



GEORGIA OPTOMETRIC ASSOCIATION



newsletter

FOCUS: GEORGIA'S 2021 LEGISLATIVE SESSION

4 GOA Diamond Lecture Series

5 GOA Community Events

#TeamGOA ... WE'VE GOT YOUR BACK!

2021 Legislative Session

AFTER HEARING FROM GOA MEMBERS ACROSS THE STATE, THE GOA AND SENATOR MATT BRASS PROPOSED LEGISLATION PROHIBITING INSURERS FROM REQUIRING OPTOMETRISTS BE MANDATED TO GIVE DISCOUNTS ON NON-COVERED MATERIALS OR SERVICES. IF THIS BILL IS SIGNED INTO LAW, VISION PLANS WOULD NOT BE ABLE TO FORCE YOU TO GIVE YOUR PATIENTS A DISCOUNT ON A SECOND PAIR OF GLASSES FOR EXAMPLE.

On Wednesday, Feb. 9, 2021, Senate Bill 43 (Brass, Mullis) unanimously passed out of the Senate Insurance and Labor Committee and headed to the Senate floor for a vote on Tuesday, February 16. The Georgia State Senate passed SB 43 unanimously. The bill has been sent to the Georgia House of Representatives where the GOA Lobby team is working hard to promote Georgia optometry.

We encourage you to join us for an update on SB 43 and the GOA's other legislative efforts on March 4 at 7:30 PM on Zoom for Optometry's Day at the Capitol. Please go to www.goaeyes.com to register.



PICTURED HERE:

The GOA Lobby team, GOA Legislative Chair Dr. John Whitlow and Senator Matt Brass celebrate SB 43 passing unanimously out of committee.

GOA Upcoming Events

March 4, 2021 » 7:30 PM EST

**Optometry's Day
at the Capitol 2021**

via Zoom Webinar

Register at www.goaeyes.com



March 11, 2021 » 7:30 PM EST

GOA Diamond Lecture Series

FEATURING: Milan Eye Center
via Zoom Webinar

Register at www.goaeyes.com



March 25, 2021 » 7:30 PM EST

GOA Diamond Lecture Series

FEATURING: Omni Eye Services
via Zoom Webinar

Register at www.goaeyes.com

Volunteer Opportunity Events

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**GOA
CALL FOR
NOMINATIONS
BOARD of
TRUSTEES**

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GOA Officers

[2021-2022]



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GOA NEWSLETTER

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Dr. Jeanne Perrine

PRESIDENT'S COLUMN

#TeamGOA...We've Got Your Back

AROUND THIS TIME IN 2020, I DECIDED THE SLOGAN FOR MY PRESIDENTIAL YEAR WOULD BE, "#TEAMGOA ... WE'VE GOT YOUR BACK". THAT SLOGAN HAS TAKEN ON AN ENTIRELY NEW MEANING TO ME AS OUR ASSOCIATION HAS CONTINUED TO PROVE ITS VALUE TO OUR MEMBERS TIME AND TIME AGAIN OVER THE LAST YEAR.

Here's an example. Our GOA Lobby team is at the Capitol in masks every day of the legislative session fighting for our profession. Our non-covered services bill unanimously passed through the Senate in mid-February due to their tireless efforts and the support of GOA members who participated in our membership grassroots campaign.

Our lobby team is hard at work ensuring SB 43 has the same success in the Georgia House of Representatives. Please be on the lookout for more legislative action alerts from our lobby team throughout the rest of the session.

The GOA has also brought back the GOA Diamond Lecture Series. We will continue to provide quality educational opportunities to optometrists throughout the country for free this year. Please be sure to regularly visit the GOA website to register for our upcoming lectures so you don't miss out on any of our lectures.

The GOA has been here for you since 1904, and always will be. Please let us know how we can help you strengthen your legislative relationships, utilize your member benefits or meet your needs.

I look forward to seeing you as we progress through our GOA events in the coming months that include Optometry's Day at the Capitol, webinars, and special events that are coming soon.

Dr. Jeanne Perrine
PRESIDENT

#TeamGOA...
We've Got Your Back



www.GOAeyes.com



FACEBOOK | GeorgiaOptometricAssociation



TWITTER | @GOA_eyes | @GOAeyesConnect



INSTAGRAM | @GOAeyes | @GOAeyesConnect



LINKEDIN | www.linkedin.com/groups/4979668

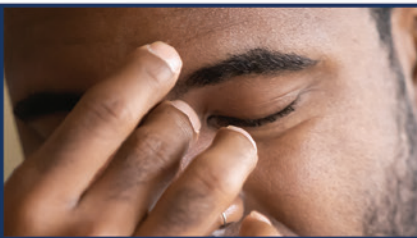


EMAIL | GOAeyes@aol.com

take **COMFORT** in
ACUVUE®



*Did you know uncomfortable contacts can lead to
compromised hygiene?*



89% of contact lens patients say they **rub their eyes**, **use eye drops**, or manually **adjust or move their lenses** when they are uncomfortable.*



**ACUVUE® MAKES CONTACT LENSES
UNBEATEN IN COMFORT ACROSS
44 CLINICAL STUDIES†**



**Coefficient
of Friction**

Lower coefficient of friction is correlated with improved comfort



Edge Design

Thin on-eye edge profiles can minimize lid irritation when blinking



Wettability

Consistent spreading of all layers of the tear film can minimize dryness



Modulus

Lower modulus allows the lens to wrap the eye with less mechanical resistance to the lid and cornea

Find out how unbeaten comfort† can help improve patient hygiene at jnvisionpro.com/comfort

*JJV Data on File 2020. Survey of 1564 Contact Lens patients in the US.

†The following ACUVUE® brand contact lenses have substantiated unbeaten in comfort claims: ACUVUE® OASYS Brand Family (including daily disposable), 1-DAY ACUVUE® MOIST Brand Family (within the category of hydrogel daily disposable), and ACUVUE® VITA® Brand spherical only.

Important Safety Information: ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc. by calling 1-800-843-2020, or by visiting www.jnvisionpro.com.

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PP2020ACLP8289



The GOA Diamond Lecture Series is Back

DUE TO POPULAR DEMAND, THE GOA HAS BROUGHT BACK THE DIAMOND LECTURE SERIES. WE ARE PROUD TO HAVE WORKED WITH OUR DIAMOND PARTNERS TO GIVE OVER 600 HOURS OF FREE CE TO OPTOMETRISTS ACROSS THE COUNTRY.

Thank you for joining the GOA and GOA Diamond Partner, Woolfson Eye Institute, on February 25 for the first lecture of 2021. Registration information for our upcoming lectures of 2021 will be coming soon to www.goaeyes.com.

**PLEASE SAVE THE DATE
FOR OUR NEXT TWO LECTURES:**

Webinar II

FEATURING



Milan Eye Center

Thursday, March 11 » 7:30 PM EST
Zoom Webinar

Webinar III

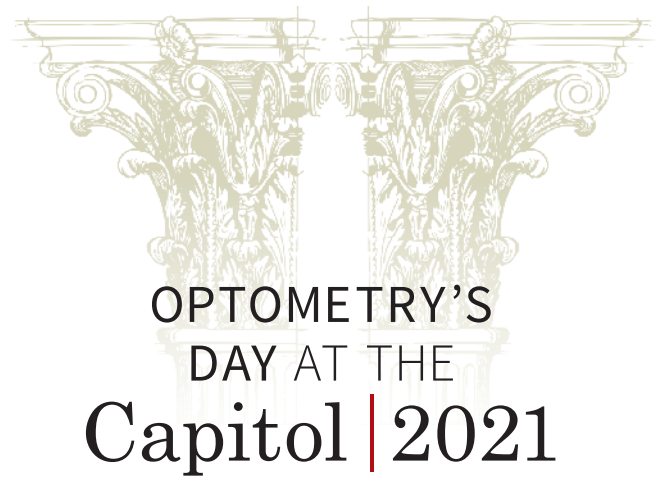
FEATURING



Omni Eye Services

Thursday, March 25 » 7:30 PM EST
Zoom Webinar

We would like to thank our partners and our members for their continued support of the GOA. Our top priority will always be providing our members with the education, information and resources they need to serve their patients.



OPTOMETRY'S DAY AT THE Capitol | 2021

OPTOMETRY'S DAY AT THE CAPITOL IS GOING VIRTUAL! JOIN US ON THURSDAY, MARCH 4 AT 7:30 PM TO RECEIVE A LEGISLATIVE UPDATE FROM OUR GOA LOBBY TEAM AND A SELECTION OF OUR STATE LEGISLATORS. REGISTER AT WWW.GOAYES.COM.



SOUTHERN
COLLEGE OF
OPTOMETRY



SCO STATE DAY

IN FEBRUARY, THE GOA MET WITH SOUTHERN COLLEGE OF OPTOMETRY GEORGIA CLUB STUDENTS FOR A VIRTUAL STATE DAY.

Our panel of doctors spoke with the students about the role the GOA plays in our state, networking during COVID-19 and practicing in Georgia.

A special thank you to GOA President Dr. Jeanne Perrine, GOA third party chair Dr. Stuart Tasman, GOA membership committee chair Dr. Jennifer Carter and GOA membership committee member Dr. Erika Morrow for meeting with the next generation of optometrists.

your community needs *you!*

#TeamGOA

PLEASE SEE THE
FOLLOWING OPPORTUNITIES
FOR YOU TO SERVE YOUR
FELLOW GEORGIANS.

SPECIAL OLYMPICS GEORGIA



Seeking Optometrists

Special Olympics Georgia is seeking optometrists to serve as volunteer Clinical Directors for the Opening Eyes program. Clinical Directors provide all Special Olympics Athletes attending State Games with free eye exams and prescriptions.

FOR MORE INFORMATION, PLEASE
CONTACT **STEPHANIE BAILEY** AT
STEPHANIE.BAILEY@SPECIALOLYMPICSGA.ORG.



GEORGIA LIONS LIGHTHOUSE

Seeking Volunteer Optometrists

The **Georgia Lions Lighthouse Foundation** is seeking volunteer optometrists to provide eye exams during mobile clinics serving un-insured and under-insured Georgians. Volunteers are assisted by a minimum of two clinic managers who complete all patient prep. Clinics are held throughout the state of Georgia at varying locations and with all requisite optometric equipment.

FOR MORE INFORMATION, PLEASE CONTACT LIGHTHOUSE
VISION PROGRAM DIRECTOR **RUTHY STEPHENS** AT
RSTEPHENS@LIONSLIGHTHOUSE.ORG OR **404.325.1751**.



\$4.1M

Amount received in 2020
by VSP network doctors by
submitting diabetes-related
and other health conditions
for patients.

vsp
Vision care for life

CONGRATS!

Congratulations to **Lake Oconee Eye Care** for winning our **Practice Sponsor Video Contest** during our Fall All-Star Weekend! We thanked them for their support of our virtual conference and **#TeamGOA** by bringing lunch for their practice in January.

CALL *for* NOMINATIONS

to BOARD of TRUSTEES



Here are the
Current Trustees
Representing
each District:

North

REPRESENTING DISTRICTS 7, 9 & 10

TRUSTEE: Dr. Joseph Roux

TRUSTEE: Dr. Melonie Clemmons

Southeast

REPRESENTING DISTRICTS 1, 2, 3 & 8

TRUSTEE: Dr. Ted McElroy

TRUSTEE: Dr. Ellen Fitzgerald

Middle Georgia

REPRESENTING DISTRICT 4, 6 & 11

TRUSTEE: Dr. Jennifer Carter

TRUSTEE: Dr. Anitha Kannan

Greater Atlanta

TRUSTEE: Dr. Frank Winski

TRUSTEE: Dr. Robert Butterwick

TRUSTEE: Dr. Lauren Dyak

“At Large” Positions

TRUSTEE: Dr. Josh Johnston

TRUSTEE: Dr. Keylee Brown

{ LEADERSHIP }

Per the GOA Bylaws, “Officers of the Association shall be elected annually by the Voting Members at the annual meeting ... Nominations for any office may be made at least 45 days prior to the election in writing to the executive director of the Georgia Optometric Association. No member shall be entitled to hold office unless he or she has been a Voting Member for two years.”

If you are interested in serving on the GOA-BOT as the secretary which will be elected at the GOA annual meeting in June, please contact your local district presidents or GOA Executive Director, **Bryan Markowitz** at **bryan@goaeyes.com** to let him know of your interest in running for the secretary seat.

GOA Classifieds

FT, PT, Fill-In and Permanent OD Positions Available

The Smokey Powell Center (SPC) at the Georgia Academy for the Blind is searching for a Low Vision Optometrist to conduct low vision evaluations on school-aged kids for two-day clinics in various parts of Georgia. This will include 4 clinics in a school year which will be a total of 8 clinics. The students must have their regular eye health evaluations from their eye doctor within one year of the LVE. SPC will make all the travel arrangements and set up the clinics and provide all the low vision devices. For further information, please contact Mrs. Zelma Murray at zmurray@doe.k12.ga.us.

Seeking someone with optical office experience. Duties include posting EOB's, patient referrals, accounts receivables, making appointments, etc. Private office setting in Winder, GA. Mon.-Thurs. 8:30-5:00 long weekends every week. Pay based on experience and references requested. Paid holidays, paid vacation and health insurance available. Email resumes to ngec26@gmail.com.

Canton, Columbus, Conyers, Ft. Oglethorpe, Gainesville, Macon and Valdosta Doctor of Optometry practices available. Salary, medical and dental incentive. Retinal imaging at all practices. 2021 grads welcome. Contact Britt Clark at **678.595.4712** or britt.clark@pure-od.com.

Looking for fill in doctor for April 22, 23, and 24 in Alpharetta. Hours 10-6, please contact Rohan Kapoor, **678.862.6418** for details.

PT opportunity available at a smaller community-based office located in Douglasville. This is a great opportunity for some extra hours during the week. Contact Dr. Williamson at **770.845.0246** or email willeye179@gmail.com for more information.

FT or PT OD position available with potential or full-lease ownership inside Walmart. Please email Melonie Clemmons at melonieclemmons@yahoo.com or text **404.538.3132**.

Seeking permanent PT or FT OD at Target in Cummings. Excellent hourly rate (1099 or W-2). Contact Dr. Elisabeth Lawson at LawsonOD@gmail.com.

Optometrist needed for 100+ year old practice in Griffin, GA. 2-3 days per week. Please call **770.227.2924** or email tdkd6797@hotmail.com for more information.

Looking for maternity coverage 1-2 days/week for 3-4 months in full-scope private practice in Roswell. Great atmosphere and team. Starting mid-February. Can be flexible of the days. Contact Dr. Tara Fowler at **770.998.3937** or tfowler8@gmail.com.

Permanent OD position near Kennesaw State University. Guaranteed high hourly rate with your own schedule, up to 40 hours per week. New office, all new hi-tech equipment and EHR. Call **678.575.5068** for more information.

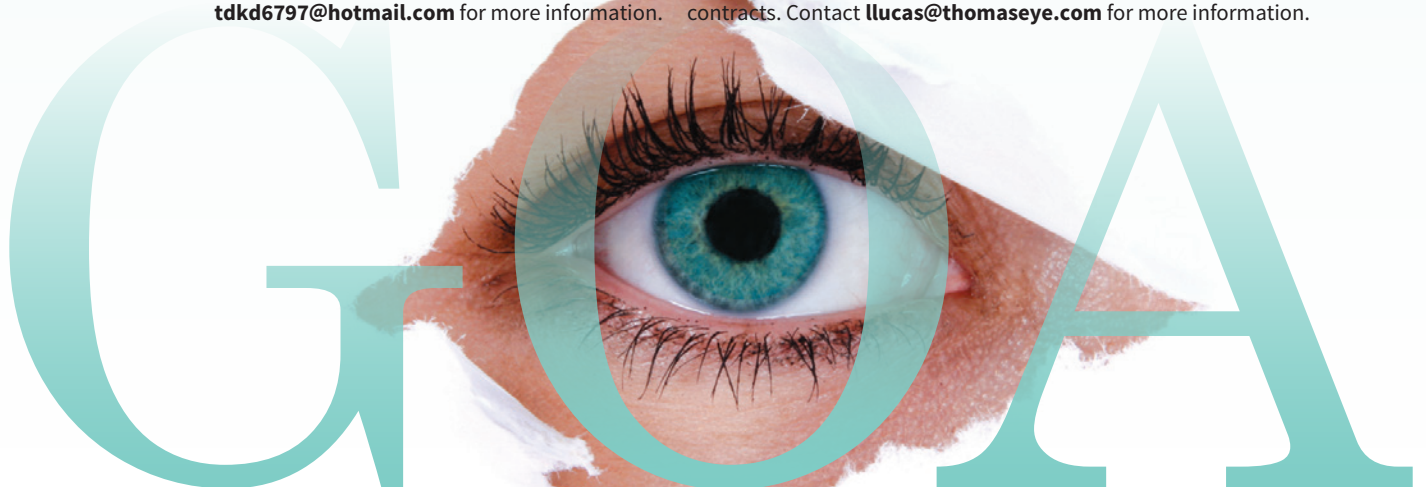
We are seeking a charismatic OD at our fast-paced Douglasville practice to fill in on two Saturdays a month. Competitive pay! PT and fill in opportunities are available at our Camp Creek location on Sunday and Monday. This is a high tech office with a friendly, well-trained staff, Crystal EHR, Daytona Pus Optomap, and Marco refraction system. Please call or text Dr. Kourtney Nicholson at **662.251.1421**.

FT OD needed for a private practice in Columbus. Make your own schedule. No Saturdays or Sundays, no problem. Great pay and benefits, including a HUGE signing bonus. Officemate/ExamWriter, experienced staff, no administrative responsibilities, and new grads welcome. The OD can concentrate on full scope patient care with absolutely no administrative burdens. No need to worry about employees or overhead. Please send CV/Resume to SmittyPatel@Gmail.com or call **706.593.0709**.

Need fill-in OD at commercial practice in Target at the Cumming (Northeast Atlanta) location on Monday, January, 25 and Wed. January 27, 2021. Full-time tech support, REVEHR, Autorefractor, iCare, Optos. Mainly vision exams. Excellent base pay plus bonus. Contact Elisabeth Lawson at LawsonOD@gmail.com.

Hester Eye Associates is seeking a new associate to practice full scope optometry in a well established progressive practice. We are located near Kennesaw State University and have a diverse patient demographic. Part-time (3 days/week) leading to full time position. Available for immediate placement. Please email comments@hestereye.com. Phone **770.590.8191** or fax **770.590.8192**.

Thomas Eye Group is looking for PT and FT OD's for several locations in Georgia. Must be vision credentialed and free from any non-compete contracts. Contact llucas@thomaseye.com for more information.



CONTINUED ON PAGE 8

Optometric Equipment For Sale or Seeking

FT Optometrist needed in Bremen, GA. Practice full-scope Optometry eye care if a private optometry/ ophthalmology setting. Good benefits and pay. Contact Dr. Cowart at **770.537.5246** or email **cowartod@gmail.com** for more information.

Just add doctor! Robust practice looking for a FT doctor, 4 days per week and no Saturdays! Ownership potential available. Immediate start. GA License required. Contact **southeasteye1@hotmail.com**.

Marietta Eye Clinic is seeking a full time Doctor of Optometry to join our highly successful and prominent regional medical practice. Candidates must have at least two years of experience, preferably in a medical environment. Successful completion of an Optometry Residency required. Curriculum vitae and 3 professional references should be directed to **ceo@mariettaeye.com**.

Acworth Family Eyecare is seeking an outstanding Doctor of Optometry to practice full scope optometry with state of the art equipment in a well-established, growing, private practice in Acworth, GA. Competitive Compensation package. Could be part-time or full time. Well trained and long term staff. Well appointed office and dispensary. Looking for an associate with a particular interest in Vision Therapy, Pediatrics, and Sports Vision. Specialty services including Ocular Disease Treatment, Vision Therapy, Dry Eye testing and treatment, Sports Vision, Ortho-K, Scleral Lenses, and Myopia Control. Send resume to **drreach@acwortheyes.com**.

For Sale — Practice

Practice for sale; 33 years in business, large dedicated patient base, solid revenue. This is a turn-key practice, fully equipped and consistent schedule. Located about an hour northeast of Atlanta. near Athens. Perfect practice to purchase and expand. Interested parties email **dnnewell@nc.rr.com**.

100+ year old very well established optometry practice for sale in Griffin, GA. Practice is very respected in the community and has a huge patient clientele. Call **770.227.2924** or email **tdkd6797@hotmail.com** for more info.

ODs Seeking Opportunities

EHR certified OD with 25 years experience seeks minimum 24 hours/week position in north/northwest Atlanta suburbs or Jasper/Ellijay area. Please contact William Bonner, OD at **404.563.2155** or **eyedrbonner@hushmail.com**.

I am an active duty Optometrist currently in Fort Leonard Wood, MO and I am separating June 2021 and will be available for any fill-in or P/T opportunities beginning July 5, 2021. Resume available upon request. Please email **jward72388@gmail.com** or **678.618.6772**.

Experienced OD, \$2mil/\$4mil PLI, seeks PT or fill-in work. Prefer North Atlanta to North GA mountains but will discuss all locations. Tom Cossick, **678.475.1596**, leave message, please no texts.

notes

Information about the Georgia State Board of Optometry, which includes Georgia Optometry Rules and Regulations, can be found by going to the following link: **www.sos.ga.gov/index.php/licensing/plb/37**.

If you've been interviewed by television, radio or newspaper, gotten married, moved your office, had a baby, received an honor, taken a trip, attended a conference, written a paper, given a lecture, retired, taken in a partner, done anything worthwhile that might be of interest to your fellow optometrists, please send information to the GOA office for publication in *The GOA Newsletter*.

