Changing Times
Kenneth H. Sorkin, OD, FAAO
President

I have been practicing optometry for nearly 25 years. For some of you, that is inconceivably long and for others it would be considered, “a good start”. Regardless of your perspective, if I include all of optometry school, that encompasses more than half of my life. When you look back at anything you’ve been involved with for that relative length of time, you realize that a great many things about it are transient. The awkwardness of communicating with a patient becomes comfortable. Your tentativeness in diagnosing complex disorders is replaced with confidence. The medications and instrumentation you trained on become obsolete, in favor of more effective and advanced versions. The vast majority of these changes are for the better; some, like watching your mentors retire or pass on, are not. The universal truth, whether we like it or not, is change is inevitable. Of course, optometry will always have its constants. After all, Hering’s Law and Prentice’s Rule are not just suggested guidelines. The crucial question is whether change is thoughtfully and responsibly brought about in a timely manner from within or is forced upon you due to conditions or influences beyond your control.

Our profession has always sought and succeeded in controlling its own destiny, with New York often leading the way. For instance, then-optician Charles F. Prentice of New York was not only a rule maker but a breaker as well when he was arrested for charging money to perform an eye exam in 1895. In 1910, Columbia University began offering courses in Optometry - a crucial step in the legitimacy of the profession. A 1928 landmark bill forged by the New York Commissioner of Education brought an end to the era of apprenticeship as a path to licensure, requiring a university-based optometric education. And the legacy of more modern New York State trailblazers continues on, with quite a few having personally influenced my career, like Drs. Murray Fingeret, Andrea Thau and Norman Haffner. Chief amongst these dynamic and indispensable individuals is someone who has never spent a day of his prestigious career dilating a pupil or penning a spectacle prescription, yet his profound impact on the legacy and course of optometry in New York State is undeniable. It takes a special person and depth of commitment to devote nearly your entire career to the advancement of a profession you never get to practice yourself. I cannot readily think of any correlate. OK, the long-time Metropolitan Museum of Art Director, Philippe de Montebello, never actually picked up a paintbrush, but I challenge you to think of another!

Anyway, in 1974, about the time I was entering the 4th grade, Mr. Jan Dorman began working for the NYSOA, first as a lobbyist in Albany and eventually, our Executive Director, a post he has continuously held for, well... you do the math. I distinctly remember Jan speaking to my class at SUNY Optometry multiple times during my four years there from 1989 to 1993, each time driving home the universal point of legislative advocacy for my future profession. Not having a clue what that meant, I became more involved and learned from both Dr. Haffner and emerging student leaders like Dr. Mitch Horowitz, that optometry is and always will be an evolving profession, existing at the mercy of the lawmaker’s pen. Without a strong, consistent voice in the legislative arena by those who practice our profession, we face the very real possibility of stagnation and erosion of our ability to practice, at the very least, and irrelevance or obscurity, at the very worst.

For the last 40 some odd years, Jan Dorman has been the megaphone, or more precisely, the auto-tuner for our collective voices, not merely amplifying but enhancing. He has utilized his vast experience, steel-trap optometric memory and deep-rooted Albany connections, amassed over decades, to advance, protect and guide generations of New York optometrists. His job description included organizing meetings, going to political fundraisers, conducting countless conference calls, cajoling legislators and having a knack for recruiting inexperienced, naive, Long Island ODs into a life of optometric indentured servitude. But beyond all that, Jan Dorman’s contributions were possible due to one simple fact - he believes in the value, mission, dignity and future of our profession. Jan’s dedication and passion are far from waning. Although as of December 31st he’ll no longer serve as NYSOA Executive Director, he has way too much to offer to sit back sipping his favorite Scotch, and I know you join me in wishing him nothing but the very best in whatever new endeavor he sets his sights on. In doing so, however, I humbly ask that you carefully set aside a portion of those well wishes for those of us charged with the unenviable task of finding Jan’s successor. Although change is inevitable and change is good, it can also be gut-wrenchingly difficult. While proud to be chairing the ED Search Committee with some of the most dedicated and respected optometrists I know, we’re faced with finding a new Orioles shortstop after Cal Ripken, Jr., or a new Tonight Show host after Johnny Carson, two gentlemen that “have always been there”. We can use all the good fortune we can get our hands on. Oh, and a generous tumbler of Scotch wouldn’t hurt either!

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2017-2018
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With the 122nd Annual Meeting and online voting for Regional Trustee positions now concluded, we are pleased to present the 2017-2018 members of the NYSOA Board of Trustees!

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In May the New York State Optometric Association returned to the historic Otesaga Hotel in Cooperstown, New York for its 122nd Annual Meeting. Attendees were treated to near-perfect spring weather, making the many sights and sounds of Cooperstown all the more enjoyable.

The group was joined by a number of industry representatives via the NYSOA Business Partner program, which provided lots of lively discussion and intimate networking. A continuing education program led by Dr. Richard Soden gave attendees an opportunity to learn about the challenges and opportunities presented by the latest changes in Medicare and across the healthcare landscape, and what practices can do now to prepare. The annual awards banquet emceed by Dr. Frank Pirozzolo, NYSOA Past President and member of the State Board for Optometry, was a chance to honor and congratulate the 2017 award winners and also give a warm welcome to Dr. Ken Sorkin as he takes the reigns as President of the Association for 2017-18.

On the business side, the weekend included meetings of both the NYSOA Board of Trustees and the Presidents Council, which consists of leaders and representatives from each local optometric society in the state. The House of Delegates featured the installation of 2017-18 Executive Officers by Dr. Andrea Thau, who recently concluded her term as President of the American Optometric Association. Dr. Thau also gave an update on the AOA’s latest activities and initiatives, providing an in-depth look at some of the most important issues affecting the profession nationally.

Many thanks to the NYSOA members, business partners, and other special guests who attended and helped ensure a successful and productive event!
(L to R) Mrs. Heather Kirchheimer, Dr. Michael O’Connor, Dr. Dan Kirchheimer

(L to R) Dr. Michele Lagana, outgoing Immediate Past President, accepts a token of appreciation from Dr. Dawn Chivers

Dr. Sorkin giving his first remarks as NYSOA President

(L to R) Drs. Maureen Wallen, Kamal Westfall, Justin Bazan, Viola Kanevsky and Richard Soden

(L to R) Mrs. Eileen Pirozzolo, Dr. Dawn Chivers, Dr. Frank Pirozzolo, Dr. Richard Soden, Dr. David Heath

Installation of NYSOA Executive Officers
(L to R) Drs. Dawn Chivers (Immediate Past President), Dan Kirchheimer (Secretary-Treasurer), Jeff Calhoun (President-Elect), Ken Sorkin (President), and AOA President Andrea Thau

NYSOA Past Presidents Drs. Richard Soden and Michelle Lagana

(L to R) Dr. Dawn Chivers, Mrs. Heidi Sorkin, Dr. Ken Sorkin, Dr. Fran Reinstein

Dr. David Ciccone and family
Good vision is about more than just being able to read small letters from far away. It helps us understand and navigate the world around us. So much of what we perceive, learn, think and do is made possible by our sight.

Currently, 61 million Americans—more than the populations of California and Florida combined—are at risk of severe vision loss. Yet, only half of those people visited an eye doctor last year.

In September 2016, the National Academies of Sciences, Engineering, and Medicine issued a national call-to-action for widespread collaboration to end preventable blindness in America by 2030.

As a leader in eye care for nearly 70 years, we at Allergan have invested billions of dollars in new treatments for the most prevalent eye conditions, including diabetic macular edema, glaucoma and dry eye. But our dedication goes beyond product development. We support over 150 organizations in their efforts to close the gaps in eye health across the globe.

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If nothing changes, preventable blindness and visual impairment could double in one generation. We want to help incite change. So today, we launch See America, Allergan’s commitment to fight against preventable blindness in the U.S. We will fight against the conditions that steal the eyesight of our families, our neighbors, and our friends.

We know we cannot do this alone. We will partner with like-minded nonprofit partners and vision experts to harness the nation’s best research and thought leadership around the prevention and treatment for vision-impairing conditions and diseases.

It is projected that every four minutes, one American will experience partial or complete loss of sight. The need to confront preventable blindness has never been more urgent.

Learn more and join the fight to make preventable blindness a thing of the past at [www.SeeAmerica.vision](http://www.SeeAmerica.vision)
October 2017 is School Vision Health Month

This past June the New York State Legislature adopted a resolution sponsored by Senator Carl L. Marcellino (R, Syosset) proclaiming October 2017 as School Vision Health Month. This is a great opportunity to highlight the crucial link between vision and learning for school-age children, and to promote the need for comprehensive back-to-school eye exams. Please stay tuned for additional resources and an official press release from the NYSOA, and plan to use your social media feeds to help us spread the word!

LEGISLATIVE RESOLUTION memorializing Governor Andrew M. Cuomo to proclaim October 2017, as School Vision Health Month in the State of New York

WHEREAS, It is the custom of this Legislative Body to recognize official months that are set aside to increase awareness of health issues that affect the lives of citizens of New York State; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to memorialize Governor Andrew M. Cuomo to proclaim October 2017, as School Vision Health Month in the State of New York; and

WHEREAS, New York State recognizes that vision plays a critical role in children’s physical, cognitive, and social development; and

WHEREAS, Research shows that 1 in 4 school-age children have a vision disorder; and

WHEREAS, The New York State Education Department recognizes that visual functioning impacts academic achievement; and

WHEREAS, To do their best in school, every child needs a quality, comprehensive eye exam from an eye care professional; and

WHEREAS, Physicians, optometrists, opticians and other health professionals licensed by the New York State Education Department play a vital role in ensuring overall eye health and appropriate vision correction; and

WHEREAS, Access to vision care is a concern for too many children, leaving them with unmet needs for care; and

WHEREAS, More than 10 percent of children have not had new or replacement glasses due to unaffordable costs; and

WHEREAS, The New York State Education Department is bringing together experts in vision care to schools across the State to help screen students, provide education and resources, and promote healthy eye care during the month of October; and

WHEREAS, It is imperative that there be greater public awareness of this issue and more must be done to improve vision health for New York’s students and those affected by such vision health issues; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Andrew M. Cuomo to proclaim October 2017, as School Vision Health Month in the State of New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to The Honorable Andrew M. Cuomo, Governor of the State of New York.

Upcoming CE-NY Opportunities

Rochester, NY - Sunday, September 17, 2017

Current Management of Glaucoma for the Primary-Care Optometrist

Course Instructors: Richard J. Madonna, OD & Anupam Laul, OD

Location: Woodcliff Hotel & Spa, 199 Woodcliff Drive, Fairport NY 14450

Skaneateles, NY - Sunday, November 5, 2017

Current Management of the Eye and Systemic Disease

Course Instructors: Brian Hall, OD & Andrew DiMattina, OD

Location: The Lodge at Welch Allyn, 4355 State Street Rd, Skaneateles Falls, NY 13153
AOA+ Reaches New Generation of Leaders

Optometrists from around the country descended on Washington, DC last month for Optometry’s Meeting, engaging in an exciting week of advocacy, education and community-building. For the first time ever, the American Optometric Association combined the profession’s annual national meeting with its hallmark advocacy program, AOA on Capitol Hill. AOA also launched a new event for students and new doctors – AOA+ – which united more than 2,300 students and new doctors in supporting organized optometry.

The NYSOA and local optometric societies from around the state joined in sponsoring over a dozen of our young members to attend AOA+ and gain valuable advocacy and leadership experience, as well as network with peers and students.

AOA+ kicked off with a rousing rally on Capitol Hill, with attendees demonstrating a true passion and enthusiasm for representing patients and their profession. A number of optometry’s champions in Congress addressed the rally on the importance of professional advocacy and remaining politically active. Throughout the week attendees were able to accompany experienced ODs on their visits to Capitol Hill, which provided important lobbying experience and allowed them to see first-hand the positive impact of building relationships with elected officials.

Following the rally, attendees returned to the Walter E. Washington Convention Center for a pair of New Doctor Panels moderated by one of our very own, Dr. Justin Bazan of Park Slope Eye in Brooklyn, and Dr. Amanda Nanasy from Florida. The New Doctor Panels served as a sounding board for negotiating the tricky transition from optometry school to successful practice, and reinforced the importance of channeling the AOA+ momentum into volunteer and leadership opportunities. Students and new doctors also listened to a presentation on personal finance from young entrepreneur and best-selling author Alexa von Tobel.

The agenda concluded with a networking and mentoring program called Leadership Link. Hundreds of AOA members volunteered to pair up with attendees and support their pursuit of future opportunities in the AOA and affiliate volunteer structures.

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Congratulations to our 2017 Award Winners!

Congratulations to this year's honorees and thank you for all that you do to support the profession of optometry.

Optometrist of the Year
David Ciccone, OD
In recognition of his innovative efforts to promote the health and welfare of student athletes at Syracuse University.

Young Optometrist of the Year
Marina Su, OD, FAAO
In recognition of her exemplary service to organized optometry and her mentorship of graduate students in the SUNY College of Optometry Residency Program.

Optometric Educator of the Year
Julia Appel, OD, FAAO
In recognition of her exemplary service as an educator, researcher and clinician.

Public Service Award
Richard Malara, OD
In recognition of his humanitarian service to those in need of eye care, both overseas and at home.

Abram A. Hubal, OD Student Service Award
Michael T. Wallerich
In recognition of his service as President of the Student Society of the New York State Optometric Association, Inc.
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Vision West is the Preferred Eyecare Business Group of the New York State Optometric Association. To date, Vision West has provided over $333,000 in non-dues revenue support.
NYSOA Launches New Career Portal

Powered by CovalentCareers

Last month the NYSOA launched a new career portal on nysoa.org in partnership with CovalentCareers, an HR technology startup co-founded in 2014 by an entrepreneurial team of doctors and software engineers. The new platform expands our association’s reach to the thousands of eyecare professionals who visit CovalentCareers.com every day, and we are excited to offer NYSOA members a more robust and user-friendly online experience when it comes to job searches and hiring. What’s unique about the CovalentCareers platform is that it was built by and for optometrists, so it’s catered specifically to our needs and offers lots of great resources for both employers and job seekers.

If you’re hiring and want your job listing posted on nysoa.org, use the coupon code NYSOA10 to receive 10% off a premium account. As a job seeker, you can create a professional profile for free and have the CovalentCareers algorithm analyze your profile and show you only the most relevant results.

We’ve already received some great feedback from members and are pleased to note that CovalentCareer’s development team is working on expanding its offerings to include more customized features specifically geared towards practice sales and acquisitions. In the meantime, if you would like assistance in listing a practice for sale, please contact Covalent’s customer service department at 858-780-4455.

Whether you’re in search of new opportunities or looking to hire, we hope all NYSOA members will take advantage of this benefit!

CovalentCareers Employer FAQs

What does your website do?

CovalentCareers automates the job advertisement process across the internet. Our platform optimizes your job for search, sponsors your job on indeed.com, simplyhired.com, and ziprecruiter.com, and throughout our affiliate network.

CovalentCareers also allows you to actively reach out to jobseekers searching for positions. With our premium service, you receive 25 resume download credits each month for active outreach.

Who is in your Affiliate Network?

We have tons of great partners in eyecare including:

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Continued on Page 15
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Continued from Page 13

We are always expanding our affiliate program to help provide more value and exposure for our customers. Other CovalentCareers partners include:

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How much does CovalentCareers Cost?

You can view all of our pricing and benefits on our pricing page.

Our Premium job listings are $249 per month and you can cancel anytime! As an NYSOA member, you receive 10% off of your job listing bringing the price to $224.10 using the coupon NYSOA10 at checkout.

With your premium job listing, you also receive premium support. We are always available to answer any questions you may have, and can help you write up a fantastic job description as well! Just shoot us a call at 858-780-4450.

Please note: The NYSOA website will only display Premium job listings. If you utilize one of the free plans offered by CovalentCareers, your job listing will be posted on the CovalentCareers website only.

How long does it take to post a job?

It takes anywhere from 8-20 minutes to post your position, depending on how long it takes you to write up a job description! Or, to save, time, you can give our team a call at 858-780-4450 and we will take care of everything for you.

What do I do if I've been having a lot of trouble finding a doctor?

Along with our self-serve website, we also have a concierge program where we will do all of the work required to find a doctor for you. We will source and screen qualified optometrists, and pass along candidates that fit just what you’re looking for in a new OD. If you’d like more information on our concierge service, call us at 858-780-4450.

About CovalentCareers, Inc.

CovalentCareers.com is an HR technology startup co-founded in 2014 by an entrepreneurial team of doctors and software engineers. The company’s proprietary algorithm organizes the professional identity of healthcare workers and niche details of job openings into a centralized, searchable database. The site is accessible to anyone for free, and provides robust HR tools to streamline workflows.

The CovalentCareers mission is to provide career growth support across the eyecare industry, and its career development wing is offering free career coaching to any NYSOA members who visit CovalentCareers seeking jobs. Similarly, CovalentCareers supports eyecare employer success by providing human resources services and talent acquisition support.

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TAYE advertising has been running on prime time cable TV, ABC and NBC broadcast networks all across New York, plus on Pandora, Spotify, and over 2000 websites targeting health care decision makers. The call to action: Make an appointment for your annual eye exam.

As of May, all NYSOA active and partial practice members are receiving a Basic listing on the TAYE practice locator as part of your NYSOA membership. To grow your visibility with patients even more, you can upgrade to a Premium listing for $200 per year.

The NYSOA is partnering with TAYE - to change public behavior, raise awareness of Optometry, and train the American public to NEVER miss their annual comprehensive eye exam!

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- 14+ million online video commercials on desktop, mobile, tablet and connected TV
- 15+ million online audio commercials on Pandora and NPR
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TAYE’s ambitious public relations effort includes targeting healthcare, parenting and general interest publications to drive consumer attention around the importance of annual eye exams.

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WHY JOIN NYSOA?

Membership with the New York State Optometric Association (NYSOA) becomes a combined membership with the American Optometric Association (AOA) and a Local Society. Members of the NYSOA are entitled to a wide variety of benefits and resources, some of which include:

**ADVOCACY**

- Legislative advocacy at the state and federal levels - giving you the ability to stay current on legislative issues and to contact Congressional representatives regarding federal legislative issues affecting the profession
- VoterVoice advocacy tool - allows members to contact their legislative representatives about specific issues affecting optometry

**INSURANCE & BUYING**

- Comprehensive malpractice liability insurance policies at competitive rates
- Access to Vision West, Inc., an ophthalmic group buying plan

**JOBS & NETWORKING**

- Access to the NYSOA member website and job posts
- Networking opportunities and access to a listserv to connect with other members and ask questions

**EDUCATION & NEWS**

- Continuing education courses to fulfill state licensing requirements
- Subscription to the association’s digital newsletter, Prospectus, featuring current professional topics and issues. Reminders of upcoming meetings, events and legislative alerts.

**OPPORTUNITY**

- Doctor Locator - NYSOA’s online optometrist referral directory
- Business Partner opportunities and information on practice management

JOIN TODAY AT www.NYSOA.org

Questions?
Contact us at: nysoa2020@gmail.com or 1-800-342-9836
Thank You NYSOA Business Partners

Diamond
Alcon
Johnson & Johnson VISION
VSP

Platinum
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silver
Crystal Practice Management
Reichert
AMETEK

Gold
Vision West
Biotissue
Luxottica
Shire

Bronze
ABB Optical Group
ADVANCE OPTICAL
ClearDoc
CooperVision

revolutions EHR
freedom to focus

OCuSOFT
Optovue

Voyage Eye Centers
USI Insurance

National Vision
Nikon

WINCHESTER OPTICAL

List as of July 15, 2017

Become a NYSOA Partner!

Interested in putting your business in front of New York’s Optometrists? Contact the NYSOA for details about our Business Partner Program!

518-449-7300 or nysoa2020@gmail.com
The Children's Vision Coalition (CVC) is dedicated to promoting the value of comprehensive eye examinations for children in the beginning stages of their school years. As a member of the New York State Optometric Association, you can help us educate the public about the need for children to be visually ready to learn through your contribution to the CVC, the only eye care charity in New York endorsed and supported by the NYSOA.

**TOGETHER WE CAN:**

- Educate the public about the need for children to be visually ready to learn.
- Reinforce the need for comprehensive eye examinations for children prior to the start of elementary school.
- Disseminate our messages to families, educators and those concerned about the visual welfare of school age children.

HELP INFLUENCE THE FUTURE OF OPTOMETRY. DONATE ONLINE AT NYSOA.ORG

NYSOA-PAC is the voice of optometry in Albany, but we need your steadfast support for our profession to be heard above the noise.

Every two years is the start of a new legislative cycle, bringing with it new players and a renewed chance to effect change for optometry. With your financial support, we can continue to encourage political candidates and officials to support optometry and to work with our profession to improve eye care in New York State. Every contribution makes a difference, so please go to nysoa.org and make a donation today!