



September 2025

Supporting Nevada Doctors of Optometry. Advancing Quality Eye Health and Vision Care.

Let's make a date in October!

A blue rectangular banner with white text. At the top left is the NOA logo. The main text reads 'NOA Fall Education and Advocacy Conference' in a large, bold, white sans-serif font. Below this, in a smaller white sans-serif font, is 'October 10-11, 2025 | Las Vegas, NV'. The background of the banner features a faint, large white arrow pointing towards the bottom right.

Get ready to connect with your peers, gain powerful practice insights and advocate for optometry's future. The [NOA's Fall Education and Advocacy Conference, Oct. 10-11, in Las Vegas](#), will be packed with networking and education—all designed with your professional success in mind.

Find more information on this two-day event and complete your early bird registration before it closes on Wednesday, Sept. 24!

REGISTRATION

AGENDA

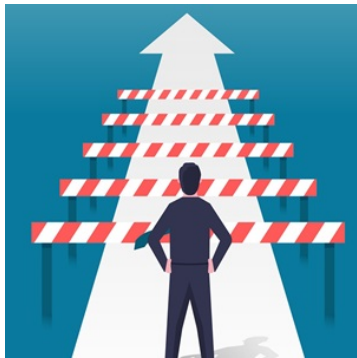
We need to hear your experiences with health plan exclusions



The NOA Board seeks more information about possible patterns of unfair and potentially illegal exclusions of doctors of optometry by health plans. NOA members can help this effort [by completing a brief NOA survey and, if applicable, sharing any additional information related to plan discrimination against optometry](#) that you have experienced or are aware of. This fall, NOA will report back to the membership on key findings and ask for feedback on new ways we can mobilize to fight back for our patients, our practices and our profession.

TAKE
SURVEY

AOA cites EyeMed as a barrier to care and demands changes



In August, the AOA Board of Trustees sent a [letter](#) to EyeMed, calling for the company to change course and join a “solutions-focused dialog” around the vision benefit middleman’s (VBM) harmful impact on patients and practices, as well as a detailed list of anti-patient, anti-doctor tactics that have been reported. The AOA is urging EyeMed to resolve the critical issues behind its VBM role that results in complaints from the public and patients, as well as doctors and independent health care practices.

[Read more](#) about how optometry’s leaders are championing VBM reforms and coming together to fight back against abuses at this year’s AOA on Capitol Hill, Sept. 28-30, in Washington, D.C.

READ
MORE

Addressing down-coding programs

[The AOA opposes automatic downcoding programs](#) that systematically downcode reported codes without records review. The AOA has engaged directly with insurance

companies who utilize these systems to raise concerns on behalf of the profession of optometry and on behalf of the patients doctors serve. Access a [template appeal letter](#) and an [example of strong documentation](#) to support the level of care provided. Strong documentation is critical to successful appeals.

Paraoptometric Appreciation Month is here—How are you celebrating?

SEPTEMBER IS PARAOPTOMETRIC APPRECIATION MONTH



September is Paraoptometric Appreciation Month, the only formal observance dedicated to honoring optometric staff and recognizing the value they contribute to the success of an optometric practice.

[Learn more about how you can reinforce the value paraoptometric staff bring](#) to your practice—this month and year-round.

Stay Connected

Have questions? Want to get involved in advocacy, education or leadership? [Contact the NOA today](#)—we're here for you.



[Click here to unsubscribe.](#) | [Click here to forward](#)
Message sent by Nevada Optometric Association, info@nvoptometric.com
Nevada Optometric Association | 1344 Disc Drive #185 | Sparks, NV 89436



This email has been scanned for spam and viruses. Click [here](#) to report this email as spam.