

## 2021 Third Party/Practice Management Seminar Event Faculty



**Jim Hale, OD** received his Doctor of Optometry degree at Pacific University in 1998 and completed an additional year of residency training in advanced eye disease at the Portland Veterans Affairs Medical Center. After practicing in a multidisciplinary setting for several years, Dr. Hale moved to Corvallis in 2005 to join Valley Eye Care.

Dr. Hale practices primary care optometry with an emphasis on glaucoma and dry eye syndrome. He has written articles and lectured across the country on the topics of dry eye syndrome, visual field loss, ethics, medical record keeping, and evaluation of retinal disease.

Dr. Hale is a past President of the Oregon Optometric Physicians Association and the Portland Metro Optometric Society. He currently serves on the Board of Directors of the American Optometric Association Political Action Committee and as a Vision Source Administrator for Oregon. He lives in Corvallis with his wife, Dee Dee, and their three children.



**Harvey Richman, OD, FAAO, FCOVD** Dr. Harvey Richman is a graduate of the New England College of Optometry where his education emphasized the evaluation of children with behavioral and perceptual difficulties. After several years of pediatric practice and research, Dr. Harvey Richman became achieved the credentials of Fellow of the College of Optometrists in Vision Development, followed by earning his Fellow of the American Academy of Optometry. Dr. Richman continued with his credentials by being one of the first Diplomate of the American Board of Optometrists.

He has highlighted presentations on pediatrics, attention deficit disorder, vision therapy, autism, low vision rehabilitation, medical marijuana and billing and coding. His dedication to helping the visual welfare of children and the needy has rewarded him with the 1997 Young Optometrist of the Year in New Jersey. October 2007 marked Dr. Richman being awarded the Optometrist of the Year in New Jersey. Most recently, Dr. Richman was recognized with the NJSOP Lifetime Achievement Award.

In 2006, Dr. Richman was asked to join the American Optometric Associations Third Party Executive Committee to work on the Coding Committee. As one of the AOA Ask the Coding Experts, he acts as the alternate delegate to the American Medical Association's Current Procedural Terminology (CPT) Advisor Panel. He also participates on the Physical Medicine & Rehabilitation Workgroup. He has published work on Coding for Vision Therapy and Vision Rehabilitation for the AOA and COVD.

Dr. Richman enjoys riding bicycles and traveling with his wife, Dr. Maria Richman.



**Derek Louie, MSc, OD** is a Clinical Associate Professor of Ophthalmology at the Oregon Health & Science University, Portland, Oregon. Dr. Louie's practice is focused on providing contact lens services for patients with challenging corneal topography, such as post-corneal transplant and keratoconus. He is involved in teaching medical students, ophthalmology residents and optometry Fellows.

Dr. Louie is the director of the Contact Lens Fellowship program and Chief of Optometric Services at the Casey Eye Institute. Dr. Louie earned his Master of Science degree in vision science from the University of Waterloo, Ontario, Canada and his Doctor of Optometry degree from Southern California College of Optometry in Fullerton, California. He completed a residency in cornea and contact lenses at Northeastern State University Oklahoma College of Optometry, Tahlequah, Oklahoma. He is a Fellow of the American Academy of Optometry.



**Shelley Sneed** is the Executive Director of the Oregon Board of Optometry. She is an enrolled member of the Confederated Tribes of Grand Ronde and a graduate of Willamette University's Atkinson Graduate School of Management. Shelley's 30+ year professional career has included grant writing and business planning, consulting, accounting and finance, budgeting, personnel management and governance.

Prior to joining the Oregon Board of Optometry in March 2015, Shelley was the Administrator of the Landscape Contractors Board. Shelley has a passion for open, accountable government and prides herself on open communication and providing technological upgrades upon joining a new Board. In her spare time Shelley enjoys camping, reading, and spending time with family. Together Shelley and her husband Mitch have four children and several grandchildren.

Shelley also has a passion for community service. She previously served as a Board member and then Chairperson of the Salem Area Mass Transit District. She currently is the Secretary of the CASA of Marion County Board.



**Mary Schmidt, ABOC, CPO** is the President of EyeSystems, a professional training and practice consulting firm, specializing in the eyecare field.

Mary has over 40 years' experience within the optical field including hands-on in experience, practice management for multi-doctor practices, outside sales and marketing experience and she was director of education and training for a national practice management group. She has trained thousands of paraoptometric, opticians, and practice managers.

She was voted one of Vision Monday's 50 Most Influential Women in Optical.

Her passion is the professional development of practice leaders and team members.



**Crystal Lewandowski, OD, FAAO** Crystal Lewandowski, OD, FAAO, has been a faculty member at the New England College of Optometry since 2014 and is currently an Assistant Professor of Clinical Optometry. Dr. Lewandowski is the Director of Vision Services at North End Waterfront Health, a multi-disciplinary community health center affiliated with Massachusetts General Hospital. She oversees all aspects of patient care within the optometry department, provides comprehensive eye care to patients of all ages, and is a clinical preceptor to 2nd, 3rd, and 4th year optometry students from the college.

Dr. Lewandowski is the current Chair of the NECO Quality Assurance Committee and Faculty Advisor for the Student Alliance for the Advancement of Diversity and Inclusion, and has served on the NECO Faculty Development Committee and NECO Research committee. She has given continuing education lectures on various ocular disease topics at the Boston Veteran's Affairs Medical Center, New England College of Optometry, and American Academy of Optometry.

Dr. Lewandowski holds a Doctor of Optometry degree from the New England College of Optometry, is residency trained in Ocular Disease and Primary Eye Care, and is a Fellow of the American Academy of Optometry. Her clinical interests are community health, diabetic retinopathy, and ocular imaging. Her research interests include public health, optometric education, and cultural competency in optometry.



**Joe Marziello** is the Senior Director of Education for Abyde HIPAA Compliance. He received his Bachelor of Science, Business Administration and Management in 2014 at the U of O – Charles H. Lindquist College of Business. Joe is an experienced HIPAA compliance expert delivering exceptional support, guidance and education to independent practices across the nation. He assists practices in discovering the easiest, most cost-effective solution to HIPAA compliance by delivering value-added educational webinars as a HIPAA expert. Joe served as an ambassador for Abyde to various associations and organizations across the US,

advocating for HIPAA compliance for their members. He has researched and review new HIPAA law changes, regulations, cases and fines to stay on top of the latest HIPAA trends and impact to independent practices.