



2013 NOA GOALS AND STRATEGIC PLAN 2013

VISION

It is the NOA's objective to further advance and promote the optometric profession and to better serve all Nevada Optometrists through educational courses, legislative efforts and increased communication.

MISSION

The Mission of the Nevada Optometric Association is to communicate, educate and implement policies and procedures through legislative and educational efforts; to improve the quality and accessibility of eye and vision care to the citizens of Nevada; and to better enhance the optometric profession and uphold high standards for public safety and to assist its members in conducting their practices successfully with the highest standards of patient care.

VALUES

- **To keep** their patients' eye, vision, and general health paramount at all times;
- **To respect** the rights and dignity of patients regarding their health care decisions;
- **To advise** their patients whenever consultation with, or referral to another optometrist or other health professional is appropriate;
- **To ensure** confidentiality and privacy of patients' protected health and other personal information;
- **To strive** to ensure that all persons have access to eye, vision, and general health care;
- **To advance** their professional knowledge and proficiency to maintain and expand competence to benefit their patients;
- **To maintain** their practices in accordance with professional health care standards;
- **To promote** ethical and cordial relationships with all members of the health care community;
- **To recognize** their obligation to protect the health and welfare of society; and
- **To conduct** themselves as exemplary citizens and professionals with honesty, integrity, fairness, kindness and compassion.

STRATEGIC PLAN 2013

Strategic Initiative #1 - Membership: Continue to Increase NOA Membership Levels

ACTION(S)	TARGET COMPLETION	NOTES - STATUS
1. Grow total net membership by 10% for a total 172 members by December 2013	Dec. 2013	157 Members at Dec 31 2012
2. Strategically target 90% optometrists newly licensed in 2013 and 80% of those that were licensed in 2012.	Dec. 2013	Look to automatically enroll all 2013 licensees after verifying practicing in Nevada
3. Personally visit 40% of NOA members offices in 2013.	Dec. 2013	

Strategic Initiative #2 – Third Party and Legislative: Continued participation in the Silver State Health Insurance Exchange (SSHIX) and 2013 legislative session to insure NOA involvement and OD participation

ACTION(S)	TARGET COMPLETION	NOTES - STATUS
1. NOA Board Members and staff to monitor and attend planning meetings for the Silver State Health Insurance Exchange program (SSHIX) to help insure optometry access and inclusion of annual exam plus materials for children.	Dec. 2013	Until the SSHIX is fully operational, the NOA needs to remain involved to advocate for optometry.
2. NOA Board Members and staff to monitor and attend legislative sessions as needed and to direct actions of our lobbyists	Dec. 2013	AB 188, SB 199, etc
3. Medical Panel Training and Access – provide annual training event	Dec. 2013	Initial classes to be offered during March, 2013 Annual Business meetings and CE.

Strategic Initiative #3 - Education: Conduct a minimum of one CE event each quarter in Reno and Las Vegas and one rural event in Western Nevada

2013 LAS VEGAS CE PROGRAMS – 4 EVENTS TOTALING 8 CE HOURS	TARGET COMPLETION	STATUS
1. CE for 2013 – Offer a minimum of 4 events/year	Dec 2013	Goal – offer min of 2 hours each CE event

2013 - RENO CE PROGRAMS – 4 EVENTS TOTALING 8 CE HOURS	TARGET COMPLETION	STATUS
2. CE for 2011 – Offer a minimum of 4 events/year	Dec 2013	Goal – offer min of 2 hours each CE event

2013 LAS VEGAS ANNUAL MEETING	TARGET COMPLETION	STATUS
3. Organize and host annual NOA meeting and 4 hours of CE	Dec 2013	March 16, 2013

2013 RENO ANNUAL MEETING	TARGET COMPLETION	STATUS
4. Organize and host annual NOA meeting and 4 hours of CE	Dec. 2013	March 9, 2013 Reno Event Held, March 16 Las Vegas Event Held

2013 - ELKO CE PROGRAM	TARGET COMPLETION	STATUS
5. Organize a minimum of 1 CE event in Elko	Dec. 2013	Summer of 2013