

Moving Forward: Setting our Sights High

From the President's Desk

By Tony Tran, OD, FAAO

Welcome to the inaugural issue of *The Dallas County Insight*, a quarterly publication intended to keep you, the members, informed of what's going on in optometry beginning locally and expanding outward to the national level.

As we continually search for ways to provide value for our membership, your input truly forms the basis of what we do, or else we would not have achieved the success and growth that we've enjoyed over recent years. We know that providing top-notch continuing education is important, and the interaction and networking opportunities with local colleagues prove to be invaluable in so many ways. Please continue to let us (please see "Moving Forward" on page 3)



Dr. Dipak Master shows off his pool skills at DCOS's last social event, the year-end holiday party.

Upcoming Events

CE meetings:

9/11
10/9
11/13

Social Events:

9/23 Sandy Lake picnic
December Holiday CE party

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Picnic at Sandy Lake Park

Social Committee Update

By Sumant Malhotra, OD

The goal of the DCOS social committee is to provide events and activities for our members to socialize in a friendly and collegial setting. Our first event of the year will be a picnic at Sandy Lake Amusement Park (www.sandylake.com/sandylake.html) beginning at noon on Sunday, September 23rd. It is located on 100 acres of beautiful land with trees and lakes surrounding amusements of all kinds for both adults and children. Barbeque catering will be provided, and the facility has the optimal combination of location, entertainment, service, and great food. Please bring your families to help make this event a success. Mark your calendars now!

Membership Satisfaction Questionnaire

Membership Committee Update

By David Frazee, OD

The first annual Membership Satisfaction Questionnaire was administered at the June meeting at the Four Seasons Hotel in Irving. The results will be available at the August meeting. The DCOS Membership Directory is also complete and ready for distribution at the August meeting.

The DCOS leadership encourages you to bring a friend and colleague to the monthly meetings. DCOS is as strong as its membership and there is something to be said about numbers. As I look at our membership roster, we exceed 160 members and we are continuing to grow. If you have suggestions for our local society, please do not hesitate to let your board know of your concerns.



The Dallas County Insight

Official Newsletter of the
Dallas County Optometric Society

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DCOS officers working the registration table at one of the meetings. From left to right, Drs. Tony Tran, Sadaf Razi, Jon Cargo, and Thomas Vielma.

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Doctors enjoying a relaxing dinner while getting caught up on the latest in contact lens technology.

Next Meeting— Sept. 11, 2007

The September CE meeting will be a two-part lecture sponsored by Inspire Pharmaceuticals:

Advances in Ocular Allergy Management (1 hr)

Effective Coding and Reimbursement Strategies (1 hr)

Presented by:

H.S. Ghazi-Birry, OD, MD, PhD, OCS

Pathology Corner

By Marcus Gonzales, OD

In this section, there will be a case presentation of an interesting disease-oriented patient. These cases will come from practices just like yours, so feel free to submit your story to the group. The submission will include a summarized case presentation with diagnostic and treatment options, but will also include a section for you to describe your practice. This should allow fellow colleagues to know your particular area of expertise and perhaps make a referral within the profession. Contact the editor for questions about submissions.

Moving Forward

(continued from page 1)

know how we can make this an even better society.

Of course, making things happen in our society is no small task, so I would like to personally thank all the officers for all of their hard work. A special appreciation goes to our new committee chairs, David Frazee (membership), Sumant Malhotra (social), and Marcus Gonzales (communications) for contributing their time and efforts.

Remember this newsletter is written by the members, for the members, so if there is anything you want us to include in future issues, please feel free to email Marcus Gonzales, at doctorgonzales@gmail.com. As for any society updates, please check the website at www.dcos.org.

I hope you enjoy our first newsletter and look forward to seeing you at the next meeting!

Billing and Coding Panel Discussion

Our first ever panel discussion will be held during our October meeting. The topic will be medical billing and coding and the panel members will be local experts Drs. Kim Castleberry, Joe DeLoach, and Craig Thomas. An interactive discussion between the panel and attendees will be moderated by Dr. Tony Tran.

We are soliciting all questions from the members, so this is your opportunity to ask anything and everything related to billing and coding! Please email all questions to txdcos@yahoo.com.

Medicare Part B Physician Quality Reporting Initiative (PQRI)

CMS, authorized under Title 1, Section 101 of the 2006 Tax Relief and Health Care Act of 2006 (TRHCA), created the 2007 PQRI, which establishes a financial incentive for eligible professionals to participate in a voluntary quality-reporting program.

Eligible professionals who successfully report a designated set of quality measures on claims for dates of service during July 1 – December 31, 2007, may earn a bonus payment, subject to a cap of 1.5 percent of total allowed charges for covered MPFS services during that same period. For more information, please visit <http://www.cms.hhs.gov/PQRI/>.

Want to Become Involved?

If you are interested in becoming involved with DCOS in any way, please join one or more of our committees: Continuing Education, Communications, TOA liaison, Legislative, Membership, and Social. Please email atranod@yahoo.com for more information.

TOA EyeCon CE event

Speakers Thimons, Onofrey, McGreal, Sherman, Rumpakis, Townsend, and Thomas will be presenting at the first TOA EyeCon on November 3-4 in Dallas! In addition, Marcus Gonzales, OD will host a refresher course for the mandatory skills check-off to certify as an Optometric Glaucoma Specialist AND ophthalmologist Kirk Labor, MD will certify optometrists throughout the state during the meeting.

Please go to
<http://www.texas.optometry.net/public/index.asp>
to register today!

Letter to the Editor

Dear Optometric physicians and colleagues,

Please look down deep in your heart, sit back, and think what we are doing? Do we respect ourselves? Do we charge what we deserve? We are physicians like any other profession. We go the same number of years to school. A dentist only works 4 days a week and makes \$2000 +/- per hour. An attorney who used to charge \$150/hr now charges \$375-1000/hr, plus they charge \$100/hr for their receptionist. A plumber, an electrician, and a locksmith all make more than we do with a fraction or without any higher education.

Why do we expect relief doctors to still work for \$350/day? Even at \$400/day, it is still cheaper than the hourly rate of a plumber, electrician, or locksmith. Fifteen years ago, the rate was \$350. Has the price of everything else stayed the same in the past fifteen years?

We are so called independent Doctors of Optometry, but some corporations want to dictate what our salary should be. They send us a booklet called a "contract," and on the very first page it states, do not change anything. Is that a contract or an order book?

If we do not respect ourselves and one another, do not expect others to respect us.

Sincerely,
Ghassem AtashiRang, OD, PhD

*To submit a letter to the editor, please email
doctorgonzales@gmail.com.*

Helpful Internet Resources

CL reference - www.eyedock.com
ICD-9 website - <http://icd9cm.chrisendres.com/>
Primary Care Optometry News -
<http://www.pconsupersite.com/>

Heidelberg Webinars

Heidelberg Engineering offers FREE online seminars covering topics of interest to eye care professionals. The "webinars" feature live presentations from experts in glaucoma and retina disease, who discuss cases, pathology and imaging. The speakers can take questions from the audience—either by voice or by typed text messages, and the discussions are very beneficial to clinicians and technicians. For more information, please call (800) 931-2230 or visit www.heidelbergengineering.com.

These webinars are on-going and include topics such as:

- * Probability Score (GPA)
- * How to get the best optic nerve image using the HRT
- * Real Life: Glaucoma Cast Studies
- * How to get the Best Macula Image Using the HRT
- * New Features and Functions of the Retina Module Premium Edition
- * Using the HRT to Detect Glaucoma
- * Names, Dates and Images: How to Manage Your HRT Database

Classified Ads

Classified Ads are provided as a free service to DCOS members. To place an ad, send it to atranod@yahoo.com as plain text, exactly as you would like it to appear, inside an e-mail (please do not send attachments).

I'm available for relief work or a part/ full-time position in the Dallas area. I graduated in 2001 and am Glaucoma Certified. I have experience in all modes of practice. You can contact me at 972-800-7877 or e-mail at joyes8@hotmail.com.

I am a new graduate of UHCO (class of 2007) and looking for full/part time position in DFW area. Shawn Rouhani, OD. (469) 831-2860.

Classified Ads (con't)

Practice for Sale:

Lewisville, TX. 1 year old practice with approx. 8,000 pt. files. Brand new Topcon and Reichert equipment. Lab on site. Professional website and yellow pages ad included. Please contact Dale Pangan, OD at (469)583-7299.

OPTICAL FURNITURE, FRAMES, and DISPLAYS:

8 beautiful mahogany frame display cabinets that can hold 500-600 frames with matching frame dispensing tables (2) and CL I&R table, ~500 designer frames/sunglasses, optical dispensary tools, spot-lights, tall black velvet display cases, and a hot-air frame adjuster. I also have small plastic frame displays and lots of frame cases. I had bought these to open a private practice which I'm not going to now so I'd like to sell them ASAP. You can email me at doc2020@swbell.net or call me on my cell at 972-814-6786.

Far N. Dallas/ West Plano PT, Relief, Flexible hours. Great opportunity for new graduate, or doctor wanting change, with superior people and clinic skills. We will help train our new doctor in the latest technology available, i.e, GDx, Wavefront, etc. Must be glaucoma certified. Great staff assistance, private practice. Please fax CV to 972-248-4555 or call 214-893-1125.

EDGER: Briot Accura CX All-in-one edging system w/ Trivex wheel- all cables/manual included. 15K. We just upgraded our edger so we no longer need this. Contact Hugo at Las Colinas Vision Center: 972-717-4040.

For more listings, please visit the "Classified Ads" section of the website at www.dcos.org.

Please Support our Sponsors!

Our sponsors enable us to provide you with the quality continuing education, dinners, and events that we enjoy. Please return the favor by allowing them a few minutes of your time when they visit your offices and support their products and services when possible.

