

Invest in your future.



Just one reason to be a member of the
American Optometric Association
and your state association.



American Optometric Association

HERE ARE FIVE MORE REASONS TO BE A MEMBER.



Members of the American Optometric Association (AOA) and your state association speak your language, share a common bond and a loyalty to the optometric profession. When you're an association member, you're part of our family – the family of optometry.

1. ADVOCACY

Ensure your voice is heard.

FACT: We are stronger collectively than any one of us is alone.

Advocacy means ensuring you can practice your profession and get paid fairly for your services.

Without federal lobbying efforts by the AOA, thousands of dollars would have been cut from the average OD's Medicare payments and \$1 billion in overall Medicare OD reimbursements. Without lobbying efforts by your state association, your scope of practice could be put in jeopardy. Be protected now, and in the future.

The AOA and your state association are the only organizations that advocate for you at the federal and state levels, resulting in:

- Maximized patient access
- Advanced scope of practice
- Fair and reasonable reimbursement
- A unified voice for the profession

2. PRACTICE GROWTH

Position yourself for even greater success.

FACT: The next generation of optometry is about innovation, adaption and speed of change.

Practice growth means you are positioned now and in the future for success.

Membership in the AOA and your state association means you have instant access to AOAExcel™ – Next-Generation Optometry so you can take your practice and career to the next level. Dedicated to progress, innovation and member success, AOAExcel™ gives you cutting-edge business and clinical resources designed to assist, guide and inform you and your staff on virtually all aspects of successful practice.

Visit www.excelod.com and discover:

- Progressive practice positioning and intelligence
- Optometry's Career Center® business opportunities and marketing advice
- Up-to-date research and trend data
- Practice finance and insurance
- Pharmaceutical product resources
- Current electronic health records, billing and coding information

AOA Next Generation Optometry
excel[™]
A wholly owned subsidiary of the
American Optometric Association®

3. PRACTICE EFFICIENCY

Increase your revenue while reducing costs.

FACT: Nearly one in three optometrists say they are not busy enough and could see more patients¹.

Practice efficiency means putting more patients in the chair.

Membership in the AOA and your state association means you have instant access to innovative tools, optometric-specific resources, skill-enhancing continuing education, and OD experts to help build your practice with:

- Income-producing practice protocols
- Reinforced clinical knowledge
- Tips on creating a competitive advantage
- Increased patient traffic and referrals

4. NETWORKING

Expand your career while helping others.

FACT: OD employment is expected to grow 24 percent by 2018², and according to the U.S. Bureau of Labor Statistics, more than half of those jobs are gained through networking.

Networking means connecting with colleagues, building new relationships and sharing your professional expertise.

Whether you attend Optometry's Meeting®, state association events or actively use social media to stay current with your profession, networking helps you:

- Advance your career
- Expand clinical knowledge
- Gain new experience
- Discover best practices

5. COMMUNITY SERVICE & VOLUNTEERISM

Give back and make a difference.

FACT: Association members make a difference through AOA's VISION USA, InfantSEE® and Healthy Eyes Healthy People® programs.

Community service and volunteerism means you can make a difference in your neighborhood and beyond.

Whether you're donating services through VISION USA, providing free infant vision assessments through InfantSEE®, or helping ensure community health programs include vision services through Healthy Eyes Healthy People®, you'll experience personal and professional growth and positively impact your community by:

- Expanding patient education and protection
- Participating in public service programs to help children, families and seniors
- Increasing public awareness on the importance of eye care to overall health

Membership in the AOA and your state association is critical to achieving and maintaining optometry's strength and protecting your profession for today and tomorrow.



¹Survey of Optometric Practice, Practicing Optometrists & Their Patients, 2010

²U.S. Bureau of Labor Statistics

AOA MEMBER BENEFITS.



When it comes to all the things you care about most – from starting practice to succession planning and every step in between – we speak your language and provide you with resources and expertise. From practice growth to community service and volunteerism, membership in the AOA and your state association provides professional and personal benefits to help you grow your practice through planning, business and marketing basics, management, development and staff training, communication and outreach, patient care and more.

PRACTICE GROWTH

AOAExcel™

This business unit of the AOA has what you need for your practice to thrive and grow, including:

- AOA Group Insurance – life, long-term disability, cancer care, long term care, and emergency assistance – all at group rates
- AOA Malpractice Insurance
- Electronic Health Records (EHR) Preparedness Program
- Medical Records and Coding
- Practice Financing
- Practice Pathways – essential knowledge to successfully buy or sell a practice
- Retirement Planning Services
- Insights 360™ – delivers practice intelligence in your own customized online dashboard
- XNetwork™ – a new innovative health information exchange and practice support network

To view a complete list of services, visit www.ExcelOD.com.

PRACTICE EFFICIENCY

EyeLearn™

Easy-to-use centralized online learning resource where you can search for continuing education (CE) using the CE finder, have access to webinars and board certification preparation information, track your courses, and find Optometry's Meeting® CE archives. Visit www.aoa.org/eyelearn.

AOA Website

Dedicated to serving you in meeting the eye care needs of the public, the AOA website keeps you up to date on issues that matter to you and the profession. www.aoa.org.

Patient Education Materials

Use instructional pamphlets and fact sheets, displays and vision simulators, as well as unique gallery frames and prints to educate patients about eye diseases and conditions. Ordering is easy 24/7 through the AOA Marketplace at www.aoa.org/onlinestore.

Optometric Staff Training

The AOA Paraoptometric Section offers an extensive selection of courses, study guides, seminars, lectures and periodical resources to build the skills of your staff. Training and development tools vary from basic/ entry level to experienced/ advanced level and cover such topics as clinical procedures, practice management, pre-testing, contact lens technologies, billing/ coding, and eyewear dispensing.

Learn more at <http://www.aoa.org/x4932.xml>.



EASY TO USE
ONLINE
LEARNING RESOURCE

PATIENT CARE

Optometric Clinical Practice Guidelines

Developed and reviewed by a panel of OD experts and specialists, this AOA essential patient care resource combines research with expert clinical opinion to recommend appropriate steps in the diagnosis, management, and treatment of patients with various eye and vision conditions. Learn more at www.aoa.org/clinicalcare.

PRACTICE DEVELOPMENT/OUTREACH

Promotion/Public Relations Assistance

Promote your practice with customizable news releases, presentations, and kits that coincide with AOA optometry awareness campaigns. Ready for School and Save Your Vision Month kits are free and include informational materials and promotional items. Simulator cards and vision condition sheets in the Eye Disease Awareness kit are ideal for community health fair promotions. Resources on nutrition and eye health and workplace safety also are available. Learn more at www.aoa.org/pr.

Branded Marketing Materials

Keep your credentials and your practice name up front with stationery, business cards, plaques, name badges and signage. The AOA Marketplace and the Marketing and Practice Development catalog offer printed instructional pamphlets and fact sheets — many with customized branding options, at member discount prices. Order at www.aoa.org/onlinestore.

Dr. Locator

Prospective patients quickly locate your practice through the AOA's online optometrist directory, the Dr. Locator. Include your credentials, area of specialization and services provided. www.aoa.org.

Special-Interest Programs in Contact Lens and Cornea, Sports Vision, Vision Rehabilitation

Promote your expertise to local schools, hospitals, community centers or industry. Stay abreast of clinical and technological advancements through membership in one or all three AOA special interest sections. Each offers resources you can translate into marketing and practice promotional opportunities. Learn more and join at www.aoa.org/sections.

Hispanic Marketing

Hispanics have a predisposition to early-onset diabetes and obesity and a history of hypertension, cataracts, and macular degeneration. Overcome cultural and language barriers with print, audio and Web-based educational tools and resources in English and Spanish. Visit <http://hispanic.aoa.org>.

Specific Population Group Vision and Health Care Resources

Connect with your patients or broaden your reach with specific population group vision and health care resources for blacks, Hispanics, Native Americans, children and senior citizens. Learn more at www.aoa.org/pr.

Stay abreast of clinical and technological advancements through membership in one or all three AOA special-interest sections.



AOA MEMBER BENEFITS.



Pediatric and Binocular (3-D) Vision

Viewing in 3-D can be a good way to detect underlying, and often undetected, vision problems. Incorporate the use of static stereoscopic testing, education, and vision therapy into your practice. Resources include vision therapy fact sheets, 3-D news, research and patient education. Learn more at www.3deyehealth.org; www.aoa.org/documents/VT-Reimbursement-Packet.pdf.

OTHER RESOURCES

AOA News

A monthly publication, available in print, searchable PDF, and online formats, the *AOA News* is optometry's best-read publication that helps you stay current on the issues facing optometry, including the activities, meetings, legislation, regulatory agencies, and the people behind the profession. Each issue offers easy-to-implement tips to improve practice management, updates on health care management trends, training and productivity resources. Visit www.newsfromaoa.org.

AOA First Look

A daily email digest that provides an immediate, unfiltered look at news from various national sources that affects you and your patients.

Disaster Relief

Receive immediate financial aid for critical and urgent needs in the event of a catastrophic event. Apply directly through your state association. Application and grant criteria are available at www.optometryscharity.org.

NETWORKING

Optometry's Career Center®

National, online database and career-matching service helps ODs find jobs, partners or candidates in the optometric field across all 50 states and the District of Columbia. Learn more at www.optometrycareercenter.org.

OptometryStudents.com

Optometrystudents.com is a website run by students dedicated to learning and sharing. This online resource helps students be more involved in optometry and move the profession forward. Learn more at www.optometrystudents.com.

Free Business Cards

Second- and fourth-year students receive a free set of 250 personalized AOA member business cards to use for networking and business referrals. Order at www.aoa.org/cards. This offer is made available through an educational grant from Alcon.



ONLINE MEMBER-ONLY
COMMUNITY



AOAConnect

An online community where you can start a conversation, seek out hard-won wisdom and share comfortably in a member-only space. Visit connect.aoa.org.

Social Media Channels

Connect with the AOA on Facebook, Twitter and YouTube. www.facebook.com/American.Optometric.Association, twitter.com/aoaconnect or twitter.com/aoanews, and www.youtube.com/aoaweb.

COMMUNITY SERVICE & VOLUNTEERISM**VISION USA**

The AOA established VISION USA in 1991 to provide basic eye examinations to Americans in need. VISION USA is currently available in 39 states and the District of Columbia. AOA member optometrists donate their services at no cost. Visit www.optometrycharity.org/vision-usa/.

InfantSEE®

As an InfantSEE® provider, you'll provide comprehensive eye and vision assessments for infants within the first year of life regardless of a

family's income or access to insurance coverage. Treating one family member often leads to gaining the entire family as patients. InfantSEE® is supported by The Vision Care Institute™ LLC, a Johnson & Johnson company. Learn more at www.infantsee.org.

Healthy Eyes Healthy People®

The AOA and Optometry Cares® – The AOA Foundation, through a generous grant from Luxottica, offer the Healthy Eyes Healthy People® state association grants. The grants provide funding for collaborative community programs involving optometrists with government agencies and health care advocates to address the U.S. Department of Health & Human Services (HHS) Healthy People objectives through a comprehensive approach to meeting the vision and eye health care needs of America's infants, children, adolescents, adults and seniors. For more information, visit www.aoa.org/hehp.

Viewing in 3-D can be a good way to detect underlying, and often undetected, vision problems. Learn more at www.3deyehealth.org; <http://www.aoa.org/documents/VT-Reimbursement-Packet.pdf>



AOA MISSION: To advocate for the profession
and serve optometrists in meeting the eye
care needs of the public.



Already a member? Invite your colleagues to join.
Not a member? Now's the time to become one!
For more information, visit www.aoa.org
or check with your state association.



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