

TUESDAY TALK

MARYLAND OPTOMETRY'S BI-MONTHLY NEWSLETTER

News - Events - Products - Services - And More!



— *Who we are*

It's All About VISION



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The Maryland Optometric Association serves as the voice of optometry in Maryland to protect doctors and their patients. We advocate, educate and connect optometrists by strong advocacy efforts, providing premier educational resources, and engaging events that bring doctors and industry partners together.

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— *InsEyed Scoop*

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— *We Need Each Other*

The importance of LIVE connections

In light of recent trends favoring online CE, the MOA wants you to know that we remain dedicated to providing in-person, social and CE meetings to facilitate meaningful interaction with colleagues throughout the State.

There is no doubt that virtual CE is convenient, cost-effective, and gets the job done. However, we recognize the importance of gathering to collaborate on ideas, commiserating on the less fun parts of our profession (vision plan reimbursements and staffing woes, anyone?), problem-solving and strategizing about new technologies/ideas, and supporting each other - both new and experienced ODs alike!

Not long ago, I attended a dinner for Durysta, a new ocular implant by Allergan for glaucoma. I overheard a young OD new to Maryland and an experienced OD/private practice owner meet and have a wonderful discussion about possible recruitment for a retirement practice buyout. At a social event for AACOS the week after, there was a discussion by an Optometric Society President about incorporating a Virtual Assistant/Scribe from HelloRache and how affordable and amazing a service like this could be, especially with difficulty finding and retaining good staff. This was a service I'd never even heard of and I was interested in learning more about from my colleague!

With the help of our Young OD Committee Chair, Dr. Judy Hu, the entire Young OD Committee, and Dr. Bryce St. Clair, we have really revamped the Young OD Committee and its social calendar of events. Starting as an OD in a new state can be overwhelming, but having a group of colleagues to meet with, get to know, and mutually utilize as resources is invaluable.

The MOA Board and Education Committee are brainstorming ways to make in-person CE more fun, inclusive, and attractive for Maryland doctors. We recently sent out a survey for a destination CE weekend we are planning for next year. The Cambridge Marriott, Great Wolf Lodge, Deep Creek and Ocean City are just a few ideas that we are tossing around. We have heard from about 40 members so far, but would love your feedback. If you didn't participate in the survey, please do so [HERE!](#) We have also increased the number of Optometric Society events/CE dinner meetings to bring doctors together in convenient locations. If you have any suggestions or ideas, we'd **love** your feedback! Email info@marylandoptometry.org to share your suggestions.

continued on next page



Heather Atcherson
1st Vice President



— Enjoying the Company of Colleagues

We Need Each Other (continued)

And don't forget, our Annual Fall Conference on November 19th at the beautiful Graduate Hotel in Annapolis. This year's Conference delivers 7 CE COPE Approved credits and will yet again be offered in a hybrid format - in person and virtually via real time simulcast. Rockstar headlining speakers include Drs. Mark Dunbar, Erin Jenewein and Richard Edlow (the "Eyeconomist"). Credits count as LIVE in person hours regardless of how you choose to attend. Don't delay - [REGISTER NOW!](#)

All things aside, we need each other now more than ever. Henry Ford said, "Coming together is a beginning, keeping together is progress, working together is success." I know that staying on the forefront of changes to this profession depends on the ability to collaborate, hear new ideas, and brainstorm with you all - my colleagues and friends. I hope to see you all in person at an upcoming event soon!

Heather Atcherson
MOA 1st Vice President



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‡Compared to a single vision 1 day lens over a 3-year period.

1. Chamberlain P et al. A 3-year Randomized Clinical Trial of MiSight® Lenses for Myopia Control. Optom Vis Sci. 2019;96(8):556-567

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— MOA Fall Conference showcases an ALL STAR speaker lineup

Jenny Chan, O.D.

Education Committee Co-chair | GBOS President



Sunday, November 19

Graduate Annapolis Hotel



Our 3rd Annual Hybrid Conference offering 7 COPE-Approved CE credit hours is just around the corner. Attend in person or online (via simulcast) to receive your LIVE credits.

Below is some information about this year's A-List Conference speakers.

Visit the [MOA Conference webpage](#) for schedule, lecture and pricing information.

[REGISTER NOW](#)



MOA's very own Dr. Richard Edlow has become an expert in the economics of Optometry:

Dr. Edlow started his illustrious career with a bachelor's degree in Economics in 1976 from the University of Maryland; he went on to the Pennsylvania College of Optometry where he earned a degree in Visual Sciences in 1977 and Doctor of Optometry in 1980.

Richard Edlow, O.D.
The "Eyeconomist"

In the early 1980's, Dr. Edlow started his career in Baltimore at Katzen Eye Group by spearheading one of the first private-practice integrations of the "three O's"--integrating optical services, primary care optometry, and general ophthalmology. Dr. Edlow served as the CEO of Katzen Eye Group, and was instrumental in the expansion of optometric scope of practice in Maryland and beyond. He was Chairman of the American Optometric Association, Data & Information Committee for 15 years. As a member of the Maryland Optometric Association, he served as President from 1989-1991. He was voted Health Care Professional of the Year by the Governor's Committee on the Handicapped for the State of Maryland in 1989 and the Optometrist of the Year by the Maryland Optometric Association in 1992.



Erin Jenewein, O.D.

Dr. Erin Jenewein is a superstar in pediatrics:

Dr. Jenewein is currently an Assistant Professor at Salus University and the coordinator of their Pediatric/Vision Therapy Residency Program. She earned her Bachelor of Science degree in 2003 from St. Norbert College in De Pere, Wisconsin. In 2005, she completed a Master of Science degree in Biology at the University of Wisconsin, Oshkosh.

Dr. Jenewein graduated with highest honors and professional distinction from Nova Southeastern University College of Optometry in 2009. Following graduation, she completed a residency at Nova Southeastern University in Pediatrics and Binocular Vision. From 2010-2015, Dr. Jenewein served as an Assistant Professor and Chief of Service at Nova Southeastern University College of Optometry.

In 2015, Dr. Jenewein joined the professional staff at The Eye Institute at Salus, where she works in the pediatric and binocular vision services. She is a Fellow of the American Academy of Optometry and is involved in clinical research including serving as an investigator for the Pediatric Eye Disease Investigator Group.



Mark Dunbar, O.D.

Dr. Mark Dunbar is a verifiable celebrity within the field of ocular disease:

Dr. Dunbar has practiced at the esteemed Bascom Palmer Eye Institute for over 25 years. Dr. Dunbar graduated from Michigan College of Optometry at Ferris State University in 1986 and honed his experience with a Fellowship in Ocular Disease at the Omni Eye Services of

Lexington, Kentucky where he currently serves as the Director of Optometric Services and Optometry Residency Supervisor. Dr. Dunbar is a Fellow of the American Academy of Optometry and has been committed to the expansion of medical optometry as a founding member of the Optometric Glaucoma Society and the Optometric Retina Society.

Dr. Dunbar is committed to expanding our field by mentoring optometry and ophthalmology students at Bascom Palmer and by publishing extensively – serving on the editorial board of Review of Optometry, where he regularly authors the informative Retina Quiz.

MANY THANKS TO OUR CONFERENCE SPONSORS



— *Member Spotlight*

Pennye Doud, O.D.

I'm a "retired military brat" growing up along the Mid-Atlantic coast before our family settled in Bowie, MD. I'm the oldest of 3 kids in a VERY nearsighted family and somehow through a family connection, we ended up as the patients of an optometrist in Hershey, PA. One Saturday each year our entire family would make the pilgrimage from Bowie to Hershey to get our eye exams and new glasses. I'll never forget the year that I turned 13 and was allowed to get my ears pierced AND get fitted for contacts! My



very first pair of lenses were Blue PMMA rigid lenses. At that point I was willing to put rocks in my eyes if I didn't have to wear my -7.00 glasses. It was life changing to show up the first day of 8th grade wearing contacts. As an added surprise, my eye doctor also made me a pair of lavender tinted lenses – some days I wore one blue with one lavender just to spice things up.

The experience of my first pair of contacts together with my blossoming love for science is what convinced me that I wanted to be an optometrist. Optometry seemed like the perfect career, you get the best of two worlds – applying science and technology while helping people with their vision and the fashion-fun that goes along with the retail side of our practices.



After graduating from University of Houston College of Optometry in 1989, I returned to MD and miraculously passed the boards on my first try (all of you OGs know what I'm talking about). I worked as an associate in a couple of different practices until establishing Annapolis Vision Center in 1993.

While at UHCO, I was very active in class leadership as well as the American Optometric Student Association. I've enjoyed serving our profession as a member of the MOA Education Committee as well as various leadership roles for the Anne Arundel Optometric Society.

Optometry is such a dynamic profession. I am inspired by and energized by my colleagues, and I continue to be amazed at how many ways there are to practice optometry. After 30 years of practicing primary care, I felt a growing need to treat our patients suffering from dry eyes and decided to add dry eye specialty services to the practice. I have never felt more rewarded as a practitioner in helping these patients. I was especially surprised at how naturally these services morphed into offering aesthetic services as well. Even after three plus decades, I can't tell you how much fun I'm having with optometry!

Member Spotlight Continued

My husband Gregg and I have a small horse farm in South County that includes a menagerie of horses, dogs, chickens, pigs and cats. Our farm is our sanctuary and truly a 'labor of love' with the emphasis on labor. Now that our kids have flown the coop, we enjoy landscaping and the endless projects around the farm, cycling, golfing, and traveling. Please stop by anytime for a tour, a splash of wine and a dozen of fresh eggs!





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Robert Stutman, O.D.
Co-Presenter



Babak Hosseini, O.D.
Co-Presenter

Brush Up on Your Foreign Body Removal Skills using state of the art Corza Medical instruments (Alger Brush and autoclave/disposable tools) and learn more about amniotic membrane treatment in a fun hands on environment. 2 CE credits. Breakfast served.

ONLY 6 seats remain

REGISTER now!

PLEASE JOIN US FOR A SPEAKER PROGRAM ENTITLED:

CEQUA® (cyclosporine ophthalmic solution) 0.09% An Innovative Treatment Formulation for Dry Eye Disease



Wednesday, September 27, 2023

7:00 PM

Xenia Greek Kouzina
8850 Columbia 100 Pkwy,
Columbia, | MD

Presented By:

Richard A. Adler, MD
Ophthalmologist
Belcara Health
Baltimore, MD

To register, please go to
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RSVP or questions, please contact:

Alia Stubbs
(860) 810-0775
alia.stubbs@sunpharma.com

Dr. Judy Hu, MOA Young OD Chair and MOA Partner Sun Pharma invite you to speaker program on Cequa, an Innovative Treatment Formulation for Dry Eye Disease.

Space is limited and event is FREE.

REGISTER today!

INDICATIONS AND USAGE

CEQUA® (cyclosporine ophthalmic solution) 0.09% is a calcineurin inhibitor immunosuppressant indicated to increase tear production in patients with keratoconjunctivitis sicca (dry eye).

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WARNINGS AND PRECAUTIONS

Potential for Eye Injury and Contamination: To avoid the potential for eye injury and contamination, advise patients not to touch the vial tip to the eye or other surfaces.

Use with Contact Lenses: CEQUA should not be administered while wearing contact lenses. If contact lenses are worn, they should be removed prior to administration of the solution. Lenses may be reinserted 15 minutes following administration of CEQUA ophthalmic solution.

ADVERSE REACTIONS

The most common adverse reactions reported in greater than 5% of patients were pain on instillation of drops (22%) and conjunctival hyperemia (6%). Other adverse reactions reported in 1% to 5% of patients were blepharitis, eye irritation, headache, and urinary tract infection.

Please see accompanying [Full Prescribing Information](#).
For additional Safety Information, please go to cequa.com.



— *AOA 2024 Member Service Awards*

Congratulations to all MOA members receiving an AOA Service Award this year

We thank you for your dedication to the profession of Optometry and for your support of the MOA and AOA!



Steven Allgaier, O.D.
Julia Garr, O.D.
Jeffrey Kessler, O.D.
Jennifer Kungle, O.D.
Elliott Myrowitz, O.D., M.P.H.
Andrew Servinsky, O.D.
Natalie Sukontasup, O.D.
Ha-Phuong Tran, O.D.

— *AOA 2024 Member Service Awards*



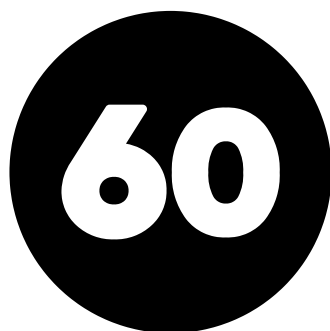
YEARS

Eliahu Bruck, O.D.
Charles Haine, O.D.
Timothy Madgar, O.D.



YEARS

Mark Gordon, O.D.
Arthur Kovens, O.D.
Carl Waxman, O.D.



YEARS

Eugene Channing, O.D.	George Fechter, O.D.
Alan Cook, O.D.	Norman Fine, O.D.
Howard Woolf, O.D.	

— *Paraoptometric Appreciation & Resources*



September was ***Paraoptometric Appreciation Month*** the only formal observance dedicated to honoring the practice staff that critically support the delivery of optometric patient care.

With Americans' increasing demand for primary eye health and vision care services provided by doctors of optometry, paraoptometric staff play a vital role in the efficient and effective delivery of quality patient care. That's why the AOA is focused on equipping paraoptometric professionals with the education and resources necessary to build skillsets that can help optometrists meet this demand for care.

MOA wants to take this opportunity to recognize optometric staff contributions and encourage all members to give the gift of AOA/MOA Associate membership to staff members to encourage professional development and retention.

Enrolling your staff couldn't be easier, and it's FREE! [ENROLL TODAY](#)

AOA associate membership gains staff access to:

- ✓ CPC- and AOA-approved [CE and professional development](#), training and certification materials in [AOA EyeLearn](#).
- ✓ Member rates for AOA events, such as Optometry's Meeting.
- ✓ Volunteer and networking opportunities on a national level.
- ✓ All CPC, AOA publications and [newsletters](#).

Have questions about enrolling paraoptometric staff or associate member benefits? Contact the [AOA Education Center](#) or Member Services to get started today.

Member Services

Phone: 800.365.2219

— *Third Party Alerts & White Coat Day in Annapolis*

ALERT!

MOA has been made aware that UHC is dropping providers, sending letters to patient beneficiaries informing them that the doctor is no longer in network. When providers contact the insurer, they are told that they must contract through Spectera to rejoin the UHC network. The AOA Third Party Center is aware of the issue and in contact with UHC working to resolve the issue. If you have experienced a similar issue with UHC or any other vision plan, PLEASE report the matter to the Third Party Center immediately at stopplanabuses@aoa.org.

Click on the graphic below and bookmark the link to learn about other vision plan abuses being addressed at the federal and state level by the Third Party Committee.



ADVOCACY MATTERS

WHITE COATS in Annapolis!

SAVE THE DATE!

January 30, 2024



Set aside the date to join colleagues from every district in Maryland to educate new law makers about Optometry. Meet with your representatives in Annapolis to make sure they understand that **O.D.s are PRIMARY EYE CARE DOCTORS!**



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NEWSFLASH

[Doctors of optometry on how to enjoy Oct. 14 eclipse in a safe way](#)

The AOA has a number of members-only resources for doctors of optometry to share with their patients who hope to view the Oct. 14 eclipse. The resources cover how optometrists can engage the public on seeing it safely.

[Solving the myopia mystery](#)

Significant clinical studies on atropine for myopia control show conflicting results for doctors of optometry seeking a solution to myopia progression. More research is needed on atropine dosage and why results were different among children living in the U.S. and Asia.

[Virtual staff: Is it time to make the leap?](#) *Optometry Times*

There's no denying the workforce transformation that occurred when the COVID-19 pandemic reared its ugly head. Health care has certainly not been immune to these changes, and while rural clinics have traditionally been more insulated from short-term labor trends than their suburban and urban counterparts, even they have experienced higher staff turnover and more hiring challenges over the past 3 years. In fact, staffing tops the list of anxieties for the health care industry at large this year, with the US health care industry alone losing more than 500,000 employees each month in 2022.

[Why you should travel the extra mile for your patients](#) *Optometry Times*

Mike Brown, OD, MHS-CL, FAAO, shares how the significance of a pocket watch and Helen Keller serve as important lessons in patient care for ODs.