

November, 2011

Dear Doctor:

By way of introduction, my name is Jeff Greene. I became the Executive Director of the Ohio State Board of Optometry in August. I have big shoes to fill, replacing Michael Everhart, who served the Board for seven years and did an outstanding job. I am extremely fortunate to work with a Board of professionals and a knowledgeable, dedicated staff.

I am writing this letter in lieu of a fall newsletter. My goal is to make a personal contact (via this letter) in hopes of bringing some information to you that you may find helpful.

Some of the things I'd like to bring to your attention are:

Reminder of the fee increase that went into effect July 1, 2011. It is the first time in over 15 years that the fees have increased and unfortunately necessary due to budgeting constraints.

- New licensure application fee \$175
- Renewal of optometric license \$130
- Renewal of diagnostic/therapeutic license \$175
- Late C.E. completion, late C.E. submission and/or late licensure renewal \$125.

This brings me to my next point. We are closely scrutinizing all the paperwork that goes through our office with regards to continuing education. We are always looking for ways to save money since we are on a tight budget. In Ohio, we have 2146 licensed Optometrists who must complete their continuing education between October 1<sup>st</sup> through September 30<sup>th</sup> of the following year. The East/West Conference is in October and many of you attended and obtained, most, if not all the continuing education hours you would need for renewal. My point is that we sent out over 1600 reminder cards in August asking that the documents be forwarded to us by September 30<sup>th</sup> to avoid a late penalty. Postage for those 1600 cards was over \$350.00 and was really an unnecessary expenditure for us. I will be bringing this matter and other items before the board in an attempt to cut down our overhead.

Also, regarding continuing education, over the next several months we are going to review how we are currently collecting and auditing the information and consider ways to streamline the operation in hopes of making it easier for you and for more efficient ways to kill less trees, because there is a lot of paper being wasted.

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We desire to make our website more personalized and are soliciting photographs of our doctors (you) in action. Please have someone take pictures of testing/exams/interaction with patients, etc., and email them to us at: [optometry.Board@exchange.state.oh.us](mailto:optometry.Board@exchange.state.oh.us)

Please note that we have sent the renewal applications this year requesting all of your current information, including a space for your email address. We will be using this to forward you important updates, reminders, etc. ***Please be sure to give us an email address as we will again be trying to cutback on the paper and save some money by utilizing electronic mail. There will be NO junk mail sent to you at anytime I assure you.***

Reminder that with the new continuing education period which began October 1<sup>st</sup>:

- Ohio optometrists are permitted to include a maximum of two hours of continuing education in the area of "practice management (PM) and/or ethics jurisprudence (EJ)." This would be two out of the total of twenty-five hours.
- Previously, optometrists were permitted up to eight hours of grand rounds or surgery observation in any one year with no more than four hours credit in any one day. Now, there is no limitation on how the maximum of eight hours are accumulated.

Lastly, please consider attending one of our four Board meetings in 2012. We'd appreciate having you attend if the opportunity ever presents itself for you. The dates are as follows:

January 11, 2012      April 11, 2012      July 11, 2012      October 10, 2012

I feel honored and privileged to be in this position and have the opportunity to work with such fine, professional individuals. I look forward to serving you and the Board for many years to come. I have included my personal email, if you have any comments, suggestions, etc.

Sincerely,

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