

A CLEAR LOOK AT THE EYEGLASS RULE

May 18, 2023



An
FTC
Workshop

SPEAKER BIOS

Panel 1: Prescription Release

Sara D. Brown, MPA has served as the Director of Government Affairs for Prevent Blindness since April 2017. Prior to her current role, Sara managed communications projects at a public affairs firm for the Defense Health Agency. Sara has also represented the interests of medical group practice managers before Congress and the Administration as an Associate Director, Government Affairs with the Medical Group Management Association. She also previously worked as a Manager with NRC Health, advising hospital executives on best practices to improve patient experience. She began her career in government and public policy working with two Members of the U.S. Senate for over 6 years. A Nebraska native, she earned a Bachelor of Arts in English and political science from the University of Nebraska-Kearney and a master's degree in public administration from Walden University.

Wallace W. Lovejoy is an independent eye care consultant at Lovejoy Eyecare Consulting, a position he has held since 2012. He is also the Chair of the National Association of Retail Optical Companies (NAROC), formerly the National Association of Optometrists and Opticians (NAOO), a trade association for retail optical companies with co-located eyecare, and co-chair of the American Telemedicine Association Ocular Telehealth Special Interest Group. He is also on the Board of Lumina Vision Partners, a management service organization operating a network of optometry offices, and is an advisor to several eyecare related companies, including 20/20Now, Toku Eyes, IbisVision, Spect and OcuDoc Mobile. He was previously the Senior Vice President, Eye Care Development at Luxottica Retail North America. In this role, he oversaw support for optometrists and opticians in North America affiliated with LensCrafters, Pearle Vision, Sears Optical, Target Optical and EYEXAM of California, a licensed vision health care service plan. He also had a leadership role in network management for EyeMed, a Luxottica vision care plan. Prior to his role as Senior Vice President, he was Vice President in various legal, regulatory, and operational roles with LensCrafters and Luxottica Retail beginning in 1986. He was an attorney at Pearle Vision focusing on ophthalmic regulation and franchising from 1983 to 1986. He was a staff attorney at the Federal Trade Commission (FTC) from 1977 to 1983. He has been a consultant to many of the major optical retailers in the US and several managed vision care companies. Mr. Lovejoy has a J.D. from the University of Texas, a M.A. (economics) from Northwestern, a B.A. (economics) from SMU and is a licensed attorney in Ohio.

Dr. Jeffrey Michaels, OD, FAAO is co-owner of a private group practice in Glen Allen, Virginia, and is currently Chair of American Optometric Association (AOA) Federal & Regulatory Policy Communications. He is Past President of the Virginia Optometric Association and past Chair of the AOA

A Clear Look at the Eyeglass Rule: An FTC Workshop

Quality Improvement Committee that created and administered the Measures and Outcomes Registry for Eye Care (AOA MORE). Dr. Michaels has been honored as the AOA Optometrist of the Year and is a two time recipient of the Virginia Optometrist of the Year Award and two time recipient of the Virginia Distinguished Service Award. He also received the President's Award from the AOA twice. Dr. Michaels has spent the last several years educating optometrists about the relationship between optometry and quality improvement; pay for performance; MIPS; maintenance of certification; and value-based purchasing. Dr. Michaels graduated from the Michigan College of Optometry and is residency trained from Johns Hopkins University. He is appearing at the suggestion of the AOA.

Felecia P. Neilly is a Georgia resident, and a lifelong consumer of prescription eyeglasses and contact lenses.

Dr. Andrew Stivers, PhD is an Associate Director in the Antitrust Practice of National Economic Research Associates Economic Consulting (NERA), specializing in the economics of consumer protection and privacy. Prior to joining NERA, Dr. Stivers was Deputy Director for Consumer Protection in the FTC's Bureau of Economics, where he oversaw economic analysis of consumer protection and privacy matters. Prior to the FTC, Dr. Stivers served as Director of the Division of Public Health Informatics and Analytics at the Food and Drug Administration's Center for Food Safety and Applied Nutrition, overseeing the Center's statistical, epidemiological, and consumer research groups. His regulatory work included providing economic and behavioral analysis to consumer nutrition labeling initiatives. Before serving in federal government, Dr. Stivers was an assistant professor of economics at Oregon State University, where he examined the regulation of information. In March 2023, Dr. Stivers submitted a comment in response to the FTC's Eyeglass Rule Notice of Proposed Rulemaking, for which he was sponsored by the American Optometric Association (AOA). The views expressed in his comment, and at today's workshop, are those of Dr. Stivers and do not necessarily represent the views of NERA or the AOA, and Dr. Stivers is not appearing on the AOA or NERA's behalf.

Panel 2: Examining the Confirmation Requirement and Lessons Learned from the Contact Lens Rule

Dr. Mahsa Masoudi, OD practices at Marietta Eye Clinic in the greater Atlanta area. She was appointed to the American Optometric Association (AOA) Education Center Committee in 2019, for which she continues to serve today. Dr. Masoudi completed clinical rotations through Walter Reed National Medical Center, Alameda Health Systems, as well as multiple Veterans Affairs Hospitals in North Carolina and Oklahoma. Back in her hometown of Atlanta, Dr. Masoudi completed her Ocular Disease residency at Omni Eye Services. During that time, she was also appointed nationally to the Optometry Cares Foundation Board of Trustees, for which she now serves as Secretary/Treasurer. Additionally, she volunteers as a Federal Advocacy Representative (FAR) and sits on various committees including the Optometric Historical Society & National Optometry Hall of Fame. Dr. Masoudi has won several awards including the Berkeley Optometry Ambassador of the Year, the California Bay Area Optometric Council Leadership Award, the COA Young Advocate Award, the national AOSA Trustee of the Year, and the Rick Bay Foundation Student Innovator Award for her project regarding the Contact Lens Rule. Dr. Masoudi graduated from the University of Georgia with a Bachelor's in political science and obtained a second Bachelor's in science from Portland State University. She graduated from UC Berkeley, School of Optometry in 2021. She is appearing at the suggestion of the AOA.

A Clear Look at the Eyeglass Rule: An FTC Workshop

Dr. Stephen M. Montaquila, OD, FAAO is a graduate of The New England College of Optometry and current president of West Bay Eye Associates, a primary eye care group optometric practice in Warwick, RI. He is a Fellow in the American Academy of Optometry and a Diplomate of the American Board of Optometry. He practices full scope primary eye care and serves as a clinical investigator for ophthalmic drug and device companies as well as an industry advisor. He is senior strategic advisor to Radius XR. He also provides continuing education lectures on topics such as ocular disease and contact lenses and is a member of the speaker's bureau for Bausch and Lomb. He Chairs Rhode Island Primary Care Physicians Corporation's Eye Care group and holds the position of Optometric Medical Director for Centene. He was an adjunct faculty member at the Massachusetts College of Pharmacy and Health Science teaching classes in the history of Optometric Practice and Optometric practice management. He is the immediate past Chair of the American Optometric Association (AOA) Third Party Center Executive Committee and currently serves as Chair of the Rhode Island Optometric Association Legislative Committee and as a member of the AOA Federal Relations Committee. He is the Rhode Island federal keyperson to Senator Jack Reed. Dr. Montaquila was a past president of the Rhode Island Optometric Association, and his other previous appointments include AOA Presidents Council Steering Committee, and RIOA Third Party Committee, as well as the Rhode Island Health Reform Commission. Dr. Montaquila is appearing at the suggestion of the AOA.

Joseph B. Neville is the Executive Director of the National Association of Retail Optical Companies (NAROC), formerly the NAOO. NAROC is a nationwide organization representing the retail optical industry whose members offer the availability of eye examinations co-located with optical dispensaries. Prior to assuming that role, he served as an officer and director of the organization during over 30 years in the optical industry. Mr. Neville's experience includes working as Associate General Counsel for Luxottica Retail North America focusing on government relations and health law matters as well as professional and contractual relations with optometrists and opticians affiliated with the company. He was also Chief Regulatory Counsel for Pearle Vision and previously worked as an attorney in private practice. Mr. Neville served as Chairman of the Pearle Vision Foundation while at Pearle and then as a member of the Foundation's Board while at Luxottica. He has a J.D. and B.S. from Southern Methodist University in Dallas, Texas. His firm, JBN Consulting LLC, also provides consulting services to many of the top optical retailers in the U.S. and Canada.

Dr. Michael X. Repka, MD, MBA is professor of ophthalmology and professor of pediatrics at the Johns Hopkins University School of Medicine. Dr. Repka currently serves as Vice-chair for Clinical Practice of the Wilmer Institute and Division Director of Pediatric Ophthalmology and Adult Strabismus. He also serves as the Medical Director for Governmental Affairs for the American Academy of Ophthalmology.

Pete Sepp is President of the non-profit, non-partisan National Taxpayers Union, and leads NTU's government affairs, public relations, and development activities. Pete also oversees strategic planning for NTU and its staff, and supervises the research and educational operations of the National Taxpayers Union Foundation. Since beginning his service with NTU in 1988, Pete has written and edited numerous policy papers, informational publications, and activist manuals, as well as studies on topics such as Congressional perquisites, citizen-initiated tax revolts, antitrust and competition regulation, and Pentagon spending. He has testified before Congress on matters ranging from Government-Sponsored Enterprises in lending to Medicare and federal pension reforms, and from small business taxpayer concerns to tax dispute resolution mechanisms. He has lectured in the U.S. and abroad on tax administration issues, and has participated in IRS hearings on various rulemakings, such as those affecting the Independent Office of Appeals. Most recently, he advocated for the Taxpayer First Act

A Clear Look at the Eyeglass Rule: An FTC Workshop

(TFA) of 2019 and served as a stakeholder-advisor in the production of the 2021 TFA Report to Congress. He has also provided public comments to the FTC on rulemakings where consumer and taxpayer interests intersect, such as the Contact Lens Rule and the Eyeglass Rule. Pete graduated cum laude from Webster University in St. Louis, MO with a degree in history and political science. Before coming to NTU, Pete served with the St. Louis County Board of Elections and with a U.S. Senate campaign.

Panel 3: A Focus on Other Proposed Rule Changes

Dr. Aarlan Aceto, OD is currently a Board Member of the Opticians Association of America, serving on the legislative committee and Uniting Vision Care committee, as well as the current President of the National Federation of Opticianry Schools. Dr. Aceto is currently the Program Coordinator and an Associate Professor of the Ophthalmic Design and Dispensing (Opticianry) program at Middlesex Community College in CT. Dr. Aceto has previously served on faculty accredited Optometry programs (MCPHS University and the Midwestern University Chicago College of Optometry) in the areas of Ophthalmic Optics, Contact Lenses, Business Management and Service Learning. He has been very involved in Organized Opticianry (COA), and Organized Optometry (IOA and CAO), has served as the chair of the Ophthalmic Optics SIG for the Association of Schools and Colleges of Optometry (ASCO). He has also served in other volunteer organizations. He is a graduate of the New England College of Optometry, graduated magna cum laude from the University of Connecticut, and earned a degree in Ophthalmic Design and Dispensing program at Middlesex Community College.

Dr. Artis Beatty, OD, MS has been the Chief Medical Officer for MyEyeDr. since January 2017. Dr. Beatty sets both current and future clinical direction for the MyEyeDr. practices and leads a team of doctors, clinical directors and clinical support staff in delivering the finest vision care and in-office experience for patients. Dr. Beatty joined MyEyeDr. in 2014 after being part of a regional practice in North Carolina for nearly 10 years. He is a graduate of the University of North Carolina, Nova Southeastern College of Optometry, and the Wayne Huizenga School of Business at NSU where he earned his M.S. in health services administration. He has previously served as President of the North Carolina Optometric Society's Eastern District, as the state society's 3rd party committee co-chair, and as a member of state society's legislative committee. He has also contributed to the industry via membership in several speaker's bureaus, advisory panels, and has published articles in Review of Optometry and Optometry Times among other professional and industry publications. Dr. Beatty is appearing at the suggestion of the American Optometric Association.

Rebecca Hyder is Vice President of Governmental Affairs for the American Academy of Ophthalmology. She leads that division, which is responsible for advancing federal, state and health policy advocacy priorities on behalf of 18,000 U.S.-based ophthalmologists. She began her tenure at the Academy in 2009, serving as the manager for public health. In 2011, she was promoted to Director of Federal Affairs and was responsible for advancing the organization's federal legislative and regulatory priorities. In this role, she also oversaw the Academy's political and advocacy programs. Prior to joining the Academy, she spent 21 years on Capitol Hill, serving as chief of staff and in other senior positions for members of the House Energy and Commerce Committee and House Veterans' Affairs Committee. During her time on the Hill, she worked on numerous legislative initiatives that were signed into public law.