

Wendy Kujala

From: Sue A. Weingartner [sweingartner@rmsmanagement.com]
Sent: Friday, April 17, 2009 7:23 PM
To: MOA AA List Serve
Subject: BOARD CERTIFICATION VIDEO AND POWERPOINT FROM DR. KEVIN L. ALEXANDER

MOA MEMBERS
FROM SUE A. WEINGARTNER, EXECUTIVE DIRECTOR
APRIL 17, 2009

Protecting Optometry's Future: Video and PowerPoint



Dear Colleague,

As a past president of the AOA, president of an optometry school, and a private practitioner for 25 years, I want to share my perspective on the emerging trends in health care reform and the Joint Board Certification Project Team's model for optometric board certification.

I know that the AOA has placed you, as a state leader, in a very uncomfortable position in trying to lead the debate on this issue in your state. In an effort to assist you, I thought you might find [this video](#) and attached [PowerPoint presentation](#) useful in developing your own views on the topic and educating your peers about a topic that has become complex, emotional and confusing.



Kevin L. Alexander, O.D., Ph.D.

From what I have seen, there is a major shift under way in the expectation of the public, government and third-party payers for practitioners to be able to demonstrate continued competence. We have always prided optometry on its unique place in health care, but many of us share a concern that, unless we adopt an approach similar to other professions, we could be left outside.

I hope that you find [this video](#) and [PowerPoint presentation](#) helpful. Please feel free to share them, either by email, or by showing at meetings.

Thanks for all you do for the profession,

Kevin L. Alexander, O.D., Ph.D.
Past-President, American Optometric Association

Attachments:

- [Value Driven Health Care Video](#)
- [Value Driven Health Care PPT Presentation](#)