

Optometric Independence

Vision Monday

Global Leadership Summit

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AOA President



American Optometric
Association

Optometry....



American Optometric
Association



Past.....

Present...

Future...

Independence...

Independence in Patient Care

■ **Quality or state of being Independent**

- ◆ Not dependent
- ◆ Not affiliated with a larger CONTROLLING unit
- ◆ Not requiring or relying on others
- ◆ Showing a desire for freedom

■ **The Majority of AOA Members classify themselves as Independent**

- ◆ Independent is NOT necessarily in a traditional practice setting
- ◆ Independence for the patient!



AOA = Optometry

■ Times have changed in our profession

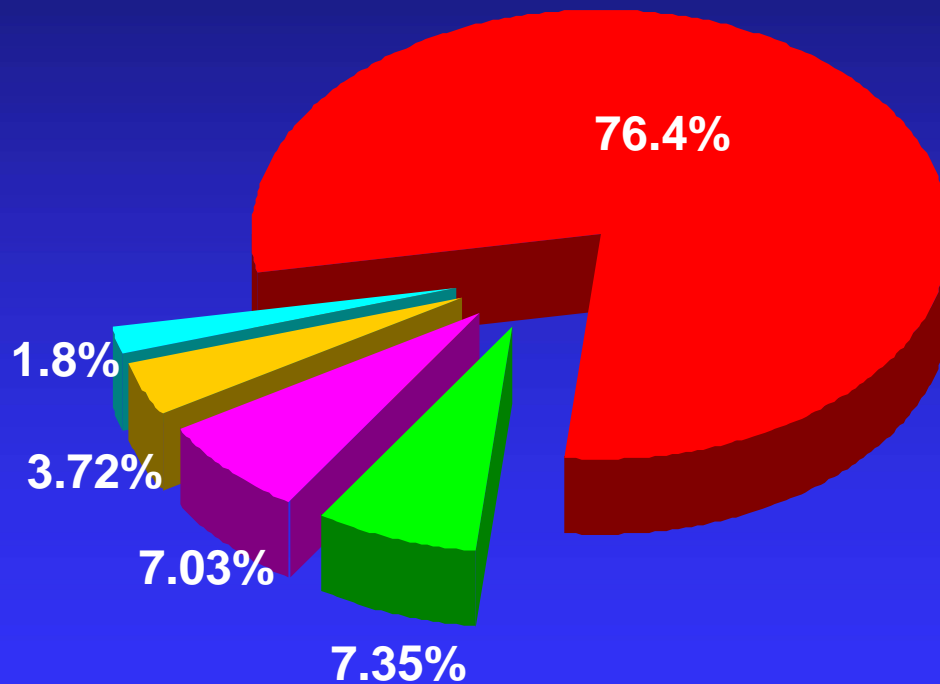
- ◆ Arguably, the fastest evolving profession in healthcare
- ◆ Fewer traditional “solo” offices – more multi-doctor
- ◆ More Variety of practice opportunities
- ◆ Corporate optometry has grown tremendously – and is evolving

■ However: Our Priority Remains Constant:

- ◆ The AOA represents ALL optometrists
- ◆ Unfortunately about 38% of the profession
Don't Pay Dues!



AOA Membership



- Self-employed private practice
- Employed by Ophthalmologist
- Employed by Optometrist
- HMOs/Hospital/Clinic
- Chains, Retail Optical, Mass Merchandisers

AOA For Optometry

■ **\$148 Million Per Year**

- ◆ AOA's legislative and regulatory efforts throughout 2008 are now producing an additional \$148 million in Medicare payments to optometrists this year.

■ **\$3500 Per Year**

- ◆ In 2008, AOA was successful in stopping CMS's plan to require optometrists from having to pay an estimated \$3,500 every year for DME accreditation and a DME surety bond beginning in 2009.

■ **1.1 Billion Media Impressions in 2008!**



Optometry's Role in Healthcare

■ **THE Primary Eye Doctor**

- ◆ 74% of patients choose OPTOMETRY when selecting a new eye doctor
- ◆ Optometry provides well over 60% of all Primary Eye Exams
- ◆ Doctors on The Front Line of Eye and Vision Care

■ **Still Some Confusion**

- ◆ Eye exam frequency recommendations
- ◆ Full-Scope Total-Patient-Care Model.... Or
- ◆ 2 pair including a free eye exam!



It's ALWAYS about the Patient!

■ Times have changed in our industry

- ◆ Modes of Practice have changed
- ◆ Scope of practice has evolved for better patient care
- ◆ Vertical integration
- ◆ Vision Plans – Health Insurance = CONFUSION!
- ◆ As part of the health care system – new pressures are placed on doctors regardless of mode of practice

■ However: This Core Principle Must Remain:

- ◆ The Doctor-Patient relationship can never be compromised





Employment v.s. Independent Practice

Managed Care  Access to Patients



AOA and Advocacy

■ For our Patients AND for our Profession

- ◆ Our doctors – our profession
- ◆ Legislatures – Regulatory Agencies – Managed Care
- ◆ Healthcare Reform – Quality & Value ALWAYS with the patient as our #1 Priority!

■ AOA's Emphasis on Independence

- ◆ Doctor Education for better Patient Care
 - ◆ Contractual agreements
 - ◆ Decisions based on sound reason –
 - ◆ NOT FEAR



Core Principle for Optometry

- If it's good for our patients....
- It will be good for our practices.....
- And that will be good for our profession!

Declaration of Optometric Independence

For Our Patients....

For Our Profession!

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