

New Mandates: Eye Health Transforms Eye Care Delivery

Vision Monday

Global Leadership Summit

March 17, 2010

Dr. Randy Brooks

AOA President



American Optometric
Association

Optometry....



American Optometric
Association



Past.....

Present...

Future...

The AOA Perspective

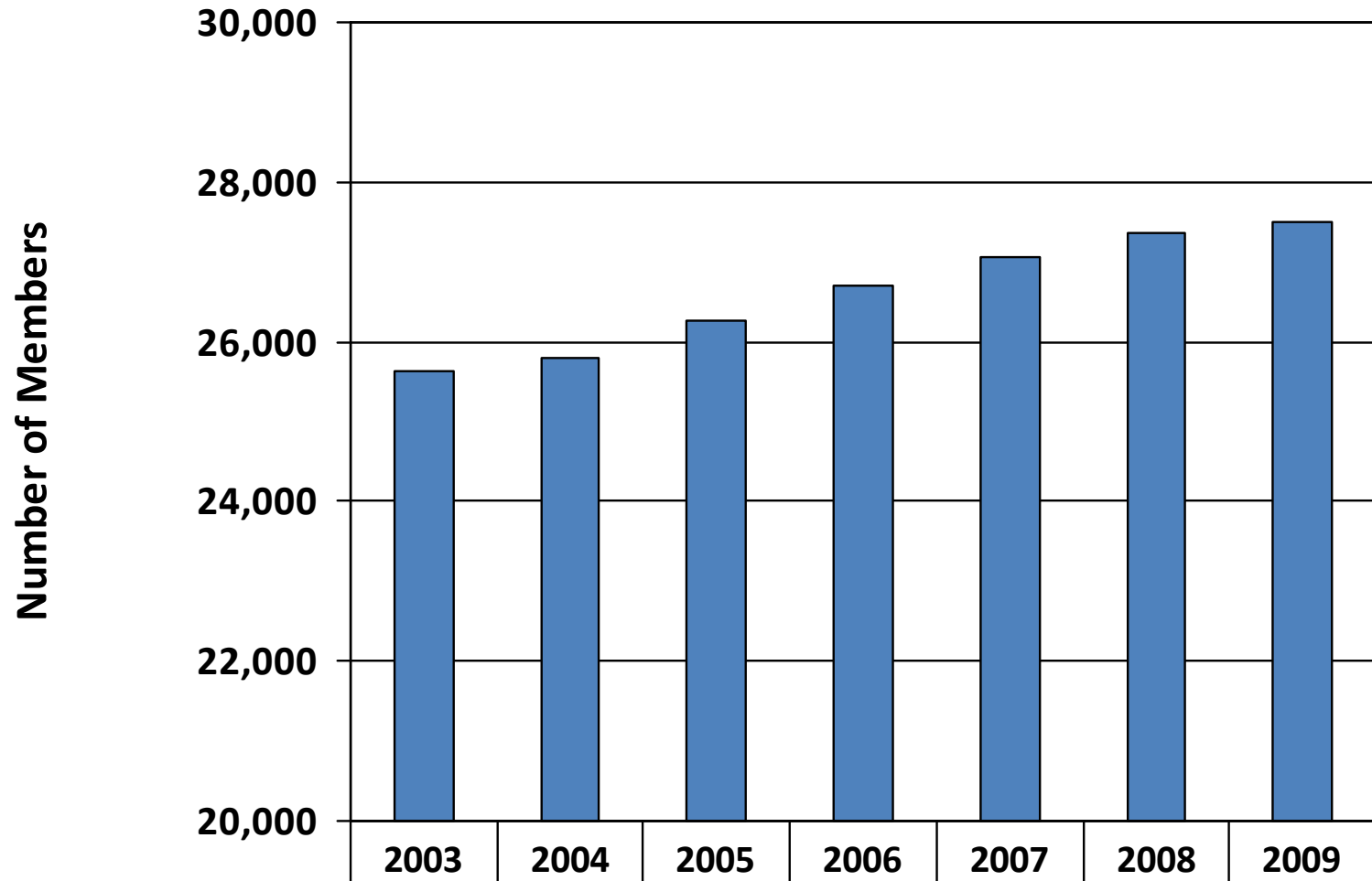
The AOA today...



Membership is Job 1

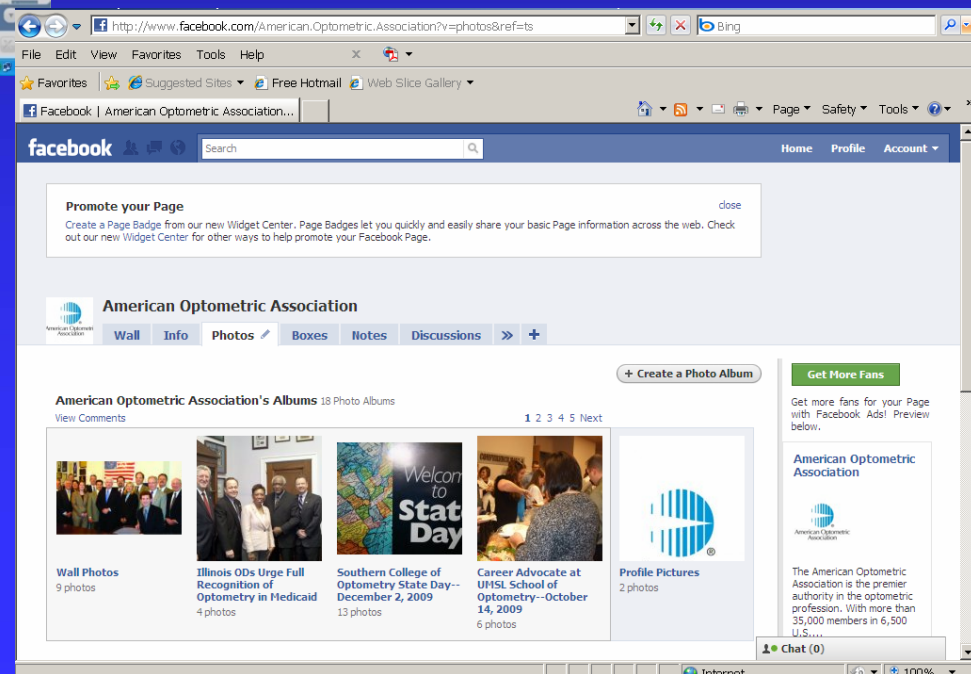


AOA has had a slow steady membership uptick



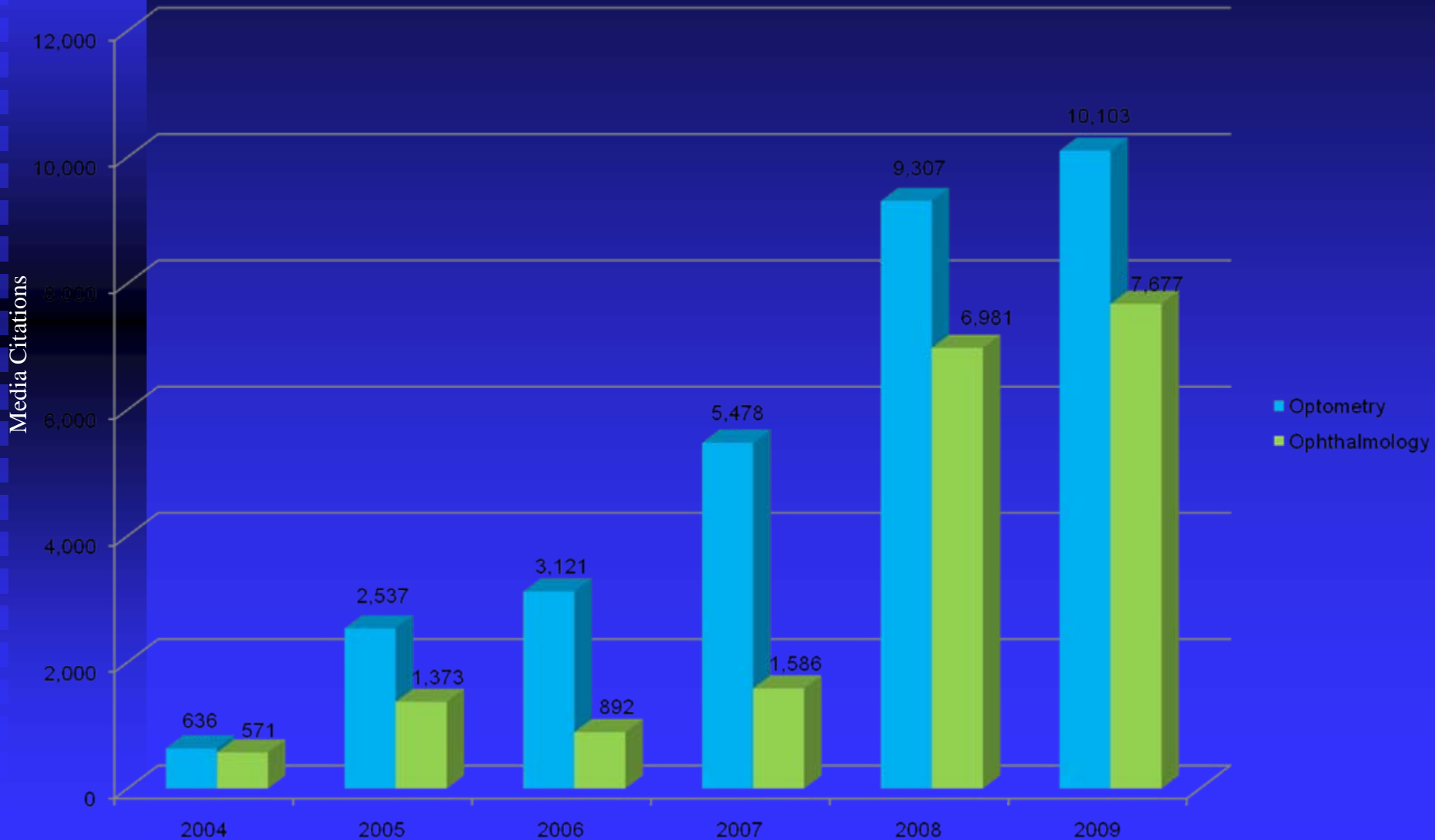
■ Total Affiliate Members	25,627	25,798	26,270	26,708	27,071	27,356	27,494
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Communications with Members



- Facebook: Become a fan of “American Optometric Association”
- Twitter: @aoanews
- Blog: newsfromaoa.org
- YouTube—look for videos under “aoaweb”
- AOANews via ZMags
- AOA-TV—video news update via email

Cumulative Print & Broadcast Stories: Optometry Vs. Ophthalmology (2004 – 2009)

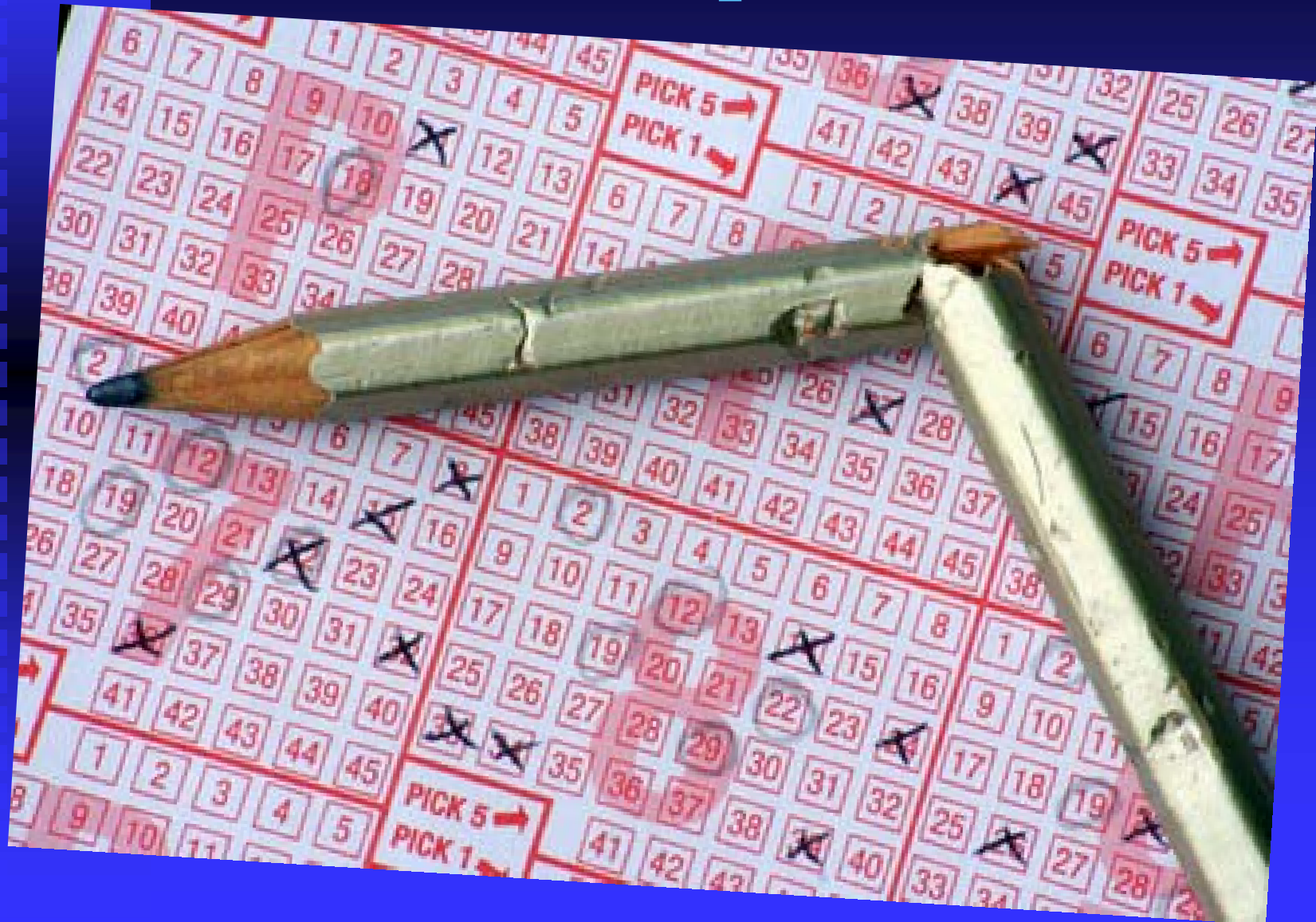


Health Care Reform: Eye and Vision Care





Reasonable expectations



A magnifying glass with a dark handle and frame is positioned over a blue background. The lens of the magnifying glass is centered and contains the word "Transparency" in white, sans-serif font. The background consists of a calm body of water meeting a clear blue sky at a distant horizon. The entire scene is bathed in a soft, light blue light, creating a serene and clean aesthetic.

Transparency

Fairness



Equality



One example of how AOA fights for Optometry

- **Through AOA's efforts on behalf of our members, all optometrists may be able to qualify for up to \$44,000 over a five year period if they demonstrate meaningful use of electronic health records**
- **Initially we were excluded from this legislation!**





Communications at key White House meetings



Communications at key White House meetings



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!

American Optometric Association:

Since 1898

For Our Patients....

For Our Profession!

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