

Craig S. Steinberg, O.D., J.D.

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Agoura Hills, California 91301
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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

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.

<p>Optometrist, 1992-1994 Owner, Valley Optometry Center Van Nuys, California</p>	<p>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.</p>
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<p>Optometrist, 1984 - 1992 Employee Valley Optometry Center Van Nuys, California</p>	<p>Employed optometrist in general practice.</p>
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<p>Optometrist, 1994 - 1999 Dr. M. Friedman and Associates Culver City, California</p>	<p>Employed as a staff optometrist on a part-time basis.</p>
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<p>Optometrist and Corporate Officer, 1992 - 1993 All Valley Eye Institute, A Medical Group, Inc. North Hollywood, California</p>	<p>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.</p>
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<p>Optometrist, 1985 - 1989 Alan R. Schankman, M.D., Inc. North Hollywood, California</p>	<p>Employed as an optometrist on a part-time basis. Responsible for general patient care, contact lenses and patient triage.</p>
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OTHER

<p>Counsel, 2024 – Present Community Family Care Health Plan/Astrana Health Care</p>	<p>General and Litigation Counsel to a Restricted Knox-Keene Health Plan</p>
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<p>Counsel, 2010 – Present Community Family Care Medical Group IPA, Inc.</p>	<p>General and Litigation Counsel to a 180,000-life Medi-Cal Managed Care Independent Physician Association (IPA)</p>
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<p>Counsel, 2011 – 2016 Kids & Teens Medical Group & Serendib Healthways IPA</p>	<p>General and Litigation Counsel to a Multi-Office Pediatric Medical Group and IPA</p>
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<p>Founder and Executive Director, American Association of Doctors of Optometry (AADO), 2015 – Present</p>	<p>Founder and Executive Director of National Association opposing unfair business practices by vision care plans and third-party payers.</p>
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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