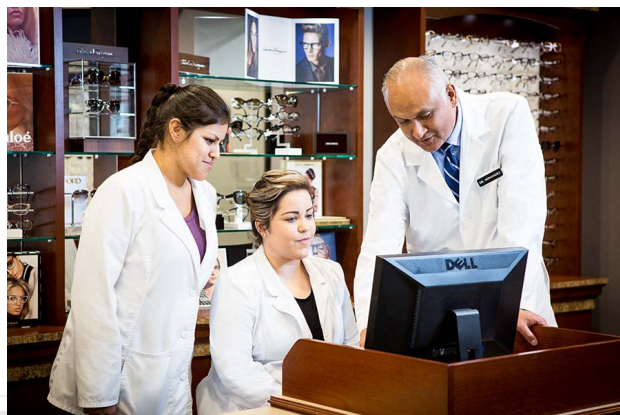
Big Pharma wants us to believe that such costs reflect the expensive nature of research and development. But a study found that for every \$1 drug companies spend on R&D, they spend \$19 on advertising.

This isn't the first time we've tried to crack down on the pharmaceutical industry. Time and again, California and other states have tried to force Big Pharma to reveal the true costs of drugs, only to be blocked by its powerful lobby.

But we cannot let the current paradigm continue, where millions of sick people are faced with an impossible choice: pay for life-saving medicine or pay their mortgage and other necessities.

Please join us in holding Big Pharma accountable. It's time to shine a light into the deep shadows of drug pricing.

Thanks,
Dr. Ed Hernandez
California State Senator
Candidate for Lt. Governor, 2018





EDUCATION

Senator Ed Hernandez wants to ensure California, as the world's 6th largest economy, has an education system that will prepare our kids for an ever-evolving 21st century global economy. The first in his family to graduate from college, he believes an education is the greatest equalizer in our society. That's why he is an advocate for re-investing in our K-12 public schools, community colleges, and public universities. As someone who worked his way through college, he has been a champion for reducing the burden on students and their families by improving access and affordability at our public colleges and universities.

JOBS & THE ECONOMY

As a small business owner himself, Senator Ed Hernandez knows the everyday challenges facing small businesses. He believes that while government can create the right environment to foster business growth and economic opportunity, it is still businesses that create jobs. Senator Hernandez also believes that a rising tide lifts all boats.

HEALTHCARE

Increasing access to affordable, quality healthcare is what drove Dr. Ed Hernandez, O.D. at the age of 49 to make his first run for elected office in 2006 to the State Assembly. As a practicing Optometrist, State Senator Ed Hernandez has seen firsthand the devastation a lack of access to care has on our communities. He has been a champion for expanding access to quality, affordable healthcare, reducing overall healthcare costs, and addressing the provider shortage throughout our state.

ENVIRONMENT

Senator Ed Hernandez believes the debate about climate change is over and that our planet is at a critical crossroads when it comes to addressing this global crisis. As a member of the California State Legislature, he's supported the state's forward-thinking efforts to tackle the issue head on, as well as championing environmental justice legislation that deals with local sources of pollution and contamination.

PUBLIC SAFETY

Throughout his time in public office, Senator Ed Hernandez has always put public safety first. He believes that without safe neighborhoods and communities, kids can't go to school, businesses can't thrive, and our regional economies grind to a halt.

IMMIGRANT RIGHTS

The grandson of immigrants, Senator Ed Hernandez believes that in a nation founded and built by immigrants, we ought to embrace, promote, and celebrate our great diversity — not demonize immigrants or separate families.

Read more about Sen. Ed Hernandez' stand on issues: www.edhernandez4ca.com/issues/

June 16 Senator Ed Hernandez Fundraiser Event

RSVP for June 16 Event at
nancy@ncpassociates.com.

If you are unable to attend, please consider a contribution. There are 2 ways to contribute:

1) Check to Ed Hernandez for Lt. Governor, 2018
FPPC #1374488.

Mailing Address:
NCP Associates
556 South Fiar Oaks Ave #101-5
Pasadena, CA 91105



2) Online <https://ca-edhernandez.nationbuilder.com/donate>
Link available at www.ccosociety.org

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**
- 2) Mail check to CCOS, C/O
Bryan Eidal, OD, 1630 11th
Street, Reedley, CA 93654**

*Enjoy
Fireworks
Show after
the Game!*



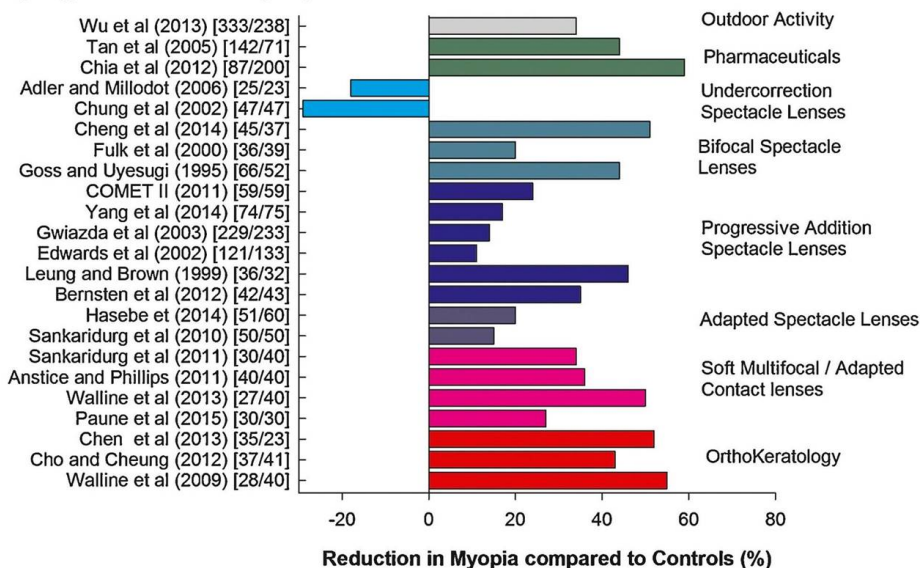


"No other profession has the depth of knowledge and experience to be on the forefront of myopia control than optometry." Dr. Christopher J. Quinn, O.D., AOA president-elect.

Thank you Dr. Michael Hayashi for sharing Myopia Control information with the members.

Please check the CCOS website for more information and articles. Due to the popularity of this topic, a new Myopia Control page is now available on the CCOS Website (including 1 hour CE on Myopia Control from Review of Optometry). Please feel free to send information you would like to share with members by emailing ccosociety@gmail.com.

Author (year)[treatment/control subjects]



Patient Education
Material now available
on CCOS Website.

Please email
ccosociety@gmail.com
with a link or
attachments if you
would like to contribute.

Understand the risks to your health

Clear vision does not necessarily mean healthy eyes. If you substitute an online refractive eye test for a comprehensive eye exam, key eye issues could be missed and you could be putting your eye health—and possibly your overall health—at serious risk.

What is an online refractive test?

An online refractive test is a service provided through a website. It is a vision test used as a tool by some California licensed eye care practitioners only to determine your eyeglass or contact lens prescription.

Consumers take the test for a fee and can then receive a prescription for eyeglasses or contact lenses from a California-licensed eye care practitioner.



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POL 16-001



ONLINE REFRACTIONS:
NOT A COMPREHENSIVE EYE EXAM



What does a comprehensive eye exam cover that an online refractive test does not?

As opposed to an online refractive test, a tool used to only determine the appropriate lens power needed to improve your vision, a comprehensive eye exam entails an optometrist or ophthalmologist evaluating the overall health of your eyes by:

- Understanding your case history.
- Completing a thorough exam, which will determine the internal and external health of your eyes.
- Conducting an evaluation of your refractive status (how your eyes focus and coordinate) and determining a prescription accordingly.

Are comprehensive eye exams only for the elderly?

No. You do not have to be elderly, or even middle-aged, to have eye health issues. For example, young people can have diabetes, retinal tears, and eye infections that can be detected during a comprehensive eye exam.

Why is a comprehensive eye exam important?

The California State Board of Optometry, a consumer protection agency that licenses and regulates optometrists and the optometry profession, believes routine, comprehensive eye exams are crucial to maintain good eye health.

Refractive tests cannot discover eye problems such as:

- Cataracts
- Glaucoma
- Diabetic retinopathy
- Retinal tears and scarring
- Eye infections
- Dry eye syndrome

Some eye health issues have few warning signs and no pain. A comprehensive eye exam performed by an eye care professional (optometrist or ophthalmologist) can help ensure that a problem is found and treated early. For example, diabetes affects more than 8 percent of the U.S. population, but about 7 million people are unaware they are diabetic, according to the Centers for Disease Control and Prevention.



FREE DUES



Vision West, Inc., COA's Preferred Eyecare Business Group, will pay your dues if you are one of three doctors who refer the most new members in 2017!

1 refer your fellow ODs

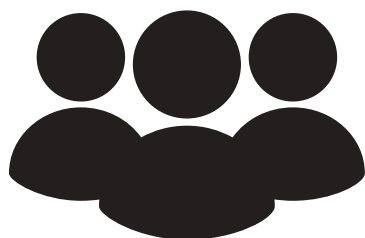


2 future-members submit COA application



for more information email:
jhaas@coavision.org

3 be 1 of 3 ODs who refer the most new members in 2017



4 FREE dues in 2018!



COA will track all new member referrals. New members are defined as ODs who are either new dues-paying members to COA or those doctors who have not been members for six months or longer. New members must enroll in autopay or pay dues investment in full and remain in good standing to be counted as eligible referrals.

Thank you to our generous sponsors!

Unrestricted Educational Grant



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.

Platinum Level



Gold Level



EYE-Q



**Allergan's Restasis MultiDose
now available for your patients.**



— now —
HIRING

Fresno MD-OD Practice seeking an optometrist

Join an ophthalmology practice with three offices in the Fresno area providing care for a large patient base. We are looking for a medical optometrist who is interested in practicing full-scope optometry. Patient responsibilities include comprehensive eye exams, ocular disease management, pre and post-operative care, and contact lens services. Salary commensurate with performance. For more information on this great opportunity contact drpazi@gmail.com.

Optometrist position available in Bakersfield

Seeking full time or part time optometrist for MD/OD practice in Bakersfield serving a wide variety of patients. Hours are primarily 9am to 5pm and starting salary is \$500/day. New graduates are welcome! If you are interested, please call 323-257-3937.



Margie Recalde, OD, FAAO is the new owner of Lifetime Optometric located in the Atrium Building at 1111 East Herndon Avenue, #101, in Fresno. The previous owner, Dr. Michael Hayashi, will be enjoying the extra time with family and other interests but will continue practicing at Lifetime Optometric a couple days a week. We are also fortunate to have Dr. Staci Hamamoto who has been providing excellent eye care since she started with the practice in 2006.

John Barron, OD will be moving from Natural Vision to EYE-Q Vision Care and will be mainly working at the Selma office at EYE-Q Selma, 2719 Cinema Way, Selma, CA 93662. This is a nice change for Dr. Barron since he currently resides in Selma. EYE-Q warmly welcomes Dr. Barron to the EYE-Q family!