

DESTROYING THE PRIMARY MYTH: THE COST OF MEMBERSHIP IS TOO MUCH

The value of membership is immeasurable; without the VOA, optometrists in Virginia would still be fixing only fitting glasses!

- The current dues for OD's in practice greater than 4 years is less than \$2000*. The cost is lower for OD's with fewer years of active practice. This expense is a write-off to your practice (consult your accountant). Dues include membership in the AOA, Southern Council (SECO), and VOA.
- Only VOA members are sent updates on issues including HIPAA, Rx authority, policies, corporate practice laws, insurance code updates and more.
- Only the VOA monitors legislation, regulations, policy changes, and attorney general opinions and promptly communicates the information to the membership.
- Only members automatically receive discounts at conferences of the AOA, SECO, and VOA, with an annual cost savings to you of over \$1,000 per year.*
- Only VOA members receive classified ads to find employees, equipment, and more.
- Only VOA members get to affiliate with a local society.
- Only VOA members receive email and mailing addresses to all of the members in the state.

The VOA is your EYES, EARS, and VOICE for issues every OD will face politically, in business, in patient encounters, and more—The value for your dues is immeasurable!

**Based on 2025 data*

MORE BENEFITS

- Continuing Education
 - FREE registration for the VOA Annual Conference and VOA Fall Conference to learn from top optometric educators (25 hours of FREE CE!)
 - Discounts to our In Focus Series Webinars
 - Discounts to SECO and AOA Conferences
 - Educational forums for your paraoptometric, including testing and certification and opticianry education
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- VOA Communication
 - Monday Minute with weekly practice updates


Member Benefits

- Quarterly newsletter with valuable practice information, timely practical news, updates, and classified ads
- Opportunity Vault (Biweekly email listing of job opportunities, practices, and equipment for sale.)

- Health Insurance
- Comprehensive health insurance options through Decisely, including group plans and modern alternatives such as ICHRA (Individual Coverage Health Reimbursement Arrangement). Decisely also includes dental, vision, life, disability, and more! You will also receive support for onboarding, employee management, and regulatory requirements, as well as ongoing guidance regarding your health insurance.

- Legislative and Regulatory Advocacy
- Networking and Fun
- Numerous social and networking opportunities annually.
- Connections to various Optometric partners & vendors.
- Themed networking events at Annual & Fall Conferences (band parties, baseball games, food trucks, luaus, casino nights, and more!)

- Other Benefits
- VOA is an informational resource for doctors when considering:
 - What vision and medical panels to join
 - How to find an associate
 - What buying groups to join
 - Malpractice insurance
 - Forming partnerships with other OD's or physicians
 - Board of Optometry related issues, sanctions, or hearing

- VOA handles patient and consumer complaints against members—VOA will assist by addressing the problem (not finding fault), in an effort to not have the patient file a complaint with the licensing board
 - VOA provides assistance through a Peer Review Committee for any member who is audited by any state agency
-  **Abyde**
[Abyde](#) - HIPAA compliance software for medical professionals
- [AOAExcel®](#) - Career Resources, Insurance Products, Personal and Practice Finance Options, and more!
- [AVIS Car Rentals](#) - Up to 30% discount on reservations. Use code Z442954
- [IC System](#) - Collection agency
- [Practice Compliance Solutions](#) - Practice manuals

VOA BEHIND THE SCENES

- The VOA Board of Trustees (BOT) is composed of elected officers and other members. The BOT works diligently with the VOA Executive Director, Bo Keeney, and the Keeney Group, to advance OUR profession while protecting the rights and privileges of Doctors of Optometry. With over 20 years of service, he is adept at dealing with vision-care plans, medical plans, any-willing-provider legislation, post-operative care, and regulatory agencies. Bo is very familiar with the problems facing optometry: access, recognition, and fairness. The Keeney Group maintains a full staff to assist with all members and their Optometric or membership needs. The Keeney Group has over 50 years experience in Virginia optometry. Bo serves on the AOA State Government Relations Committee and is a past recipient of the AOA Executive Director of the Year as well as the AOA President's Award.

VOA AT WORK!

- The VOA has been responsible for nullifying Medicare plans to eliminate postoperative care by an OD; for providing postoperative care by an OD under Medicaid; maintaining corporate practice prohibitions over 70 years; expanding Rx ability to include all oral medications for the eye and its adnexa; injections privileges; laser privileges. The VOA is dedicated to working for you, your practice and your patients every day. The VOA has been fighting for optometry for over 100 years—Join the TEAM today!!!

[Student Member Benefits Guide](#)