Index

Academic research on optometry, 24–26
Accessibility of health services, 85–86, 88, 90–94
Accommodation, evaluation of, 58
Advertising
by dentists, 6, 9
of ophthalmic goods and services, 22, 24
by opticians, 35, 38, 73–74, 77–79
by optometrists, 32, 35, 38, 64, 67–68, 72–74, 77–79
by pharmacists, 8
by physicians, 6, 8
and price and quality of optometric examination, 64, 67–68, 72–74, 77–79
and professionalism, 15–16, 31, 35, 38, 92
American Academy of Optometry, 30
American Dental Association (ADA), 6, 9
American Journal of Public Health, 50
American Medical Association (AMA)
and advertising, 9
and Federal Trade Commission, 6
and medical education, 18
American Optometric Association (AOA). See also AOA involvement;
State AOA membership
and advertising, 32, 38
and Benham studies, 24
code of ethics of, 33
and cooperation with research, 43
and educational standards, 30, 31, 35
and Federal Trade Commission, 22, 23
membership in, 26–27, 34, 36–37, 39, 46, 48, 72, 79
origins of, 29
American Pharmaceutical Association, 26
American Society of Anesthesiology (ASA), 6
Anticommercialism attitudes of optometrists
measurement of, 47, 51
and price and quality, 64, 72, 79
Antiprofessional climate, 16–17
AOA involvement
as measure of professionalism, 50
and price and quality, 64, 67, 72, 81, 83
AOA News, 26
Arnould, Richard J., 19
Association of American Medical Colleges, 9
Association of American Physicians and Surgeons, 8
Attributes of professions. See Professions, attributes of

Bates v. State Bar of Arizona, 3
Baughcum, Alan, 19
Beales, J. Howard, 92
Becker, Howard S., 15
Begun, James, W., 33, 73, 77, 93
Behavioral professionalism in optometry, 47, 49–51. See also Advertising, by optometrists; AOA involvement; Continuing education in optometry; Journals received by optometrists; Separate service fee in optometry
Benham, Alexandra, 24, 25, 26, 85
Benham, Lee, 24, 25, 26, 85, 88
Berlant, Jeffrey L., 14
Biomicroscopy, 58
Blood pressure, 58
Blue Shield, and Federal Trade Commission, 6

Cadillac effect, 88
California State Health Department, 5
Capture theory of regulation, 17–19, 89
Carroll, Sidney L., 21, 57
Carr-Saunders, A. M., 11, 15
Chicago College of Optometry, 47
Clinical laboratory personnel, 17, 20
Coate, Douglas, 85
Columbia University, 30
Commercial optometry. See Optometry, commercial
Competition, as health policy, 92–93
Conceptual model, 64, 81–82
Consumer involvement in licensing, 90–94
Continuing education in optometry history of, 31
as measure of professionalism, 35, 50
and price and quality, 64, 67–68, 72, 73, 77, 79, 83
Control variables
and price, 68–72
and quality, 79
Corporate employment of optometrists. See Mercantile location of optometrists
Council of Medical Staffs, 8
Council of State Governments, 7
Cup/disc ratio, 58

Dental auxiliaries, expanded function, 8
Dental hygienists, 7
Dentistry
advertising in, 9
and dental auxiliaries, 8
and dental hygienists, 7
and denturists, 5, 7, 88
and optometry, 26, 28
quality in, 21
regulatory policy in, 7
Denturists, 5, 7, 88
Department of Health, Education and Welfare (DHEW), 4, 9
Department of Justice, and regulatory policy, 3, 7–8, 92, 93
Department of Labor, 7
Derbyshire, Robert C., 18
Dolan, Andrew K., 20
Donabedian, Avedis, 56
Drug price advertising. See Pharmacists, advertising
Drug use laws in optometry, 34, 35, 88
Ductions, 58
Durkheim, Emile, 11

Eckerd Optical Centers, Inc. v. Florida State Board of Dispensing Opticians, 111
Economics
public-interest views of professionalism in, 13
studies of optometry in, 24–25
theory of regulation in, 17–19, 89

Education, and professionalization in optometry, 29–31, 35
Elasticity of demand for optometric services, 85
Elling, Ray H., 15
Engman, Louis, 24
Equal Employment Opportunity Commission (EEOC), 3
Equipment for optometric examination. See Office equipment of optometrists
Ethics of professions and advertising, 15
in optometry, 33
and quality-at-any-cost, 86–87, 90
Examination rooms in optometry, 69, 72
Eyeglass price advertising, 6, 22–26.
See also Advertising, by opticians; Advertising, by optometrists
Eyeglass prices, 24, 48

Factor analysis, of optometrist attitudes, 51
Family nurse practitioners, 5, 88
Federal Trade Commission (FTC) and eyeglass advertising, 22–23
and health professions, 6–7
and optometry, 23–24, 74, 82
and professional regulation, 3–4, 92, 93
Fee schedule, minimum, 3, 19
Fee schedule in optometry. See Separate service fee in optometry
Feldman, Roger, 20, 73, 75, 77, 93
Feldstein, Paul J., 17
Fragmentation of demand pattern for regulatory policy, 93–94
Frame price in optometry, 48, 53, 68–69, 72
Freidson, Eliot, 15
Friedland, Thomas S., 19
Functionalist theory, 11–12, 89–90
Future research on professionalism, 89–90

Gaston, Robert J., 21, 57
General Accounting Office (GAO), 7, 8
Goldfarb v. Virginia State Bar, 3
Goldman, Fred, 20
Graduation, year of, in optometry, 69, 72, 79
Index

Grossman, Michael, 20
Guttman scale of legislated professionalism, 39

Haffner, Alden N., 45
Hall, Richard H., 49, 111
Hall’s Professionalism Scale, 47, 51
Halmos, Paul, 16
Havighurst, Clark C., 86, 92, 93
Health maintenance organizations, 6, 92
Health systems agencies, 91
Hershey, Nathan, 92
Hirsch, Monroe J., 25, 28n
Hofstetter, H.W., 28n
Holen, Arlene S., 19, 21

Illinois, response to national survey in, 47
Illinois College of Optometry, 47
Imperfect markets, 13
Income of optometrists, 48, 82
Indirect ophthalmoscopy, 58
Innovation in health services, 88
Input measures of quality, 56–57
Institutional licensure, 94
International Association of Boards of Examiners in Optometry (IAB), 43
Intraocular pressure instrument, 58
Intraocular pressure procedure, 58
Iowa, first optometrist continuing education requirement in, 31

Journal of the American Optometric Association. 50
Journals received by optometrists, 50, 72
Justice Department. See Department of Justice

Kessel, Reuben A., 18, 20
Klegon, Douglas, 14

Laboratory personnel, 17, 20
Lawyers, and minimum fee schedules, 19
Lay membership on licensing boards, 5, 91
Lee Optical, 38
Leffler, Keith B., 89
Legislated professionalism in optometry. See also Advertising, by opticians; Advertising, by optometrists;

Continuing education in optometry; Mercantile location of optometrists
measurement of, 35–39, 77
and price and quality, 64, 67–68, 72, 77, 79, 81, 82
validity of, 40–41
Length of optometric examination as measure of quality, 57–60, 79, 82
and price, 72
and professionalism, 67
Lens price in optometry, 48, 53, 68–69, 72
Licensing policy, 2–8, 18–19, 91–94
Lippincott, Ronald C., 33
Lipscomb, Joseph, 18
Lorant, John H., 57

MacRae, Duncan Jr., 90
Maurizi, Alex R., 19, 20
Medicine. See Physicians
Mercantile location of optometrists as measure of professionalism, 32, 38–39, 50
and price and quality, 67–68, 72, 77, 85–86
Merton, Robert K., 12
Mills, Donald L., 49
Minimum fee schedule, 3, 19
Monopoly power, 17–19, 92–94
Moore, Thomas G., 17
Moore, Wilbert E., 12, 34

National Society of Professional Engineers, 15
National standards for health occupations, 4–5, 9
National survey of optometrists, 43–63
cover letter for, 43
nonresponse bias in, 46–47
questionnaire for, 47–48
response reliability in, 48–49
sample size and response to, 43–46
Nelson, Gaylord, 22
New York
AOA membership in, 39
first optometry law conflict in, 29
optometric examination price in, 75, 77
Nonresponse bias, 77, 79
North Carolina
legislated professionalism in optometry in, 40
North Carolina (continued)
optometric examination price in, 74, 75
optometrist drug use law in, 34
regulation of optometry in, 33
North Dakota State Board of Optometry, 34
Northern Illinois College of Optometry, 46–47
Nurse midwives, 5
Nurse practitioners, 5, 88
O.D. See Optometrists; Optometry
Office equipment of optometrists
and complexity of examination, 79
as measure of quality, 57–60
and price and quality, 72, 82
and professionalism, 67
Ohio State University, 30
Olson, Mancur, 90
Ophthalmology, 28, 88
Opticians
advertising by, 35, 38, 73–74, 77–79
definition of, 28
as predecessors to optometrists, 29
Optometric Center of New York, 45
Optometric examination
complexity of, 57–60, 67, 72, 79, 82
length of (see Length of optometric examination)
price of, 49, 53–56, 64–83, 85
quality of, 56–60, 64–83, 85–86
Optometric Extension Program, 31
The Optometric Profession, 25
Optometrists. See also Optometry
advertising by, 32, 35, 38, 64, 67–68, 72–74, 77–79
income of, 48, 82
overhead of, 49, 69, 72, 79
price of examinations by, 49, 53–56, 64–83, 85
volume of services of, 49, 69, 72, 79
Optometry. See also Optometrists
academic research on, 24–26
code of ethics in, 33
commercial, 25, 32–39, 77, 84, 85–86
definition of, 28
educational requirements in, 30
and FTC, 22–24
in Great Britain, 29
history of, 28–34
professional status of, 26, 28
and the public interest, 41–42, 84–86
Organized medicine, and the supply of health personnel, 6–7
Outcome measures of quality, 56–57, 82
Overhead of optometrists, 49, 69, 72, 79
Parade magazine, 24
Parsons, Talcott, 12
Patient income status in optometry, 68, 72
Pertschuk, Michael, 4
Pfeffer, Jeffrey, 18, 20
Pharmacists
advertising by, 6, 8, 9, 26
licensing laws for, 6
Physicians
advertising by, 8, 9
licensing laws for, 18
and nurse practitioners, 5, 88
and optometry, 26, 28
and physician’s assistants, 5
supply of, 89
Pluralist theory, 13
Political science, public-interest views of professionalism in, 13–14
Posner, Richard A., 19
Power, definition of, 14
Power theory, 14, 89–90
Presbyopia, 53
Price advertising. See Advertising
Price-quality-accessibility impact statements, 91
Price-quality trade-offs, 82, 87, 93
Private organizations and regulatory policy, 93
Professional associations
and national legislation, 17
and state laws in optometry, 33, 34
and state licensing boards, 3
Professional fee system in optometry. See Separate service fee in optometry
Professionalism. See also Professionalization; Professions
defense of, 8–9, 23
definition of, 1, 16
economic perspectives on, 13, 17–19
growth of, 1–2, 4
and health services, 4–9
measurement of, 34–41, 49–53
in optometry, 28–42
political science perspectives on, 13–14
and price, 64–79, 81–86
as a public-policy problem, 2–4, 90–94
and quality, 19–21, 67–68, 79–89
sociological perspectives on, 11–12, 14–17
Professionalization. See also Professionalism; Professions
of health occupations, 4–10
political nature of, 14–15
process of, 1
as trend in modern societies, 2
of various occupations, 2
Professional organization of optometry. See State AOA membership
Professional Standards Review Organization (PSRO) law, 7, 8
Professions. See also Professionalism; Professionalization
and advertising, 15–16
attributes of, 1, 12, 15–16, 34
definition of, 1–2, 15–16
as public property, 94
as social movements, 14
Psychiatrists, conflict with psychologists, 88–89
Public control of licensing boards, 91
Public interest
and price and quality, 64, 79, 87
and professionalism in optometry, 41–42, 84–86
and the professions, 1, 11–14, 84–87, 94
Public policy toward the professions, 1–10, 90–94
Quality
definition and measurement of, 10, 56–60, 87–89
lack of research on, 19–21
minimum levels of, 13, 86, 89
in optometry, 23–25
and PSROs, 8
Quality-adjusted prices, 20, 69, 75–79, 84–85
Quality-at-any-cost ethic, 86–94
"Quickie examinations," 57
Rayack, Elton, 18
Refracling opticians. See Optometrists
Registration, as alternative to licensure, 92
Regression analysis
of price of optometric examination, 68–74
of quality of optometric examination, 79–81
Regulation, economic theory of, 17–19, 89
Relative value scales, 6, 7, 92
Reliability coefficient
for AOA involvement scale, 50
for attitudinal professionalism scale, 51
for complexity of examination scale, 58
for legislated professionalism scale, 40
for office equipment scale, 58
size of, 111
Ritzer, George, 14
Roemer, Ruth, 18
Rootman, Irving, 49
Roth, Julius A., 15
Self-interest
and price and quality, 64, 79, 87
and professionalism in optometry, 41–42
and the professions, 1, 14–19, 84–87, 94
Senate Monopoly Subcommittee, 22, 24
Separate service fee in optometry, 31, 33, 50
Service orientation
definition of, 1
measurement of, 49
in optometry, 32
presence of, 15, 85, 89
Simpson, Richard L., 12
Slit lamp, 58
Sloan, Frank A., 57
Social construction of the professions, 111
Sociological perspectives on professionalism, 11–12, 14–17, 89
South Carolina, ophthalmic advertising laws in, 38
Southern College of Optometry, 47
Specialty practice by optometrists, 69, 72, 79
Spencer, Herbert, 11
Sphygmomanometer, 58
Standardized prices for optometric examination, 74–79
State AOA membership in Benham studies, 26–27
as measure of professionalism, 39–41
and price and quality, 64, 72, 81
State government, and professional regulation, 2–3, 5
Stigler, George, 17, 90
Structural measures of quality, 56–57
Structural professionalism in optometry. See also Legislated professionalism in optometry; State AOA membership
measurement of, 34–41
and price, 77, 81
Subnormal lenses, 58
Sunset commission laws, 2–3, 5, 91–92

Texas
commercial-professional conflict in optometry in, 38–41
legislated professionalism in optometry in, 40–41
Texas Association of Optometrists (TAO), 40
Texas Optometric Association (TOA), 40
Texas Optometry Board, 40
Texas State Optical, 38
Theoretical knowledge and professionalism, 49
Third-party reimbursement in optometry, 69, 72
Tuohy, Carolyn J., 94

Unstandardized regression coefficients, interpretation of, 72
Urbanization, and optometric examination price, 68, 72

Virginia State Board of Pharmacy v. Virginia Citizens Consumer Council, Inc., 6, 8
Vision examination. See Optometric examination
Vision skills tester, 58
Visual fields instrument, 58
Visual fields screening, 58

Volume of services of optometrists, 49, 69, 72, 79
Voluntary certification, as alternative to licensure, 92

Wall and Ochs v. State Board of Opticians, 111
Walsh, James L., 15
Wardwell, Walter I., 26
West Virginia, optometrist drug use law in, 34
White, William D., 17, 20
Wick, Ralph E., 25, 28n
Wickersham, J.A., 32