

**Craig S. Steinberg, O.D., J.D.**  
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## **Curriculum Vitae**

### **EDUCATION**

Southern California  
College of Optometry,  
1998

Didactic Course in the Treatment and Management of  
Ocular Disease/Therapeutic Agents

Doctorate - Law (J.D.),  
1990 - 93

University of La Verne  
College of Law  
Encino, California

American Jurisprudence Award - Contracts  
Law Review, 1993  
Deans List  
Specialty courses in Bankruptcy, Workers' Compensation  
Graduated top 5% of class attending school at night on  
part-time basis and working full time during the day

Doctorate - Optometry  
(O.D.), 1980 - 84

University of Missouri - St. Louis  
St. Louis, Missouri  
School of Optometry

Dean's List - 8 semesters  
Student Body President, 1982  
Admissions Committee student member, 1983  
Graduated number 3 in class

Bachelor of Sciences -  
Biology, 1975 - 80

University of Southern California  
Los Angeles, California

Member, varsity golf team  
1st Team All-Conference  
2nd Team NCAA All-American  
Pacific-10 Conference Individual Champion (Golf)

### **LICENSURE**

Optometrist, California Board of Optometry Lic. No. 8032T, since 1984  
Attorney, California State Bar No. 181902, since 1996

## **CERTIFICATIONS**

Board Certified, National Board of Examiners in Optometry, 1984  
Board Certified, Treatment and Management of Ocular Disease, 1998

## **EMPLOYMENT HISTORY**

### **CURRENT**

Founder, MyOptometryLawyer  
[www.MyOptometryLawyer.com](http://www.MyOptometryLawyer.com)

Optometry's first Concierge Business and Legal Consulting program, MyOptometryLawyer provides a limited number of optometrists low-cost, pre-paid access to business and legal consulting, standard of care consulting, and legal defense of VSP audits.

### **LAW**

Attorney, April 1996 - Present  
Law Offices of Craig S. Steinberg  
Agoura Hills, California  
(818) 879-7919

Engaged in the practice of law in areas of Healthcare and Optometric Law including issues related to the practice of optometry, practice purchases and sales including private equity and OD-OD transactions, State Board defense, standard of care, VSP and Third-party payer disciplinary and administrative hearings, audits, and defense, Optometrist-Optician relationships, optometric partnerships and corporations, and related transactions.

General and Litigation Counsel: Community Family Care Medical Group, IPA and Community Family Care Health Plan

Attorney, April 1999 - 2000  
Law Offices of James  
Wiederschall  
Woodland Hills, California

Associate attorney, part time, in law firm specializing in insurance litigation and insurance defense, including declaratory relief, bad faith, fidelity and surety bonds, and related insurance coverage issues.

Attorney, June 1996 - 1999  
Law Offices of William J. Salica  
Encino, California

Associate attorney, part time, in law firm specializing in business litigation.

### **OPTOMETRY**

Optometrist, 1994 - Present  
Owner, Craig S. Steinberg, O.D.,  
A Prof. Corporation dba City  
Eyes Optometry Center  
Sherman Oaks, California

Engaged in the general practice of optometry as the owner of several private practices.

Optometrist, 1992-1994  
Owner, Valley Optometry Center  
Van Nuys, California

Engaged in the general practice of optometry as the owner of a private practice. Responsible for all aspects of the business operations including receivables, payables, finance, payroll, legal and day to day operations in addition to full patient and professional responsibilities.

Optometrist, 1984 - 1992  
Employee  
Valley Optometry Center  
Van Nuys, California

Employed optometrist in general practice.

Optometrist, 1994 - 1999  
Dr. M. Friedman and Associates  
Culver City, California

Employed as a staff optometrist on a part-time basis.

Optometrist and  
Corporate Officer, 1992 - 1993  
All Valley Eye Institute, A  
Medical Group, Inc.  
North Hollywood, California

Employed as a staff optometrist. Member of the Board of Directors. Vice President and Chief Financial Officer. Responsible for general optometric duties and patient care, corporate financial operations, payables and receivables, and corporate legal affairs.

Optometrist, 1985 - 1989  
Alan R. Schankman, M.D., Inc.  
North Hollywood, California

Employed as an optometrist on a part-time basis. Responsible for general patient care, contact lenses and patient triage.

## OTHER

Counsel, 2024 – Present  
Community Family Care Health Plan/Astrana Health Care

General and Litigation Counsel to a Restricted Knox-Keene Health Plan

Counsel, 2010 – Present  
Community Family Care Medical Group IPA, Inc.

General and Litigation Counsel to a 180,000-life Medi-Cal Managed Care Independent Physician Association (IPA)

Counsel, 2011 – 2016  
Kids & Teens Medical Group & Serendib Healthways IPA

General and Litigation Counsel to a Multi-Office Pediatric Medical Group and IPA

Founder and Executive Director, American Association of Doctors of Optometry (AADO), 2015 – Present

Founder and Executive Director of National Association opposing unfair business practices by vision care plans and third-party payers.

General Counsel, 2009 – 2014 American Board of Clinical Optometry	General counsel to national optometric certification program.
General Counsel, 2009 - 2011 American Optometric Society	General counsel to national non-profit optometric association.
Consultant, Corporate President, 1985 - 1993 S&S Office Systems, Inc.	Responsible for all computer programming, installation and maintenance for small business, primarily medical offices, computer systems. Authored custom billing software, installed hardware and software, trained staff on operations, and maintained systems.

## **AWARDS, ACCOMPLISHMENTS and DISTINCTIONS**

2016 Named “Super Lawyer” for 2017, 2018  
 2014 U.S. Senior Open, Contestant  
 2013 Founder/Executive Director, American Association of Doctors of Optometry  
 2009 Founder/General Counsel, American Optometric Society  
 2008 U.S. Senior Open, 72-hole Contestant  
 2008 Inductee, Southern California Jewish Sports Hall of Fame  
 1998 NBEO Certified - Treatment and Management of Ocular Disease  
 1998 Los Angeles City Men's Golf Champion  
 1998 California State Amateur Medalist Golf Champion  
 1994 California Bar Exam  
 1993 Law Review, University of La Verne College of Law  
 1992 American Jurisprudence Award in Contracts  
 1984 National and California State Optometric Board Exams  
 1981 - 2019 Contestant in 26 National USGA Golf Championships  
 1980 Pac-10 Individual Champion, Golf  
 1980 NCAA All-American (Golf); First-Team All-Conference (Pac-10)  
 Licensed in good standing to practice Optometry and Law in California  
 Southern California Golf Association Amateur Champion (1997, '92, '91, '88)  
 Southern California Golf Association Mid-Amateur Champion (1996 & 2001)  
 Southern California Golf Association Senior Match Play Champion (2018)

## **BOARDS/COMMITTEES**

Former Chairman, American Association of Doctors of Optometry  
 Former Member of Board of Directors, Ventura County Junior Golf Association  
 Former National Board of Examiners in Optometry - Law & Ethics Committee  
 Former Director of Legal Services, Consultant, The PowerPractice  
 Board of Directors and Secretary, North Ranch Country Club (2011-2013,  
 2018-2021)

## **MEMBERSHIPS**

American Optometric Association  
 California Optometric Association  
 San Fernando Valley and Los Angeles County Bar Associations  
 Healthcare Section, Los Angeles County Bar Association  
 State Bar of California  
 Tarzana Regional Medical Center, Past Member, Allied Health Staff (former)

Admitted - United States District Court – Central, Eastern and Northern Districts  
Admitted - United States Court of Appeal for the Ninth Circuit  
Admitted - Supreme Court of California (1996)

## **EXPERT WITNESS**

Retained in a variety of matters to testify as an expert witness, including:

State Board proceeding re: gross negligence/standard of care  
Civil proceeding re: non-compete provision  
Civil proceeding re: valuation of optometric records  
Administrative Medicare recoupment proceeding billing/medical necessity  
Family law trial proceeding re: valuation of optometric practice  
Military Credentialing Committee re: Standard of Care

## **SPEAKING ENGAGEMENTS**

Guest Speaker, CEWire 2023, February 2023  
*The Yin/Yang of Private Equity Acquisitions*  
*Let's Talk About VSP Audits*  
Guest Speaker, CEWire2020, February 2020  
*Legal Topics Every OD Should Know*  
Guest Speaker, Contact Lens Manufacturing Association, October 2019  
*What You Need to Know About "Labels"*  
Guest Speaker, Vision by Design, May 2019  
*Orthokeratology & Myopia Control, Legal Considerations*  
Guest Speaker, CEWire2019, January 2019  
*VSP Audits and Hearings: Circa 2019*  
Guest Speaker, Cleinman Performance Partners, 2018-2019  
*Exiting Vision Plans Profitably*  
Guest Speaker, Cleinman Performance Partners, 2018-2019  
*Legal Considerations in Buying and Selling a Practice*  
Guest Speaker, Global Specialty Lens Symposium, January 2018  
*Surviving a Medically Necessary CL Audit by Medical Insurers*  
Guest Speaker, CEWire2018, January 2018  
*Essential Medical Record Keeping in Medical Optometry*  
Guest Speaker, Vision Source, March 2017  
*Minimizing Risks – Medical Records and Audits*  
Guest Speaker, CEWire2017, January 2017  
*Partnerships and Associate Doctors: What you Need to Know*  
*VSP, Know Your Obligations and Your Opportunities*  
Guest Speaker, CEWire2016, May 2016  
*Minimizing Risk: Records, Audits and HIPAA*  
Guest Speaker, AZOA Annual Meeting, Nov 2015  
*Minimizing Risks: Medical Record Keeping, Audits and Patient Privacy*  
Guest Speaker, Dickson Chen, O.D., Optometric CE Program, July 2015  
*A Cross-Examination of Legal Topics Every OD Should Know*  
Guest Speaker, CEWire2015, May 2015  
*Just the Facts: Partnerships, Associate Agreements and Buy/Sell Contracts*  
Guest Speaker, 2014 IDOC Optometric Business Conference, April 2014  
*A Cross-Examination of Legal Topics Every OD Should Know*  
*Just the Facts: Partnerships, Associate Agreements and Buy/Sell Contracts*  
Guest Speaker, "Seeing is Believing 2013"

*A Little Bit of Everything (Legal) an Optometrist Should Know*  
Guest Speaker, University of Houston, College of Optometry, 2012  
*Essential Aspects of "Associate Doctor" Agreements*  
Guest Speaker, NVisionCenters Annual CE Meeting, 2012  
*Issues in Optometry, 2012*  
Guest Speaker, American Optometric Society Annual Meeting, 2010  
*Avoiding & Surviving VSP Audits*  
Guest Speaker, CV Management, 2010  
*American Optometric Society & American Board of Clinical Optometry*  
Guest Speaker, The PowerPractice Annual Meeting, 2006  
*Diabolical Hypotheticals – Legal Challenges in the Optometric Office*  
Guest Speaker, The PowerHour Show, 2013  
Guest Speaker, American Regulatory Boards of Optometry  
Guest Speaker, Minnesota Optometric Association Annual Meeting  
IDOC Member-Director, 2015, 2016, 2017 and 2018  
Lecturer, Third Party and Medicare Billing for Optometrists

## **PUBLICATIONS**

Author, Employer's Guide for Optometrists  
Author, HIPAA Policy and Procedure Manual  
Columnist, Review of Optometry, 1999-2000  
Columnist, Optometric Management, 1998-1999  
Medicare Billing Guide for Optometrists, 1986-87  
*Child Abuse: Is Absolute Immunity Too Much*, Journal of Juvenile Law, 1994  
Numerous Digest Articles, Journal of Juvenile Law, 1994  
*Covenants Not to Compete*, Optometric Economics, May 1997  
*Don't Get Trapped, Non-compete Clauses*, Women in Optometry, Spring, 2007  
MDClip Computerized Office Management System (DOS)  
Quoted in Review of Optometry, January 1997, Summer 1996  
Published cases: 1-800 Contacts v. Steinberg (2003) 107 Cal.App.4th 568, 132 Cal.Rptr.2d 789

## **BIOGRAPHY**

Born March 10, 1958, Los Angeles, California  
Married (Pamela). Children, Ryan (1987), Morgan (1990), and Devyn (2001)  
Born and raised in the San Fernando Valley area of Los Angeles  
Presently lives in Northern Los Angeles County, in Agoura Hills, California