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NOA Consumer Page
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NOA Members Only Group
President’s Message By Creston Myers, O.D.
NOA 2017 President

Well, another busy month is in the books. March started off with the legislative hearing on LB 391. The hearing was well attended by members of the NOA, and I want to thank everyone for taking the time to be there and support our efforts. The hearing went well, but the Health and Human Services Committee likely is not going to vote on the bill this session so it will sit in committee until next year. We kind of expected this from the beginning because with the way the legislature works on a two year cycle and the amount of bills they deal with, only necessity bills and priority bills get a chance to move. Over the summer, we need to work on getting more support and finding a way to get the bill prioritized for the 60 day session next year.

Over the weekend of March 24-26, we had near record attendance at the 2017 Nebraska Primary Eyecare Conference in Lincoln. Over 150 doctors attended the CE program, and we had 22 vendors on Friday and 12 vendors on Saturday. The last two years our Spring meeting has had impressive attendance. I would credit that to the education committee’s work on rebranding the Spring conference and setting up impressive speakers. I want to thank everyone who attended the conference for their support of the NOA’s educational meetings. With the large doctor attendance numbers, it is easier to get vendor participation and support which we need and appreciate. I also must thank Dave McBride and the association office for the work they do to setup and administer these meetings year after year. The amount of work they do behind the scenes for these meetings is incredible and much appreciated.

In other news, EyeAssure is continuing to make progress on getting a contract with Blue Cross Blue Shield and setting up the internal working parts needed to credential doctors and administer contracts to its members. Our NOA Political Action Committee continues to produce great numbers—Nebraska was 9th in PAC fundraising at the AOA level for 2016, and we have 46% of our members contributing to PAC. This year is the 30 year anniversary of passing TPA legislation in Nebraska, so NOA-PAC is asking everyone to contribute an additional $30 this year to recognize that accomplishment.

Enjoy the Spring Nebraska weather. It is snowing here today, but it could be rainy, windy, or nice tomorrow. Each day is a new adventure, just like health care.

Creston M. Myers, OD
The 2017 Nebraska Primary EyeCare Conference was March 24-26 in Lincoln at the Embassy Suites Lincoln. This conference attracted a near record turnout of 155 optometrists, and also featured a 23 vendors. In addition to 16 hours of C.E., attendees heard an update on EyeAssure, LLC as well as an overview of industry issues from AOA Trustee Ron Benner, OD. The conference provided a MIPS Update by Dr. Ed Schneider, fun seat filler activities, and an event app that provided additional ways for attendees to network and share photos! (We also had a photo contest!)

The conference featured Dr. John Berdahl of Vance Thompson Vision in South Dakota, Dr. Valerie Kattouf of University of Chicago, Dr. William Townsend of Advanced Eye Care in Texas, and concluded with Dr. Brett Bence, FAAO, of Northwest Eye Surgeons in Washington.

A special thank you to, PECAA & Walman Optical for their sponsorships! The association appreciates the support of members, vendors, and sponsors for the conference and welcomes feedback on future educational programs and topics.
The 2016-2017 NOA Leadership Institute class participated in its 4th class: Legacies in Leadership. This session was held in conjunction with the Nebraska Primary EyeCare Conference, and included a panel of NOA and AOA Leaders. Drs. Ron Benner, Janet Fett, Teri Geist, Richard Kant, Dave Kincaid and Jerry Vaughan, provided an historical perspective on NOA Leadership and what it means to be a leader. There was great discussion focusing on the next generation of NOA members and the profession.

Participants in this year’s class:

Dr. Deb Bessler, Crete  
Dr. Rachel Smith, Lincoln  
Dr. Matt Dinslage, Columbus  
Dr. Chris Rupp, Norfolk  
Dr. Josh Conner, Grand Island  
Dr. Colby Fletcher, Valentine

NOA 2017/2018 Leadership Institute Nominations Sought

The NOA is now accepting nominations for the Nebraska Optometric Association's 2017-2018 Leadership Institute, deadline April 21st. This program was created to identify, educate, inspire, and empower a community of leaders to become engaged advocates for the profession. It provides recently-licensed optometrists (licensed 10 years or less) in Nebraska the opportunity to enhance their abilities to be successful practitioners and leaders in the profession and in their community.

The NOA Leadership Institute consists of 5 classes. The first is in conjunction with the 2017 Nebraska Optometry’s Annual Convention in Kearney (September 22, 2017), the final will be the summer of 2017. Participants must commit to attending each session during the year and paying a tuition fee. Nomination from an NOA member doctor is required.

This year nominations are online! Click here for the nomination form, fill it out the best you can (Nominee & Nominator’s info) and click done! REMINDER: We must receive the nomination form by Friday, April 21, 2017.

Here is a list of doctors eligible for nomination. If you have any questions, please email noa@assocoffice.net, or call: 402-474-7716.

A special thank you to this yea’rs Leadership Institute Sponsors!
State Legislative Update

The bill to update the scope of practice for Nebraska optometrists ([**LB 391**](#)) had its public hearing on March 3. Introduced by Sen. Dan Watermeier of Syracuse at the request of NOA, the bill would authorize certain minor lid procedures and the use of injections into the lid related to those procedures.

At the Health & Human Services Committee hearing, four NOA members testified in support of the bill. Thanks to Drs. Creston Myers, Chris Wolfe, Faith Schneider, and Bob Vandervort for their commitment of time to prepare for the hearing and presenting optometry's case to the committee. Dr. Jeff Pape of Norfolk testified in a neutral capacity as Chair of the Nebraska Board of Optometry. The NOA presentations, along with responses to questions from committee members, were excellent and well-received.

However, as expected, the bill was strongly opposed by ophthalmology and medicine. Opposing testimony came from Matthew Appenzeller, MD (on behalf of ophthalmology), Rob Rhodes, MD (on behalf of the Nebraska Medical Association), David Watts, MD (representing dermatologists), and UNMC ophthalmology resident Keegan Harkins. Opponents made the same basic arguments that have been offered on every NOA bill over the years, challenging the qualifications and education of ODs to provide the care, questioning the need, and warning that the public would be put at risk. There was nothing new or un-anticipated in their testimony.

There has been no action by the HHS Committee since the hearing and NOA lobbyists are not anticipating further consideration this session. The only bills of substance that will receive attention from the legislature for the remainder of the session are priority bills and LB 391—in part because of its late hearing date—was not designated as a priority. In all likelihood, the bill will carry over to 2018 before it sees any action. No additional public hearing will be required. NOA will continue to work on securing support from the HHS Committee members in order to advance the bill to the floor and if that does not happen before the legislature adjourns this spring, we will push for action in early January.

A second bill of strong interest to NOA is also destined to carry over to 2018. [**LB 402**](#), which NOA supports, would make changes to the process by which the State Department of Health reviews and advises the legislature on proposals to change the scope of practice for licensed health professions. That bill would overhaul and streamline the ‘407’ process. NOA has undergone multiple 407 reviews over the past 30 years related to its various legislative initiatives, including one in 2013 related to LB 391.

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2017 Nebraska Special Olympics Opening Eyes

[Click here](#) to download a sign up form for this year’s NE Special Olympics/Lions Clubs International Opening Eyes. Please fill it out and return it ASAP to Dawn Lodl ([dlodl@drlodl.com](mailto:dlodl@drlodl.com)).

This year’s Opening Eyes event is Friday, May 19, from 8:30 to 2:30. The screening will again take place in the lower level of the Skutt Student Center at Creighton University. When you check in that morning, you will be provided a t-shirt to wear during Opening Eyes (if needed), with sponsors listed on the back - Essilor, Safilo, and the NE Lions Foundation. Jeans or casual pants are appropriate, along with comfortable shoes.

Your work station will be assigned to you when you arrive. All optometrists and optician volunteers are asked to report at 8:30 am. Opticians will be busy setting up the optical, and optometrists will be reviewing their station assignments and exam forms. Continental breakfast and lunch is provided, along with refreshments and snacks during the work day. The banquet this year has been canceled due to the earlier end time.

If you have any questions or concerns, please feel free to contact Steve Alcorn at [fremontalcorns@aol.com](mailto:fremontalcorns@aol.com) or by phone 402-721-8823 or Cherie S. Lodl, O.D. at [cherie@drlodl.com](mailto:cherie@drlodl.com) or by phone 402-330-3063.
NOA Summer Conference June 3-4, 2017

Save the date for the 2017 NOA Summer Conference, June 3-4, 2017 in Omaha at the Hilton Omaha, 1001 Cass Street. Now expanded to two-days, this educational event will feature a Clinical Update presented by KMK Educational Services and 12 hours of CE with the option to purchase additional online CE. Clinical Update textbook included with registration.

Registration will be released NEXT WEEK!

Speakers:

KYLE CHEATHAM, O.D.  JORDAN KEITH, O.D.  KYLE KLUTE, O.D.  MARIA PRIBIS, O.D.

Course Topics:

- Posterior Segment Disorders Update
- Ocular Surface Disorders/Dry Eye Conditions
- Corneal Surgery
- Herpes Simplex Update
- Amblyopia Treatment Study
- Interactive Quiz Bowl
- Vitreomacular Conditions Study
- Myopia Control
- Cranial Nerve Palsy
- Orbit/Neuro-Ophthalmological Disorders

Featured AOA Marketplace items for March

Looking to order the latest edition 2017 AOA Codes for Optometry Bundle with Digital Codes for Optometry, or searching for professional materials to help promote staff advancement or patient education? AOA Marketplace has doctors covered with resources to help equip your practice for success.

Here are three more AOA Marketplace items, discounted as part of your AOA membership, that practices will find useful.

1. **A Closer Look at Ordering Glasses Online fact sheet**. Inform patients of the facts about ordering eyeglasses online and the benefits of seeing their doctor of optometry regularly with this informative fact sheet.

2. **Staff Development Office Package**. Equip your staff with all the education materials they will need for professional development and certification exam preparation. Designed for new staff training, CPC certification examination preparation, cross-training and ongoing staff development.

3. **Healthy Vision and Hand-Held Devices fact sheet**. This full-color fact sheet deals with the vision-related aspects of using hand-held devices and offers suggestions, including regular optometric care, to alleviate potential problems.

KMK Summer Conference KICK OFF!

June 2, 2017
TDAmeritrade Park
Click here for more information and to register!
March NOA Board of Directors meeting highlights

At its March meeting in Lincoln, the Board discussed potential changes in the Spring Conference and Legislative Conference in light of the recent decision to conduct an annual Summer Conference in Omaha. The Board voted to combine the spring educational meeting (Nebraska Primary Eyecare Conference) and the legislative event beginning in 2019. That will involve changing to a Thursday/Friday/Saturday format and holding the spring meeting in Lincoln.

Next year, there will continue to be two separate events, although both will be in Lincoln. The plans are to schedule the legislative conference in February. The educational meeting will be April 6-8 and the Board approved moving the conference to the Cornhusker Hotel.

AOA Trustee Ron Benner, OD of Montana met with the Board and provided an update on Optometry’s Meeting this summer and the new AOA+ membership event for students and new members that will be held in conjunction with OM. With 13 AOSA students already registered for the event, the Board voted to contribute $7,500 to help fund travel grants for these students.

There was also extensive discussion regarding the association’s stance on vision screening for students. NOA and the Nebraska Foundation for Children’s Vision have an opportunity to participate in a series of educational meetings for Nebraska school nurses this fall. Discussion centered around how to find the right balance for our presentations at those meetings between how to support and improve the required screenings while at the same time discouraging screenings as a substitute for eye exams. A committee will be appointed to recommend messaging and an NOA policy for the school nurse meetings.

March 2017 NOA 3rd Party Newsletter

**MIPS - PQRS**
- NOA 30 Minute Video Explains MIPS
- CMS Extends Deadline for 2016 PQRS Electronic Health Record (EHR) Submission.

**CMS - WPS**
- Reporting Changes in Practice Ownership
- Documentation Requirements for Blepharoplasty and Brow Lift
- Social Security Number Removal Initiative.

**HIPAA**
- HIPAA Audits P.5.

**AOA**
- Sale on AOA's Codes Book and Mapping Card P.5.

**NeHII**
- Free View of Patient Records via NeHII

**Medicaid**
- Free Medicaid Translation Resource

**Billing and Coding**
- Using Fundus Photos to follow GLC and AMD
- Where to Find OCT Billing and Coding Information
- Meaningful Use Reporting on Medicare-Medicaid Dual Eligible Patients
- Reimbursement for Smoking Secession Education

Click here to read the March 2017 NOA 3rd Party Newsletter
The 56th annual Heart of America Eye Care Congress was successfully held February 10-12, 2017, offering Camaraderie, Education, and Innovation, known to be the Heart to over 1200 attendees. Those in attendance had the opportunity to obtain seventeen hours of continuing education, visit over 100 exhibitors in the hall, enjoy wonderful dining and dancing at the banquet, or just enjoy the fellowship.

We unveiled our new name, changing from the Heart of America Contact Lens Society to the Heart of America Eye Care Congress, reflecting the evolution of our profession and better representing the full scope of education provided to our membership.

The business meeting marked the election of Kelsey Kleinsasser, OD, (Missouri) as President, Craig Brawley, OD, FAAO, (Missouri) Past President, and Wes DeRosier, OD, FAAO, (Oklahoma) President elect. Elected to a third term as directors were DeRosier, and Kleinsasser. Elected to their second terms were, Wes Garton, OD, FAAO, (Kansas), and Steve Sloan, OD, (Iowa). Elected to their first terms were Sharon Green, OD, (Kansas), and Scott Drake, OD, (Missouri). Continuing as directors are: Mike Korthals, OD, (Iowa), Ron Fiegel, OD, (Kansas), Sean Mulqueen, OD, (Missouri), Larry Stoppel, OD, FAAO, (Kansas), Ted Vorhies, OD, FAAO, (Nebraska), and Duane Thompson, OD, (Missouri).

This year’s poster session was the largest ever. Award winners were, Bita Asghari, OD, Dept. of Ophthalmology at The Havener Eye Institute, Jessica Jose, OD, Illinois Eye Institute, Delaram Shirazian, OD, VAMC, Cameron Sikes, Northeastern State University Oklahoma College of Optometry, and Reed McAtee, Northeastern State University Oklahoma College of Optometry.

Mark your calendar for the 57th Annual Congress to be held February 9-11, 2018, at the Sheraton Kansas City Hotel at Crown Center.

Heart of America Board of Directors Seeking Nebraska Member

Dr. Ted Vorhies is going off the board for the Heart of America, and needs to find a Nebraska replacement for the Heart of America Board of Directors. The position will become available starting Feb. 2018.

The board is made up of 12 volunteers and their spouses from the five core states of Nebraska, Iowa, Kansas, Missouri, and Oklahoma. Terms are two years, and a director may serve three terms for a total of six years.

Directors are responsible for various positions. Obligations include attending the annual meeting in February, a spring board meeting and a fall board meeting.

You will find it to be an enjoyable and rewarding commitment.

If interested please contact Ted Vorhies at publicity@hoaecc.org, or 402-464-31156, (office).

Click here for more information regarding the Heart of America.
Calendar Of Events

June 2, 2017
KMK Summer Conference Kick-Off | TD Ameritrade | Omaha

June 3-4, 2017
NOA Summer Conference | Hilton Omaha | Omaha

June 21-25, 2017
AOA’s Optometry’s Meeting | Washington, DC

September 22-24, 2017
Nebraska’s Optometry’s Meeting | Kearney, NE

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APRIL

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Colby Fletcher
Kendra Harbison
Roger Holling
Lindsey Hubert
Elliott Janousek
James Kirchner
Carole Linn
Cherie Lodl
Jeffrey Pape

Brooke Segerstrom
Joseph Shetler
Robert Slattery
Jordyn Stevens
Leah Stevens
Matthew Taylor
Katherine West
Darren Wright

MAY

NOA Members

Chris Bergman
Deb Bessler
Mikaela Betka
Brad Blumenstock
Jennifer Brammeier
Alfred Campbell

Cheryl Chapman
Lynda Conner
John Goertz
Amy Kadavy
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Dean Lauritzen
Terry Legacie
Neal Malashock
Brett Monson

Nicole Morrissey
James Nedrow
Gary Schreiner
Donald Scott
Krystal Wells
Bradley Williams
Matt Willis