



CHRIS CHRISTIE  
Governor

KIM GUADAGNO  
Lt. Governor

## New Jersey Office of the Attorney General

Division of Consumer Affairs  
New Jersey State Board of Optometrists  
124 Halsey Street, 6<sup>th</sup> Floor, Newark, NJ 07102



CHRISTOPHER S. PORRINO  
Attorney General

STEVE C. LEE  
Director

October 6, 2016

**Mailing Address:**  
P.O. Box 45012  
Newark, NJ 07101  
(973) 504-6440

### Certified and Regular Mail

Carla Domingues, O.D.  
Pink Vision Associates  
1068 Clinton Avenue  
Irvington, NJ 07111

Re: Offer of Settlement In Lieu of Filing a Formal Disciplinary Complaint

Dear Dr. Domingues:

This letter is to advise you that the New Jersey State Board of Optometrists (the "Board") has had an opportunity to review information concerning an advertisement for Pink Vision Associates located at 348 Ridge Road, Lyndhurst, NJ that ran in The Observer, a newspaper located in the Kearney NJ area on or about April 6, 2015. Attached is a copy of the advertisement for your review. The advertisement offers "eye exams" but fails to include the name and license number of one licensed optometrist responsible for the optometric practice as required by N.J.A.C. 13:38-1.4(d).

Upon review of all available information, the Board has preliminarily found that probable cause exists to support a finding that you violated N.J.S.A. 45:1-21(h) as you have failed to adhere to a board regulation at N.J.A.C. 13:38-1.4(d).

At this juncture, the Board has preliminarily concluded that the above violations are sufficient to warrant the initiation of formal disciplinary proceedings against you. Notwithstanding that decision, however, the Board has determined that it will first offer you an opportunity to settle this matter, and thereby avoid the initiation of disciplinary proceedings, should you consent to:

1. Cease and desist from failing to include the name and license number of an Optometrist in the practice on all future advertisements offering optometric services such as eye examinations.
2. Pay a civil penalty in the total amount of \$250.00 for violating N.J.A.C.:13:38-1.4(d) and N.J.S.A. 45:1-21(h). (to be paid immediately upon your signing of the acknowledgment at the bottom of this letter) by sending a certified check, money order or credit card payment to the State Board of Optometrists, attention Renee Clark, Executive Director, P.O. Box 45012, Newark, New Jersey 07101.

If you are willing to settle this matter on the offered settlement terms, you may do so by signing the acknowledgment at the bottom of this letter, and returning it to the Board office. Upon your signature, this letter will be a matter of public record.

In the event you are unwilling to settle this matter on the offered terms, it will be referred to the Attorney General's office for the initiation of appropriate enforcement action. In such event, you will be afforded an opportunity to defend against the alleged violations. If an evidentiary hearing is deemed warranted the Board will either conduct that hearing at a date or time to be scheduled or refer the matter to the Office of Administrative Law. You are advised, however, that in the event formal charges are filed, the Board may assess civil penalties in an amount greater than that herein offered in settlement should any charges against you be sustained. Additionally, the Board may, if the facts are found to so warrant, enter an order, requiring you to reimburse certain monies and/or requiring you to pay costs incurred by the Board. Should you have any questions concerning this letter or the settlement offer herein, I suggest that you contact Deputy Attorney General, Carmen A. Rodriguez who may be reached at (973) 648-3696.

If you elect to settle this matter presently, you should sign the acknowledgment at the bottom of this letter and return it to the Board within fifteen (15) days following your receipt of this letter. In the event that the Board receives no response from you within fifteen (15) days, the Board's settlement offer will be withdrawn, and the matter will be referred to the Attorney General's Office for the initiation of appropriate enforcement proceedings.

NEW JERSEY STATE BOARD OF OPTOMETRISTS

By:   
Renee Clark  
Executive Director

ACKNOWLEDGMENT: I, Carla Domingues, O.D., hereby acknowledge that I have read and reviewed the settlement proposal set forth in the above letter. I acknowledge the conduct which has been charged. I am aware that, by signing this acknowledgment, I am waiving any rights I may have to defend myself against any charges of wrongdoing at an administrative hearing. I am also aware that the action taken against me by the Board herein is a matter of public record, and that this letter is a public document. I hereby agree to pay a civil penalty in the amount of \$250.00 (to be paid upon signing of this acknowledgment) and to adhere to the Board's regulations.

  
Carla. Domingues, O.D.

Dated: 10/10/16

c: Carmen A. Rodriguez, Deputy Attorney General

