



The Newsletter of
Primary Eyecare Network

focal point

July / August 2010



Is Your Practice at Risk?

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Is Your Practice at Risk?

"One of the greatest challenges to the independently practicing optometrist is efficiently running his or her office in compliance with the challenging and ever changing employment laws and regulations," reports Ron Goldman, Esq. "Unfortunately, the rate of employee-based lawsuits against doctors has significantly increased over the last several years."



In addition, the cost of employee-based litigation to small business can be staggering. A recent study by the UCLA-Rand Center for Law and Public Policy examined defense costs in California employment law discrimination cases and found that employers spend approximately \$150,000 defending themselves through the course of a trial.

As an employer, you must follow a host of state and federal laws that regulate all aspects of the employer-employee relationship. Because of the wide variety of situations that can arise, employment law involves legal issues as diverse as discrimination, wrongful termination, wages and taxation, and workplace safety.

Identify your risk...

In order to minimize the risk to your practice, you need to know and understand:

- Proper hiring practices including how to conduct interviews and investigate job applicants without invading their privacy.
- Wage and hour laws.
- How to avoid harassment and discrimination based on gender, age, race, pregnancy, sexual orientation, disability, national origin, etc.
- Minimum leave requirements (i.e., sick, vacation, parental).

- How to write an employee handbook, conduct performance reviews and discipline employees.
- How to fire an employee without impinging on their legal rights.
- How to protect your business and the employee's rights when they leave.
- How to run a background check, do a workplace search or monitor employee conduct.

Get started with PEN!

If all of this seems daunting, PEN has some resources that can help you become better prepared to protect your practice.

Ron Goldman, a popular speaker at several PIO meetings, will be presenting an employment law seminar specifically focused on the issues facing optometrists. We encourage you to attend.

Employment Law for the Optometric Office with Ron Goldman, Esq. Sunday, August 15, Walnut Creek, CA

10:00am-1:00pm (includes lunch)

*See page 3.

Also



Let CalChamber be your HR expert.

They can guide you through everything from hiring to coaching to termination...and help you avoid risk at the same time. Save thousands of dollars by becoming a CalChamber member and get all the help you need from the experts!

PEN Members receive an 8-20% discount on all compliance products from CalChamber and are currently eligible for a 15-day free trial!

Call CalChamber today at 800-649-4921 x 559 or visit www.calchamber.com.

Save Our Children's Sight

by Terry Theiss, CPOT, ABOC



Terry Theiss
CPOT, ABOC

The statistics on vision problems in children are appalling. One in ten children are at risk of undiagnosed vision problems; one in 30 children will be affected by the leading cause of

vision loss in people under 45 - amblyopia, one in 33 have significant refractive errors like nearsightedness or farsightedness, and one in 100 will exhibit signs of eye disease, etc.

According to the National Society to Prevent Blindness, vision disorders are the fourth most common disability and the most handicapping condition during childhood in the US. So, how can one paraoptometric affect any change?

First, arm yourself with knowledge.

Hyperopia or farsightedness impacts the ability of a child to see clearly at near, and sometimes even at distance. Myopia or nearsightedness causes children to have blurred vision at distance. Astigmatism causes unclear vision at near and far. Amblyopia is a condition in which the vision is diminished in one or both eyes due to lack of sensory input. Strabismus refers to eyes that don't point straight; this may cause double vision and/or other visual problems.

If vision disorders are caught and treated by ages 3-5, chances are the visual system will develop normally. The prognosis is usually fairly good for children with amblyopia who are treated by the age of nine. If left untreated, the vision may never be normal or correctable to 20/20. Inadequate vision can severely delay a child's development of motor skills, communication skills, and social skills.

Second, know the signs of eye and vision problems.

In **infants**, watch for excessive tearing, red or crusty eyelids, an eye that constantly turns to some odd direction, extreme sensitivity to light, or the appearance of a white pupil.

Preschoolers with problems may sit too close to the TV or hold books too close, squint, tilt their heads, rub their eyes often, have very short attention spans for their age, have one eye that turns in or out, be sensitive to light, have difficulty with hand-eye-body coordination, or avoid coloring pictures, doing puzzles, etc.



School age children with vision problems may lose their place while reading, avoid near work, hold books too close, have headaches and/or rub their eyes, turn or tilt the head to use one eye only, make reversals frequently when writing or reading, lose their place when reading unless they use a finger, omit or confuse small words when reading, or consistently perform below potential.

Third, know the recommended schedule for children's eye exams. In most practices parents are encouraged to bring children in for their first vision screening around the age of six months.

A second exam is recommended around the age of three, and another before first grade.

(continued on page 4)

Upcoming Classes

Staff Education

Register for am, pm or both.

JULY

Burbank, CA Tuesday, July 6th
Troubleshooting in the Dispensary - NEW (9:00am - Noon)

Inventory Control (1:15pm - 4:15pm)

San Ramon, CA Tuesday, July 13th
Frame Styling (9:00am - Noon)

Troubleshooting in the Dispensary - NEW (1:15pm - 4:15pm)

AUGUST

Sacramento, CA Tuesday, August 3rd
All About Lenses - Level 1 (9:00am - Noon)
All About Lenses - Level 2 (1:15pm - 4:15pm)

Webinar Thursday, August 5th
Maximizing Optical Sales (12:30pm - 1:30pm PST)

Ventura, CA Thursday, August 26th
Survival of the Fittest (9:00am - 3:15pm)

Doctor Seminars

JULY

Medicare Billing & Coding 2010
Presented by John A. McGreal, O.D.

Orlando, FL
Saturday, July 10th (7:30am - 12:15pm)

Ft. Lauderdale, FL
Sunday, July 11th (7:30am - 12:15pm)

My Favorite Pharmaceuticals

...and why they should be yours too!
A webinar with John A. McGreal, O.D.

Webinar - NEW
Wednesday, July 28th (5:30pm - 6:30pm PST)
COPE Accreditation granted for all parts of this program.

AUGUST

Employment Law for the Optometric Office
Presented by Ron Goldman, Esq.

Walnut Creek
Sunday, August 15th (10:00am - 1:00pm)

CRT: Integration & Certification
Presented by Richard Baker, O.D., F.A.A.O.

Sacramento
Tuesday, August 24th (6:00pm - 8:00pm)

Exciting New Classes!

My Favorite Pharmaceuticals

...and why they should be yours too!

Presented by John A. McGreal, O.D.

New Webinar!



Wednesday, July 28th

Webinar • 5:30-6:30pm PST

\$50 (Non-Members \$65)

COPE Accreditation granted for all parts of this program.

Join PEN and Dr. McGreal as he presents you with "best of breed" pharmaceutical agents. Categories will include:

- Anti-infectives
- Allergy
- Anti-virals
- Ocular Surface
- Analgesics
- Supplements
- NSAIDs
- ...and more!
- Glaucoma

Sharpen your therapeutic skills in one hour from your home or office!

Employment Law for the Optometric Office

Presented by
Ron Goldman, Esq.



Sunday, August 15th

Walnut Creek, CA: 10:00am - Noon

Lunch to Follow: Noon - 1:00pm

\$110 (Non-Members \$135)

Efficiently running an office in compliance with employment laws and regulations is one of the greatest challenges to the independent optometrist.

Learn how to avoid labor law violations:

- Ways you can be exposed to a wrongful termination action.
- Most common wage & hour violations.
- Advantages of having a written employment agreement and policy.

Includes Q&A Lunch

CRT: Integration & Certification

Presented by
Richard Baker, O.D., F.A.A.O.



Tuesday, August 24th

Sacramento, CA: 6:00-8:00pm

Tuesday, September 21st

Irvine, CA: 6:00-8:00pm

\$55 (Non-Members \$75)

Learn the facts of integrating Corneal Refractive Therapy (CRT) into your practice from a successful practitioner.

- Comprehensive review of FDA approved procedure
- Case Studies
- Practical tips on how to get started
- Plus a Q&A session on the economics of CRT

CRT Certification Exam included



Troubleshooting in the Dispensary

Presented by Mary E. Schmidt

Where do you begin when a patient arrives with a complaint about their glasses? What's your first step? Do you search for someone else to solve the problem? Do you get a feeling of panic?

Have you acted without really thinking everything through? Learn how to create a systematic approach to problem-solving with patients.

This program will improve your ability to:

- Analyze and assess problems.
- Determine the appropriate actions needed to reach a solution.
- Create a goal and plan of action.
- Walk through all options prior to taking the first step.

Tuesday, July 6th

Burbank, CA: – 9:00am-Noon

Tuesday, July 13th

San Ramon, CA: – 9:00am-Noon

\$95 (Non-Members \$125)

Register today! Form Enclosed.



Education Registration

My Favorite Pharmaceuticals	Employment Law Updates for O.D.s	CRT: Integration & Certification
New PEN Webinar Wednesday, July 28th with John A. McGreal, OD	Walnut Creek, CA Sunday, August 15th with Ron Goldman, Esq.	<input type="checkbox"/> Sacramento, CA <input type="checkbox"/> Irvine, CA Tues. 8/24 Thurs. 9/21 with Richard Baker, OD

Attendees:	Attendees:	Attendees:
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

Staff Training	Attendees:
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JULY

Troubleshooting in the Dispensary - Burbank - Tues, 7/6	1. _____	2. _____
Inventory Control - Burbank - Tues, 7/6	1. _____	2. _____
Frame Styling - San Ramon - Tues, 7/13	1. _____	2. _____
Troubleshooting - San Ramon - Tues, 7/13	1. _____	2. _____

AUGUST

All About Lenses I - Sacramento - Tues, 8/3	1. _____	2. _____
All About Lenses II - Sacramento - Tues, 8/3	1. _____	2. _____
Maximizing Optical Sales - WEBINAR - Thurs, 8/5	1. _____	2. _____
Survival of the Fittest - Ventura - Thurs, 8/26	1. _____	2. _____

SEPTEMBER (preview)

CPE - Pleasanton - Mon-Wed, 9/13-15 (*details below)	1. _____	2. _____
Frame Styling - Reno - Thurs, 9/23	1. _____	2. _____
Inventory Control - Reno - Thurs, 9/23	1. _____	2. _____

***CPE: Centers for Paraoptometric Education**
 3-Day Intensive, Hands-On Program
 Monday - Wednesday, Sept. 13-15
 Pleasanton, CA \$490 (Non-Members \$850)
Instructors: Mary Schmidt, President, EyeSystems
 Jill Luebbert, CPOT, ABOC

Learn optical processes from A-Z in a short amount of time!
This program will improve your ability to:
 Perform most duties in your dispensary,
 Understand what to do & why you're doing it,
 Troubleshoot & problem solve without supervision,
 Excel in private practice while providing quality patient care.

Practice Information

Practice Name _____	PEN ID# _____
Contact Name _____	Phone# _____
Email Address (Required) _____	Fax# _____

Payment Information

Bill my PEN Account # _____

Bill my Credit Card: VISA MasterCard

* See Pricing Information on Reverse

Name: _____ Acct#: _____

Billing Address: _____

Expiration Date: _____



Education Pricing

Doctor Seminars	PEN	Non-Member
<i>My Favorite Pharmaceuticals</i> (McGreal) Wednesday, June 28th, WEBINAR	\$50	\$65
<i>Employment Law Updates for O.D.s</i> (Goldman) Sunday, August 15th, Walnut Creek	\$110	\$135
<i>CRT: Integration & Certification</i> (Baker) Tues. 8/24, Sacramento & Thurs. 9/21, Irvine	\$55	\$75

Special Staff Programs & WEBINARS	PEN	Non-Member
<i>Survival of the Fittest</i> PEN's Newest Staff Ed Leadership Program	\$180	\$225
<i>Maximizing Optical Sales</i> Thursday, August 5, WEBINAR	\$35	\$45
<i>CPE: Annual 3-Day Intensive Program</i> M-W, September 13-15, Pleasanton	\$490	\$850

All Other Staff Education	PEN	Non-Member
<i>All About Lenses I & II, Dealing with Difficult People (live), Frame Adjusting, Frame Styling, Inventory Control, Maximize Optical Sales (live), Troubleshooting in the Dispensary - NEW</i>	\$95	\$125

Register Today!

Fax completed form to PEN at 925-838-9338 or call 800-444-9230.

Save Our Children's Sight

(continued from page 2)

Exams at more frequent intervals may be recommended by the optometrist or if the parent notices a change in their child's visual behavior.

Children with normal vision at the third exam are usually recommended to return every two years. Children at risk will probably be recommended to return annually. Remember, school screenings and even those at some pediatrician's offices are inadequate.

Fourth, educate patients...grandparents, aunts, uncles, etc.

Anyone who is invested in the healthy development of a child needs all of the information above. If you don't have the time to communicate the signs and symptoms of vision problems in children and the recommended exam schedule, provide printed information. Ensure that patients understand how important childhood eye exams are.

Fifth, know how to accommodate children in your practice.

1. Encourage parents to bring infants in for their appointments during the baby's most active hours; naptime is less than ideal.

2. Do as much of the paperwork as possible before the child arrives so that there aren't any lengthy delays.
3. Greet preschoolers and school age children at their eye level.
4. Be sure that any toys that are provided by the practice to entertain children are cleaned regularly.
5. If you are pretesting, be sure to take a very careful case history. Ask for as much detail as possible from the parents.
6. At about age three stereopsis should be present, so you may include testing with the rows of animals in the Randot or Titmus Stereo booklet during the pre-test sequence.
7. Keep an eye on 7-12 year olds when checking their visual acuities. The development of myopia most commonly occurs during this time period. Peer pressure is intense at this age, too; you may notice children pretending they can't see well because they want glasses like their friends.

Every member of the optometric team in every practice in the US owes it to children to do everything humanly possible to save our children's sight.

CPE 2010: Center for Paraoptometric Education - Never too Early to Register!

Pleasanton, CA: Monday-Wednesday, September 13-15, 2010

Three-day intensive program with hands-on training! Learn optical processes A to Z in a very short amount of time!

Instructors: Mary Schmidt, President, EyeSystems
Jill Luebbert, CPOT, ABOC

Price: \$490 (\$850 Non-Members) Breakfast & Lunch included

This program will improve your ability to:

- Perform most duties necessary to your dispensary.
- Understand not only what to do but why you're doing it.
- Troubleshoot and problem solve without supervision.
- Excel in a private optometric practice & contribute to quality patient care.

Space is limited. Call to reserve your seat.



Enhance Patients' Experiences Through Quality Service

Patients Love to See You Smile...an easy & quick to read book

- Find out how to focus on what's important to your patients.
- Learn to understand customer preconceptions and emotional needs.
- Improve the quality of the relationships you establish with patients.
- Make your job more fun and rewarding at the same time!

Patients Love to See You Smile: \$19.95 each
3 or more books: \$17.95 each

Order today!



OPTOMETRIC BILLING & CONSULTING SERVICES

Claims Processing • Medicare Eligibility • Expert Consulting • Credentialing

June 2010 Medicare Claims Processing Update

While Congress worked to avert the negative change in the fee schedule slated for June 1, 2010, the Centers for Medicare and Medicare Services (CMS) instructed its contractors to hold claims with dates of service that fall between June 1, 2010 and June 17, 2010. Beginning June

18, 2010 the held claims were released for payment. **Important: This will impact your account receivables.** (Accurate as of 6/15/10. Changes may have occurred since then. Check www.cms.gov for updates).

Medicare Billing Tools & Resources to Save You Time & Money



PEN's Optometric Billing & Consulting department handles hundreds of claims each day and we want to introduce you to a few tools and resources to help you get the most out of your billing.

Medicare Billing & Coding 2010 with Dr. John McGreal

7/10/10 - Orlando, Florida
& 7/11/10 - Ft. Lauderdale, Florida

This in-demand seminar covers correct levels of billing that can instantly improve practice profitability. Seminar also includes thorough, compliant chart documentation that is simple and straightforward, plus proper billing & coding from actual case histories. Call 800-444-9230 to register.

Need further assistance? Enroll in PEN's Optometric Billing & Consulting Services. Call 800-444-9230, option 4.

Medicare Billing A-Z Guide

This in-depth guidebook to billing Medicare includes tips and techniques that PEN's Optometric Billing & Consulting department has learned over the past 12 years of successfully submitting claims to Medicare.

Call PEN today to place your order and Visit www.primaryeye.net for a complete list of publications from PEN.

Online Resources

CMS Website:
www.cms.gov

Palmetto GBA Website:
www.palmettogba.com/medicare

Co-Management Released Date Calculator:
www.medicarenhic.com/providers/billing/billing_calc_global_period.html

Co-Management Duration Calculator:
www.timeanddate.com/date/duration.html

PEN/ABB CONCISE Scholarship

Eighteen years ago, PEN established a scholarship at the Southern California College of Optometry (SCCO) for graduating seniors who have displayed a high degree of professionalism and commitment to independent practice. This year's recipient, Dr. Clare Halleran, received the PEN/ABB CONCISE Scholarship at the 30th Annual Graduation Award Ceremony in May.

Pictured (l. to r.) are Kirk Washington, PEN Account Executive; Dr. Clare Halleran, PEN/ABB CONCISE Scholarship Recipient; and Kevin L. Alexander, O.D., Ph.D., President of SCCO.



Vendor Highlights

PEN Member Discounts... Keep Getting Better!

MARCOLIN
EYEWEAR



Marcolin USA now offers PEN Members 5-45% discounts and still covers 2% of your administration fee.

Call Marcolin at 888-627-2654 for more details.

NEW PEN Vendor!



Since the face is the first thing that people see, **Classique Eyewear's** goal is to provide eyewear that will "Enhance every Face!"

High-quality, fashion forward eyewear at a great value for the discerning wearer seeking style, comfort and expression through intriguing eyewear...

European Inspired Collections
Italian Designer Collections
Exclusive Designer Collections
Licensed Kids Collections
Lisa Loeb Eyewear Launching Summer 2010

Excellence in customer service: customer integrity, highest quality frames, new product releases every eight weeks, and expedited customer exchanges and returns.



PEN Member Discount:
5-20% with a low 2% admin fee

Contact 1-866-604-5700
www.classique-eyewear.com
(username: classique, password: catalog09)

NEW PEN Vendor!



**Old Friend becomes
PEN-Approved Vendor**

ZeaVision, LLC is an enthusiastic supporter of PEN Education! Introduced to PEN by Dr. John McGreal in 2007, ZeaVision has sponsored his annual Billing & Coding Seminars as well as the PIO (Preserving Independent Optometry) program held earlier this year in Monterey.



EyePromise: All Natural Vitamin Supplements with Zeaxanthin.

EyePromise replicates the natural 2:1 ratio of Zeaxanthin and Lutein found in a healthy fovea.



QuantifEye: An integral part of ZeaVision's Eye-Q AMD Risk

Management program, QuantifEye is a state-of-the-art device that accurately measures macular pigment levels.



Eyecare Support Program (ESP): The

third prong of ZeaVision's Eye-Q is ESP... Staff Training, Patient Training, and Marketing Support. ESP was designed to help ECPs build a healthy practice as well as healthy patients.

PEN Member Discount:
15-24% with NO admin fee

To find out how ZeaVision can improve your profitability while enhancing patient care, call 866-833-2800 or visit www.zeavision.com.

The **Contact Lens Profit Advisor**, another great resource for your practice! Issued by ABB CONCISE, this quarterly advisory offers tips and best practice solutions for you to increase the profitability of your practice. If you've not yet received your Profit Advisor for Quarter 2, contact marketingrequest@abbconcise.com to be added to the mailing list. The 3rd Quarter Advisor will be coming soon.



Have You Hit Your Mid-Year Target?



Halfway through the year is the perfect time to see if you're on track for your annual bonus check.

Ask a PEN Representative for your mid-year Purchase Summary Report to verify your

2010 eligibility in **PEN's Cooperative Bonus Program.**

This report is a valuable practice development tool which allows you to monitor your monthly purchases by Vendor.

- Receive a bonus of 1% of your total annual purchases in the form of a live check when you bill an average of \$5,000 or more per month through PEN.
- Receive a bonus of .5% of your total annual purchases in the form of a live check when you bill an average of \$4,000-4,999 per month through PEN.

Now is the time...

Maximize your qualifying purchases with PEN.
Call 800-444-9230, option #1

For Sale Eight-tier cabinets for patient charts...like new! Five cabinets available at \$500 each. Please contact Dr. Donald Guido for dimensions and further information: 909-593-3519 or dguido@laverneoptometry.com.



Primary Eyecare Network
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Providing practice enhancement services and products to Doctors of Optometry since 1984.