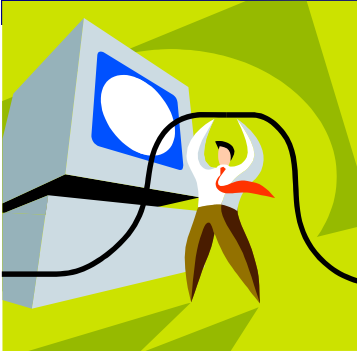


# West Virginia Board of Optometry Visionary



## Special points of interest:

- Board Web Site
- Side-By-Side Operations
- Carbonic Anhydrase Inhibitors
- Prescriptive Formulary
- Uniform Credentialing
- Manufacturer Marketing Programs
- Barbara Palmer Retires
- New Executive Secretary

## The Board's Web Site

The Board Of Optometry Web Site is now available to you. Our Web Site address is [www.wvbo.org](http://www.wvbo.org).

You will find information on the Board, laws that govern optometry, and links to other important web sites. You can even contact the Board Office by using our "Contact Us" window.

Most importantly, you may also update the information contained in your file.

Follow these simple steps to access your information:

- Log onto your Internet browser (often using Internet Explorer).
- Go to [www.wvbo.org](http://www.wvbo.org).
- Select "Licensees."

- Select "On Line Address Change." A screen will appear asking for your "user name" and "password."
- Use the mouse to place the cursor in the field, "New Users Click Here," and click the left mouse button.
- The screen will ask you to enter a "User ID" that you will choose for yourself.
- The screen will also ask you to make up a "Password."
- The site will ask you to select a question. Select a question, and type in the answer.
- Type in your e-mail address.
- The site will ask you to enter



other personal information to verify your identity.

- Place the mouse over "Go."
- **You're in** (hopefully). You may update your file as appropriate.

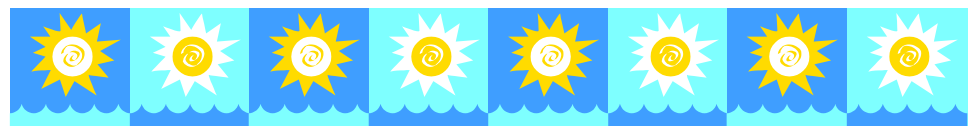
The License Renewal Process will be available through the site next summer. Log on **now** to become familiar with these new resources.

*We would like to welcome*

**Brian Looney, O.D.**

*of Grundy, Virginia*

*as West Virginia's newest optometrist. He was licensed in February, 2003.*



## Side-By-Side Operations

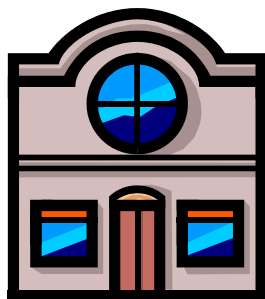
**Chapter 30-8-3b** covers the practices of optometric corporations including its "limitations; optometrist-patient relationship not affected; biennial registration; penalties; severability."

**Chapter 30-8-10** deals with the "Unlawful practice of optometry by or for a corporation, etc.; prac-

tice in connection with commercial or mercantile establishment; penalties; injunctions."

The key words in this section is: "It shall be unlawful for any registered optometrist to practice his or her profession as an employee, lessee, or sub-lessee of any commercial or mercantile

establishment or to practice his or her profession in connection therewith, or to advertise either in person or through any commercial or mercantile establishment."



## CAIs: Standard-of-Care



The patient should be asked to report to you any adverse reactions that may be associated with CAIs.

1. Although the therapeutic use of oral carbonic anhydrase inhibitors such as acetazolamide (Diamox) and methazolamide (Neptazane) in optometric practice to reduce intraocular pressures in glaucoma has decreased, there are clinical circumstances in which these are still indicated. It is important to remember that the standard-of-care for their use includes the following:
  - A. Serum electrolytes,
  - B. Serum creatinine,
  - C. Total Serum CO<sub>2</sub> (bicarbonate),
  - D. Complete blood count (CBC) for hematologic monitoring for evidence of aplastic anemia,
  - E. Fasting serum glucose since diabetic patients are susceptible to increases in blood glucose.
2. Initially and every six months, monitor:
  - A. Serum electrolytes,
  - B. Serum creatinine,
  - C. Total Serum
3. The patient should be asked to report to the optometrist any of the following adverse reactions that may be associated with the use of a carbonic anhydrase inhibitor:
  - A. Unusual tiredness or weakness, loss of appetite, or parasthesias (acidosis, blood dyscrasia, hypokalemia),
  - B. Fever, sore throat, unusual bruising or bleeding (blood dyscrasia),
  - C. Bloody or black, tarry stools. Also, since acetazolamide is a sulfonamide derivative with the potential to precipitate hypersensitivity reactions typical of sulfonamides including Stevens-Johnson syndrome, toxic epidermal necrolysis, fulminant hepatic necrosis, agranulocytosis, or aplastic anemia, the signs and symptoms of these disorders must be monitored.

## Prescriptive Formulary

Optometrists certified under the provisions of Title 14-2 may prescribe drugs set forth in WV Code §30-8-2a. WV Code §30-8-2b authorizes the Board to develop a formulary of categories of oral drugs considered rational to the diagnosis and treatment of visual defects or abnormal conditions of the eye.

The categories of systemic medications the WV Optometrist can prescribe include:

1. Antibiotics
2. Carbonic anhydrase inhibitors
3. Non-steroidal anti-inflammatory drugs (NSAIDS)
4. Antihistamines
5. Oral corticosteroids, may be prescribed for a duration of no more than six days
6. Analgesics, provided that no oral narcotic analgesic may be prescribed for a duration of more than three days
7. Nutritional supplements.

Any optometrist practicing under the authority of this rule shall be held to the same standards-of-care as that of other health care practitioners providing similar services.

If you feel your patients could benefit from expanding the prescriptive formulary for optometrists, please explain the rationale. Go to our website at [www.wvbo.com](http://www.wvbo.com); click on the "survey" section and provide the justification for additions.

*If you feel your patients could benefit from expanding the prescriptive formulary, please explain the rationale.*

*Go to the "survey" section at our website, [www.wvbo.com](http://www.wvbo.com).*



## Uniform Credentialing Forms for Optometrists In Effect On July 1, 2003

A bill passed the Legislature requiring one form for credentialing of health care practitioners. This bill includes optometrists. The credentialing and re-credentialing forms are to be used by organizations such as hospitals, insurers, and certified verification organizations when obtaining credentials.

The form is designed to release

practitioners from the burden of completing several types of forms when registering with credentialing organizations.

The form is filled out once and duplicated to be sent to organizations. Only an original "Authorization and Release Of Information" page containing the optometrist's original signature is attached to the duplicated form.

On and after July 1, 2003, only the uniform forms may be used when applying for credentialing or re-credentialing with insurers, etc. **The forms are available on the West Virginia Insurance Commission web site ([www.state.wv.us/insurance](http://www.state.wv.us/insurance)).**

Copies of the forms are also available on our website at [www.wvbo.org](http://www.wvbo.org).

## Beware: Manufacturer marketing programs may be illegal

Optometrists need to be alert to marketing tactics by ophthalmic manufacturers that may induce violations of state professional conduct laws by the OD, according to Lance R. Plunkett, J.D., counsel, director of AOA's State Government Relations Center.

According to Plunkett, almost all states have professional conduct laws or regulations that prohibit paying fees or other legal consideration for the referral of patients, or from giving to or receiving from any third-party like a manufacturer money or other form of legal consideration in connection with the performance of professional services.

For example, a manufacturer might have a marketing program that demands that an OD recommend the manufacturer's products to all patients. This may be coupled with a reward system whereby the prize will be given to the 100 patient who comes to the OD office and purchases that product. Engaging in such conduct where the financial benefit of a third-party like a manufacturer intrudes on the professional judgment of the OD and offers a tangible consideration to the patient that is connected to the optometrist having to market a particular product to the patient is going to violate such state professional conduct laws.

"Often a manufacturer has no incentive to avoid such a trap," states Plunkett. The burden to comply with these laws does not fall on the manufacturer. "It only falls on the professionally licensed OD." It is the OD who has the legal duty to comply with state professional conduct laws, and this may mean having to say "no" to manufacturer marketing programs that would constitute violations of those laws.

Consequently, ODs must always be alert to the trap of having their professional judgment compromised or influenced by manufacturer marketing programs.



**Visit [www.wvbo.org](http://www.wvbo.org)**

Update personal data. Download forms. Read rules and regulations. See the latest news.



## Barbara Palmer retires after 17 years of service

Barbara Palmer, the first full-time administrative secretary for the WVBO, has announced her retirement effective March 31, 2003.

Being the first full-time employee, Barbara organized the Board into a fully functioning state agency that complies with all legislative, judicial, and executive mandates of the state of West Virginia.

In her tenure, the Board has become fully computerized and is

ready with a fully functioning website exclusively for our Board.

Numerous changes in Chapter 30 over the past few years meant sometimes impossible deadlines for filing, committee hearings, phone calls, and trips to Charleston.

All of this was done with the visual welfare of the citizens of WV uppermost in her mind.

The work Barbara did, her relationship with the ODs who are licensed in our state, and the individual Board members will never be forgotten.

Congratulations on your retirement and may you enjoy it to its fullest.

**Congratulations and Many Thanks!**

## Welcome New WVBO Executive Secretary: Pam Carper

The Board members would like to welcome Pam Carper as the new Executive Secretary. She is a native of Charleston, but recently moved from Georgia. Pam is a 49 year old widow with three step-children.

Pam has a Bachelors of Science degree in Education from WVU and over 24 hours toward an MBA from the WV College of Graduate Studies. She also has

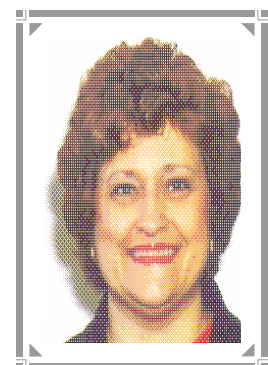
a Health Services certificate from Western Carolina University.

She has worked with public services for 23 years including both Federal and State programs in education, health and legislative services. Some of the agencies and organizations include WV Board of Regents, WV Federation of Teachers, Congressman's Bob Wise's office, Head Start, and Georgia Pre-K health coordinator

and center director.

Pam is a member of the Leadership Toccoa-Stephens County Class of 2000 and the Lions Club. Her hobbies include walking, reading, and most of all, singing and listening to music. She spent her early college years as a music major.

We welcome you as the newest member of our Board team.





**WV BOARD OF OPTOMETRY MEMBERS:**  
 DR. HARRY W. BOGGS  
 DR. DOUGLAS L. CONRATH, SECRETARY-TREASURER  
 DR. RICHARD H. GOELLNER  
 MR. CRAIG HAMMOND, CONSUMER REPRESENTATIVE  
 DR. E. CLIFTON HYRE  
 MRS. SHARON RUBIN, CONSUMER REPRESENTATIVE  
 DR. JACK E. TERRY, PRESIDENT  
 MS. PAM CARPER, EXECUTIVE SECRETARY

**WVBO has a toll free number in WV!**  
 800/250-4150

West Virginia Board of Optometry  
 723 Kanawha Blvd., Suite 804  
 Charleston, WV 25301  
 Phone: 304/558-5901  
 Fax: 304/558-5908  
 Email: wvbdopt@verizon.net



## Change of Address/Name Form

Mail form to: West Virginia Board of Optometry  
 723 Kanawha Blvd., Suite 804  
 Charleston, WV 25301

You **MUST** keep this office informed of any address or name changes. Faxed or e-mailed copies are not accepted since we must have your original signature authenticating the change you are wanting us to make to your official records.

### CHANGE OF ADDRESS and/or CHANGE OF NAME FORM

NAME OF LICENSEE: \_\_\_\_\_ DATE OF CHANGE: \_\_\_\_\_  
 WV LICENSE NO. \_\_\_\_\_ SSN: \_\_\_\_\_  
 NAME CHANGED TO: \_\_\_\_\_

Please check only one preferred mailing address:

(The preferred mailing address is your address of record and is public information. Telephone numbers are not public information.)

( ) Principal Office Address

( ) Home Address

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ (Original Signature of Licensee is Required)

Fee for Address Change: \$10.00

Fee for Name Change: \$10.00