



Good afternoon, colleagues:

The Nevada Optometric Association (NOA) leadership are actively working in Carson City to push back against vision benefit managers' (VBM) outsized influence with AB448, which seeks to establish stronger contract protections, ensures VBMs cannot unilaterally alter agreements to the detriment of providers, and protects patient choice by preventing VBMs from steering enrollees toward corporate-owned providers or requiring doctors to use specific suppliers for materials.

Last week, after concerted outreach and support from doctors across the state, AB448 unanimously passed the Nevada Assembly. This week, NOA Board leadership are conducting multiple meetings at the Capitol to encourage Senate support of the bill. Stay tuned for more information as the session progresses.

NOA Virtual Member Meeting and Bylaws Vote

The NOA Board of Directors is proposing specific amendments to the NOA Bylaws to modernize and streamline association governance. The four proposed revisions are intended to increase member communication and participation and to share power more broadly in the organization.

[On Tuesday, May 13, NOA will hold a virtual active-member meeting](#) to provide an in-depth update on state advocacy progress and actions as well as to review and vote on each of the amendments, which are independent from each other.

If you are unable to participate in the live meeting, [you may use this form to proxy vote for the bylaws revisions](#). Proxy votes will be tallied with the live votes, and the final results will be shared following the meeting.

When:

Tuesday, May 13, 2025
7 p.m. PT

Where:

Zoom webinar—[register here](#)

What:

Virtual Member Meeting
NOA Updates
[Review and vote for NOA bylaws amendments](#)

Fact-checking the VBM Industry

[VBMs are vigorously trying to stop the growing momentum for nationwide legislative](#), regulatory and government oversight solutions to address their abuses and harmful impact on practices, providers and their patients. Across the country, VBMs are using their power, influence and significant resources to oppose the common-sense, bipartisan and long-overdue reforms put forward by the AOA, state affiliates and others committed to patient health, safety, transparency and optometry's independence.

It's time for VBMs to begin to accept responsibility for the decision-making that has left their industry so isolated from the concerns of patients and doctors and led to its expanding dependence on armies of anti-optometry spokespersons, lobbyists and trial attorneys.

For more information about AOA and affiliate efforts to fight back against VBM abuses, or to report plan-imposed policies that disrupt or interfere with patient care, please contact the AOA legal and policy team at stopplanabuses@aoa.org.

Questions?

Have a question for the NOA? Want to share any thoughts or concerns? Contact the NOA president at s.girisgen@lasvegaseyedocs.com.

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