

A CLEAR LOOK AT THE EYEGLASS RULE

An

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

Partners, a management service organization operating a network of optometry advisor to several eyecare related companies, including 20/20Now, Toku Eyes, I/O OcuDoc Mobile. He was previously the Senior Vice President, Eye Care Development North America. In this role, he oversaw support for optometrists and opticians in affiliated with LensCrafters, Pearle Vision, Sears Optical, Target Optical and EYEX licensed vision health care service plan. He also had a leadership role in network EyeMed, a Luxottica vision care plan. Prior to his role as Senior Vice President, he various legal, regulatory, and operational roles with LensCrafters and Luxottica from 1986. He was an attorney at Pearle Vision focusing on ophthalmic regulation and to 1986. He was a staff attorney at the Federal Trade Commission (FTC) from 1990. He has been a consultant to many of the major optical retailers in the US and several manufacturing 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, FFAO is co-owner of a private group practice in Glen A. He is currently Chair of American Optometric Association (AOA) Federal & Regulatory Affairs and Communications. He is Past President of the Virginia Optometric Association and

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,

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(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. Arlan 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 4 (e)-1 (m)101aoin H318 ()