



## Earn CE while enjoying the beauty of Spring in Tucson, AZ!

13 Hours of COPE CE to Be Offered

This year Spring Congress again travels to Tucson and the spectacular Hilton El Conquistador. As always, the program will include high caliber CE, numerous networking and social events and a packed exhibit hall full of your favorite vendors with their latest innovations in equipment and supplies.

Our noted faculty will be presenting 13 hours of COPE-approved CE, and includes:

- Dr. Kathleen Duerksen
- Dr. Michael Ohlson
- Dr. Robert Prouty
- Dr. Laurie Sorrenson

Friday begins with registration opening at noon, and will conclude in the evening with the annual VSP cocktail reception in the exhibit hall. Following the reception, attendees are free to enjoy dinner on their own at one of Hilton El

Conquistador's four sensational restaurants. LPL Financial is hosting a non-CE dinner/presentation that night as well for a limited number of attendees who must register for it in advance.

Saturday, which kicks off with a breakfast presentation sponsored by Alcon Laboratories, is full of informative CE, more vendor contact time in the exhibit hall, the Business/Membership meeting, the AZOA Dinner Party and

Awards presentations, and the New President's Reception in the President's Suite.

Look for your registration materials arriving in the mail or find them online at [www.azoa.org](http://www.azoa.org). Early registration deadline is 5/1/2011. Hotel reservations should be made by 4/14/2011 in order to receive the AZOA negotiated rate. Please contact the AZOA office with any questions. ■

**REGISTRATION NOW  
OPEN FOR AZOA'S  
SPRING CONGRESS!**

*MAY 20-22, 2011*

President's Message	2
Membership News	3
Legislative Updates	4
2011 Bronstein Photos	5



**JAN-MARCH 2011**

Classifieds	6, 7
In the News	8, 9
InfantSEE®	
Vision USA	
Optometry's Meeting®	

# PRESIDENT'S MESSAGE: BY DR. SHANNON STEINHAUSER



A lot has been going on with the AzOA since 2011 began.

Let me start off by thanking Drs. John Rinehart and Frank Akers for putting together such a successful Bronstein contact lens seminar in January. Two other specialty contact lens meetings were held around the same time yet our Bronstein meeting showed significant growth and

renewed excitement over previous years. Thanks to all our attendees and vendor sponsors.

As many of you already know, the AzOA hired Dr Stacey Meier as our new executive director. We are thrilled to have such an experienced and respected OD at the helm.

AzOA is now on Facebook! Please visit and 'like' our new AzOA Facebook page. We will be using Facebook for announcements and membership outreach.

Wednesday, March 30th is AzOA's 2nd Spring Carnival day at the capitol. Dr. Annette Hanian has organized this event again this year. Everyone is invited to attend and meet your legislators.

Please plan to attend AzOA's Spring congress being held in Tucson at the Hilton El Conquistador May 20-22, 2011. Arizona's AOA trustee this year is Dr. David Cockrell who will be attending our meeting all weekend. Speakers this year include Drs. Bob Prouty, Michael Ohlson, Laurie Sorrenson and Kathleen Duerksen.

Lastly AzOA is working with Raymond Singh of LPL Financial who has developed a group 401K program for our members. If you or your employer are looking to set up a retirement program, Mr. Singh is hosting an informational dinner Friday evening at the spring congress in Tucson on a first come basis. Contact the AzOA office if you're interested in attending this meeting or would like further information. ■

**Shannon Steinhauser, OD, AZOA President**

## 2010 - 2011 Board of Directors

### Officers

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Dr. Gilbert Wong  
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Dr. Todd Smith  
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Dr. Stacey Meier  
*Executive Director*

Kate Diedrickson  
*Communications Manager*

*Do you have questions about your membership? Need to change or confirm your contact information? Want to refer a colleague to the AZOA? Please contact us:*

1702 E Highland Avenue, #213, Phoenix, AZ 85016  
Ph: (602) 279-0055 Toll-Free: (800) 346-2020  
Fax: (602) 264-6356 Email: [azoa@azoa.org](mailto:azoa@azoa.org)

[www.azoa.org](http://www.azoa.org)

JAN - MAR '11

## AZOA Executive Director's Note:

First of all I would like to thank Dr. Shannon Steinhauser and our entire Board of directors for giving me the opportunity to be Executive Director. We have some very bright, talented doctors on the Board and I look forward to working with them. It is never easy for an association to make a change at the E.D. position and I give them a lot of credit for having to deal with this issue several times during the past few years. I hope to bring some stability to the office and let the Directors be able to concentrate their efforts on their own duties and responsibilities.

Also, thanks to Kate and Joanne at the AzOA office, for making me feel welcome and answering all my "dumb" questions. We are lucky to have them and they have been very patient with me. Please remember that we are always available to help our member Doctors, so let us know if you think we can help.

The Vision U.S.A. program is again up and running for another year. Thank you to Pricilla Markham for helping at the office with a lot of the administrative work and to all the volunteer Optometrists. This is a very worthwhile, needed program for the working poor without vision insurance and is sponsored by a generous grant from the Arizona Optometric Charitable Foundation and supported by local Arizona optical labs. Any Optometrist who is not already participating and would like to can call the AzOA office.

Preparations are now being finalized for our big Spring Congress in Tucson, May 20 thru 22. Along with a very good faculty of speakers, we will have some new social events, business meeting with AOA Trustee David Cockrell, Dr. Gilbert Wong's Presidents reception and an exciting, busy exhibit hall. Hope everyone will take advantage of networking with our colleagues and industry sponsors. I look forward to seeing you there. ■

**Stacey Meier, OD, AZOA Executive Director**

## Membership Notice:

Dues invoices for 2011 were recently mailed to AZOA Members. Please note the following:

### Dues Amount:

AZOA Dues were not increased in 2011. Dues for the AOA (the portion paid to the national office) were increased by 4.42%.

### Tax Deductibility:

Contributions or gifts to the American Optometric Association (AOA) and the Arizona Optometric Association (AzOA) are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. The AOA estimates that the non-deductible portion of your AOA 2011 dues – the portion allocable to lobbying – is 9.50%. The AZOA portion is estimated to be 8%. You should contact your own accountant to confirm your specific situation.

*Do you have questions about your membership? Need to change or confirm your contact information? Want to refer a colleague to the AZOA? Please contact us.*



## SAVE THE DATE:

**The AZOA's 2nd Annual:  
"OPTOMETRY DAY AT THE CAPITOL"**

**Wed., March 30th, 2011  
11AM-2PM on the Capitol lawn.**

*----- Please plan to attend! -----*

# LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

Senate Bill 1033 Optometry Omnibus, sponsored by Senator Nancy Barto, is moving through the legislature this session. The bill includes some State Board clean-up language and prescriptive authority for oral NSAIDS. The bill has moved through the first hearing and has many more votes to pass through until it becomes a law. We have also been doing the groundwork for patient access legislation for next session.

Thank you to everyone who assisting the moving of the bill: Frank Akers, Steve Burns, Chad Campbell, Monica Diamos, Roger Ethington, Art Epstein, Aleta Gong, Gary Greene, Caroline Griego, Larry Holle, Marla Husz, Mark Jaffe, Ken Johnson, Michael Johnson, Mike Lamb, Jeff Martin, Stacey Meier, Chris Parot, Bart Pemberton, Cheryl Schmitt, Shannon Steinhauser, John Swinford, Gilbert Wong, and everyone else that contacted their State Senator. THANK YOU.

OPACA, the Optometric Political Action Committee of Arizona, has a new website with legislative information. Your contributions are always needed and appreciated. Please remember to donate at: <http://arizona.aoa.org/x16999.xml>

Save the Date: Wednesday, March 30th 11am-1pm Optometry Day at the Capitol (Corn Dog and Lemonade Luncheon for the Legislators).

March 28th through April 1st VSP Mobile Eyes Charity Van events in conjunction with Optometry Day at the Capitol and Eyes on Diabetes. ■

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### Seminars:

#### **Creating the WOW! Patient Experience**

(Staff) ABO approved 1 CE

#### **Secrets of High Performing Practices**

(Practice Owners and Staff)  
COPE accredited 2 CEs - PM

#### **Getting Stuff Done**

(Practice Owners and Staff)  
ABO approved 1 CE

#### **The Art of the Deal: Practice Transitions and Associate Relationships**

(Practice Owners)  
COPE accredited 2 CEs - PM

### Event Information:

#### **Tuesday April 26, 2011**

Sheraton Crescent Hotel  
2620 W. Dunlap Avenue  
Phoenix, AZ 85021

Registration begins at 8:00 a.m.  
Program begins at 9:00 a.m.  
and concludes at 4:30 p.m.

Register online today at  
[www.cleinman.com](http://www.cleinman.com) or by  
calling **1-800-331-5536**.



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**2011 Bronstein Contact Lens & Cornea Seminar:  
January 14-16 / Doubletree Paradise Valley Resort**



Above: Dr. John Rinehart (right) presenting the annual Leonard Bronstein Award to this year's recipient, Patrick J. Caroline

Below: Presenter Dr. Earl Smith



Above: Annual Leonard Bronstein Award's Luncheon in the exhibit hall



Left: Mike Lightle of Veatch Ophthalmic Instruments showing the latest innovations in equipment in the exhibit hall



Above: Presenter Dr. Barry Weissman

## OD WANTED

■ Looking for fill-in for vacation and general coverage in Phoenix. Please contact Dr. Michael Duong OD at 408.218.2595 or email at mduong912@gmail.com

■ FT. OPTOMETRIST NEEDED IN WEST PHOENIX & TUCSON : We are an Optometrist-owned company. We offer a high guaranteed salary and a full benefit package. We are the largest employer of ODs in the state. Our offices are well-equipped and managed with a professional, trained staff. For information call Mark Peller, @ 602-524-4397 or email mpeller@cox.net

■ We are looking for an OD/FT/PT/Main Dr. minimum three days a week for a growing establishment located on the west side of the valley. Interested, please contact Willy Charles at 480-593-8847 or 623-486-0089. Thank you.

■ Optometrist wanted: PT / FT / Managing Doctor: Two Mesa Lenscrafters locations, Salary with bonus, full benefits package. Full trained technicians, paperless electronic records, full scope care; OCT, fundus camera, topography, VF, Pach, large contact lens inventory. Send resume to: admin@pearsoneyecare.com

■ Affinity Eye Care is seeking a full, or part-time optometrist for their new 3,000 square foot facility located at 6615 N. Oracle Road. Our office has 4 exam lanes equipped with the new Marco TRS refracting system, Cirrus OCT, Optomap digital photography, Topcon digital camera, visual field testing, etc. We have a full service optical, with over 1,000 frames in stock and an in-office lab. We have a large contact lens practice and all applicants must be comfortable fitting all types of contact lenses. We are also seeking someone who is comfortable treating all medical conditions, including glaucoma, dry macular degeneration, dry eye (punctal occlusion and D & I) and ocular infections. If interested,

call Robert Mulgrew, O.D. at 520-797-8000, cell 520-990-6955, or email: bob@drmulgrew.com

■ 20/20 Image Eye Centers is looking for a full time or part time optometrist to join our professional staff. Practice location will be in the West Valley. Please email drtbabu@2020image.com.

■ Full-time fill-in work for NVI Prescott Walmart contract thru May 2012. 5-6 days per week. Newly remodeled vision center. Friendly and well-trained staff will do all billing and scheduling for you. Email CV to MasonWybrow@Gmail.com

■ Regular Fill in OD wanted: Looking for 1-2 days per week and some vacation coverage in N Scottsdale office (off 101). Email CV to MillerEyecare@cox.net along with a contact phone number

■ Phoenix: FT OD position opening up in the late November / Early December timeframe. Large, busy, multi-location Practice with surfacing labs on site. Salary with full benefits package. New grads welcome. Contact Dr. Tom Sowash at 303.882.8235 or email at Tsowash@me.com

■ Fill-in O.D. Wanted: Looking for coverage on occasional Saturdays with potential for weekly Wed or Thurs., Paradise Valley Mall in Phoenix. Email resume to amanda.misinco@gmail.com or call 714-793-7464 for further info and compensation details.

■ Optometrist wanted Fridays & Saturday. New grads welcomed. Looking for part time, friendly, personable, team oriented optometrist for full medical and vision care. Preferable some fluency in Spanish. We are a private practice near West Gate Center. Please email resume to: r\_alex01@yahoo.com. You can also call the office Administrative Coordinator Bobbi at 623-937-1655.

## OD AVAILABLE

■ Optometrist Available: Enthusiastically efficient and charismatic PA-certified optometrist available for full-time, part-time or temporary position in Phoenix and the greater metropolitan area. Seasoned in primary care, contact lenses, surgical co-management and EMR with ancillary training in and a personal love for pediatric and binocular vision. For more information, please email minieyedoc@yahoo.com.

■ Updated March 2011: Professional Locum Tenens Coverage for your professional practice. Vacation, illness, "mental-health days", etc. Even last-minute! Regular PT also considered. 30+ yrs experience including 16 yrs with a large hospital/medical center.

Range: Northern AZ as far south as (and including) Phoenix metro area. Phone 1-800-734-5804 or 1-206-498-0636, or email drpaulkanter@comcast.net

■ OD AVAILABLE EARLY SUMMER 2011 - New graduate looking to relocate to AZ. I am ambitious and have interests in contact lenses, ocular disease and practice management. Experienced with many EHR types. Open to all types of opportunities including: employee, associate, partial or full practice acquisition. For CV contact, John Peterson petersonod@gmail.com

## OTHER OPPORTUNITIES

■ Nationwide Vision Medical Eye Center is looking for an enthusiastic individual with Ophthalmological experience. We have a high volume medical practice that focuses on diagnoses and treatment of eye related conditions such as glaucoma, cataracts, diabetic retinopathy, and more. The position requires knowledge of medical insurances: HMO, prior authorizations, co-pays, co-insurance, and deductibles. You

# CLASSIFIEDS

must feel comfortable handling multiple phone lines, checking patients in and out, and scheduling appointments. The position requires 2-3 years experience with an ophthalmology or optometry practice.

Other positions available include Asst Manager, Ft/Pt Opticians, Optometric Assistants, and Patient Service Representatives. See a list of all 61 Nationwide Vision locations in Arizona at [nationwidevision.com](http://nationwidevision.com).

Bi-lingual applicants with all experience levels are encouraged to apply.

Nationwide Vision's commitment to their patients and to the Arizona community is reflected in their employees. Our employees are professionally trained, sincerely caring to our patients and dedicated to excellent service. Our employees are the number one asset to Nationwide Vision. For positions available valley-wide, please respond.

Please respond to [medicalcenter95@gmail.com](mailto:medicalcenter95@gmail.com)

■ Part time bench optician wanted: Minimum 5 years experience Send inquiries to:  
Bart Pemberton, OD, FAAO  
Edmonds, Husz & Pemberton Eye Center, PC  
4730 E. Pima St.  
Tucson, AZ 85712  
520-795-3956 (office)  
520-318-3431 (fax)

■ We are looking for a bilingual (Spanish speaking), personable, people friendly candidate to join our working team. Someone who can multi-task, is self-motivated, is excited about a long career opportunity, and puts our patients first.

Summary: Administrative Assistant or Doctors Assistant that provides support in the front office and pre-examination areas. The position reports to the Sr. Administrative Assistant. Essential Duties and

Responsibilities: Assist in training of clinical interns, assist with data entry, maintain clinical supplies, assist with organization, assist with scheduling and insurance eligibility. Meet regularly with Sr. Administrative Assistant. Establish a positive welcoming atmosphere to improve morale and promote teamwork among staff. Other duties may be assigned.

Position Requirements: Education and/or Experience: High school degree, Associate's degree (AA) or experience. A minimum of 1-2 years of work experience in a front office setting, administrative assistant or doctor's assistant setting. Preference will be given to candidates with eye care background or knowledge of OfficeMate. Knowledge of Word, Excel and a minimum typing speed of 30 WPM are highly recommended. The individual should be a person committed to ensuring that a work-friendly environment exists with team members and clinical interns. Bilingual (Spanish speaking) is highly recommended.

Apply to:

[rjuarez.eyedoc@gmail.com](mailto:rjuarez.eyedoc@gmail.com)

Please email for fax number if you prefer to fax in your resume or CV.

■ Wanted front office receptionist for optometry/ ophthalmology practice. Located in N. Central Phoenix. Ability to work using OfficeMate, good phone skills and some familiarity with medical and vision plans. No evening or weekend hours. Email letter of interest or resume to [kbeyedoc@cox.net](mailto:kbeyedoc@cox.net)

■ Dispensing Optician-Vista Eye Care is looking for a qualified, dispensing optician with a minimum of one year experience in optical sales and service. Vista Eye Care is a state-of-the-art optometric practice in Green Valley, AZ, 20 minutes south of Tucson.

Starting hourly wage is based upon

experience and qualifications. Performance incentives as well as bonuses are also paid upon eligibility. We offer medical and vision benefits, PTO and educational assistance.

Send a resume by fax, email or in person. We are located at 516 E. Whitehouse Canyon Road, Suite 160, Green Valley, AZ 85614. All replies to this job posting will be held in strict confidence. Fax 520-625-6259. Email: [optical@vistaeyecare.net](mailto:optical@vistaeyecare.net).

## EQUIPMENT FOR SALE

■ Keeler Pulsair Tonometer: Like new; a little over 2 yrs old. Retails new for \$5,000. For sale at \$3,000. Please contact Gail at 602-404-2005 or 480-620-5061.

## YOUR HELP NEEDED

■ VOSH Arizona is in need of phoropters, auto lensometers and auto refractors for our trips to Mexico. If you can donate equipment, please call John Reed, OD at 480/545.9120 or Deon Whipple at 480/545.8985.

***To place a classified ad, please email the AZOA at [kate@azoa.org](mailto:kate@azoa.org)***

## Good & Welfare

If you have any Good & Welfare notices that you would like published in upcoming Focal Point issues, please contact Kate at the AZOA office at:

602.279.0055 or via email:  
[kate@azoa.org](mailto:kate@azoa.org)

## Optometry Cares is excited to announce the following updates for each of its public health programs:

### InfantSEE®

• Nominations for the Dr. W. David Sullins, Jr. InfantSEE® Award are now being accepted. The award recognizes an individual doctor of optometry who has made significant contributions to optometry or his/her community for outstanding public service involving the InfantSEE® program. Applications and support materials are available at <http://www.optometryscharity.org/infantsee/infantsee-award/>

All applications must be received by April 15, 2011. For questions, please e-mail Mark Schwartz at [MASchwartz@aoa.org](mailto:MASchwartz@aoa.org).

• Recent national and regional coverage of InfantSEE® include mentions in: Baby Talk magazine, Pregnancy & Newborn magazine, the local CBS affiliate in New York interviewed Dr. Andrea Thau and WCAV in Virginia interviewed Dr. Shannon Franklin.

• Join the InfantSEE® Facebook conversation by becoming a fan at <http://www.facebook.com/#!/pages/InfantSEE/410118150432>

### VISION USA

- In honor of VISION USA's 20th anniversary, the program enhanced its operations and application processes.
- The following changes are now in effect:
  - o **ClearVision** has agreed to donate a kit of assorted frames (four men's, four women's) to any VISION USA provider who requests it
  - o **Doctors** can **control quotas** on a monthly and/or yearly basis
  - o **Doctors** can **designate** the **patient radius** they are willing to serve (Default = 20 Miles)
  - o An extended screening process includes income verification
  - o Additional eligibility requirements:
    - 1) U.S. Citizenship or proof of legal residency has also been added to the requirements.
    - 2) Maximum of four applicants, per household, per year
  - o New Patient Information Forms now collect more demographic information.
- Current providers will receive information

discussing these enhancements in a mailing this month.

- If you are not yet a VISION USA provider and would like to become one, please send an e-mail to [visionusa@aoa.org](mailto:visionusa@aoa.org) to enroll.

## Optometry Cares and Essilor join forces at Optometry's Meeting®

Essilor and Optometry Cares are joining forces to bring Optometry's Meeting® attendees the biggest reception of the year Thursday, June 16. The night will kick off with the Varilux® Optometry Student Bowl™ XX. Come cheer on your fellow classmates or your alma mater to victory.

Essilor is committed to helping raise visibility and funds for Optometry Cares. Join Essilor in supporting Optometry Cares by attending this popular event where you can have fun and contribute to raising funds for Optometry Cares.

*cont'd on page 9*



## ViewFinder

Low Vision Resource Center

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**Kevin Huff, OD**



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Mesa, Arizona 85210  
480.924.8755

10001 West Bell Road  
Suite 115  
Sun City, Arizona 85351  
623.583.2800

**Practice Limited to Low Vision Rehabilitation**

Our doctors also see patients at several satellite offices throughout the state of Arizona. Our toll-free number is 866.924.8755

[www.ViewFinderLowVision.com](http://www.ViewFinderLowVision.com)



The event is free to attend. Register to attend the Varilux® Optometry Student Bowl™ XX beginning at 7:30pm. The Reception featuring Optometry Cares and Optometry's Got Talent will immediately follow. ODs should register using function code 0180, students and student's guests will be automatically registered for the event.

The reception will feature Optometry's Got Talent karaoke, a Wii gaming booth, photo booth, games, great food, drinks, and warm camaraderie. Be sure to come with cash or credit card in hand to the reception. There will be many opportunities for you to support Optometry Cares throughout the evening.

## Optometry's Meeting® - June 15-19, 2011 - Salt Lake City

Registration is now open for Optometry's Meeting®, which will be held in beautiful Salt Lake City, Utah, June 15-19, 2011.

This year's meeting promises to be enlightening, insightful and green. Come and experience everything Optometry's

Meeting® has to offer to help you thrive and succeed in your practice and profession. Whether it's education - more than 300 hours; innovation - more than 200 companies exhibiting the latest in eye and vision care; or my personal favorite, discussing legislation and other topics affecting our profession with colleagues from across the country - Optometry's Meeting® has something for everyone.

You will notice some new features this year, such as the ability to view conference program offerings online and plan your own personal itinerary through the e-brochure, and smartphone application (app), as well as some favorite mainstays, such as the Welcome Reception and Opening General Session.

Conference and housing details can be found at:

<http://www.optometrismeeing.org/> ■

## Phase I Clinical Trial for Newly Diagnosed NAION Patients

**A novel siRNA molecule is the focus of a clinical research program for Non-Arteritic Anterior Ischemic Optic Neuropathy (NAION). NAION is the most common cause of sudden, painless vision loss in older adults, with approximately 6000 new cases in the US annually. Although it is rare, it results in permanent vision loss. This experimental drug, QPI-1007, may be neuroprotective and is being studied as a treatment for acute NAION by Quark Pharmaceuticals. This study is currently enrolling at sites in the US and Israel.**

**This Phase I study is designed to evaluate the safety and potential efficacy of QPI-1007 in patients who receive a single dose within 14 days of NAION symptom onset. All patients will receive the novel siRNA molecule (QPI-1007) and have regular follow-up visits for one year.**

**Because of the low incidence of new onset NAION and the need to identify, enroll and dose patients within 14 days of visual symptom onset, your assistance is requested. Please consider referring patients with NAION symptoms who would be interested in learning more about this unique study of an experimental drug for NAION.**

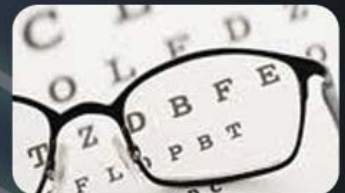
**More information about the study can be found on the internet at:**

- [www.nordicclinicaltrials.com](http://www.nordicclinicaltrials.com) (Click on the study link under "Current Research")
- [www.nanosweb.org](http://www.nanosweb.org) (Open "For Physician Non-Members" & click on the study link)
- [www.eyeinstitute.urmc.edu](http://www.eyeinstitute.urmc.edu) (Select "Clinical Trials," then Open links for NAION Podcast or Webcast by Dr. Deborah Friedman of University of Rochester)
- [www.ClinicalTrials.gov](http://www.ClinicalTrials.gov) (Search using key word "QPI-1007")
- [www.quarkpharma.com](http://www.quarkpharma.com) (Select "Product Candidates" then "QPI-1007")

**We hope you find this research worthy of your time and attention. If you identify an interested patient, please contact:**

Derek Kunimoto, MD and Pravin Dugel, MD  
Retinal Consultants of Arizona, Phoenix, AZ  
via Sarah Mobley, Study Research Coordinator, at

(480) 388-3280, ext 4152 / (602) 222-2221 x4152 or [smobley@retinalconsultantsaz.com](mailto:smobley@retinalconsultantsaz.com)



Scan the QR code to view Study Podcast by Dr. Deborah Friedman of the Univ. of Rochester

# Arizona Optometric Association

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Ph: (602) 279-0055 Toll-Free: (800) 346-2020

Fax: (602) 264-6356 Email: [azoa@azoa.org](mailto:azoa@azoa.org)

[www.azoa.org](http://www.azoa.org)

## SPRING CONGRESS 2011



**Save the Date!**  
**May 20 - 22,**  
**2011**

*Look for your  
registration materials  
online & in the mail!*

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