

TRANSPARENCY ACCOUNTABILITY INTEGRITY EFFICIENCY

# the college

# VIEWPOINT

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Registrar's Message

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The Risks of Internet Dispensing

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**Protecting the Public**



College of  
Opticians of  
Ontario



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# NEED ASSISTANCE?

## HERE'S HOW YOU CAN REACH US.

### Mailing Address

902-85 Richmond Street West  
Toronto, ON. M5H 2C9

### General Information Desk

416-368-3616 Ext: 200  
Toll-Free in Ontario:  
1-800-990-9793  
Fax: 416 368-2713  
Toll Free Fax: 1-800 990 9698  
mail@coptont.org  
www.coptont.org

For other information, contact the appropriate department

### Registration Department

416-368-3616 Ext: 209  
registration@coptont.org

### Practice Advice

416-368-3616 Ext: 203  
practiceadvice@coptont.org

### Elections & Public Register

416-368-3616 Ext: 204  
elections@coptont.org;

### Examinations

examinations@coptont.org

### Complaints & Unauthorized Practice Intake Officer

416-368-3616 Ext: 212  
complaints@coptont.org

### Discipline Decisions

416-368-3616 Ext: 213  
discipline@coptont.org

### Quality Assurance

416-368-3616 Ext. 207  
qa@coptont.org

### Letters to the Editor

416-368-3616 Ext. 207  
lgibson@coptont.org

### Website

416-368-3616 Ext. 207  
lgibson@coptont.org

### Documents on the Web

Visit [www.coptont.org](http://www.coptont.org)  
Select Resource Room

### College Office Hours:

Monday to Friday  
8:30 am to 4:30 pm

### Holiday Office Hours:

Refer to the College website for Office Hours & closure updates.

## STAFF DIRECTORY

Main Office Number (416) 368-3616 Toll Free 1-800 990-9793

Caroline MacIsaac-Power, RO   <i>Registrar</i>	ext. 210	cpower@coptont.org
Bev Sloan   <i>Deputy Registrar</i>	ext. 208	bsloan@coptont.org
Mina Kavanagh   <i>Director, Professional Programs</i>	ext. 205	mkavanagh@coptont.org
Belinda Forrest   <i>Manager, Professional Affairs</i>	ext. 213	bforrest@coptont.org
Lisa Gibson   <i>Manager, Communications and Quality Assurance</i>	ext. 207	lgibson@coptont.org
Denise Bailey   <i>Coordinator, Registration</i>	ext. 209	dbailey@coptont.org
Keisha Simpson   <i>Manager, Information and Systems</i>	ext. 204	ksimpson@coptont.org
Carly Thomson   <i>Coordinator, Professional Programs</i>	ext. 212	cthomson@coptont.org
Marla Brum   <i>Coordinator, Operations</i>	ext. 201	mbrum@coptont.org
Natalie Dalcourt, RO   <i>Manager, Professional Practice</i>	ext. 203	ndalcourt@coptont.org
Melisse Willems   <i>General Counsel</i>	ext. 206	mwillems@coptont.org
Katie Chimirri   <i>Reception</i>	ext. 200	mail@coptont.org



## IMPORTANT DATES

### Discipline Hearing Dates

For information regarding upcoming Discipline Hearing dates, please check the college website at [www.coptont.org](http://www.coptont.org) under "Discipline". The College asks that you please notify us if you are interested in attending a discipline hearing. Please note that discipline hearing dates and times are subject to change.

### College Office - Holiday Hours

Visit [www.coptont.org](http://www.coptont.org) for updates, regarding holiday office hours, dates open, closed & early closures.

### Council Meetings - Updates

Visit COO website [www.coptont.org](http://www.coptont.org)

### NATIONAL EXAMS:

#### Session 1

Dates: Friday April 15, 2011,  
Saturday April 16, 2011 and  
Sunday April 17, 2011

Location: Georgian College, Barrie

#### Session 2

Dates: Friday October 21, 2011  
Saturday October 22, 2011  
Sunday October 23, 2011

Location: Georgian College, Barrie

The COO may hold an additional exam session at Seneca College, November 2011.

Information about the national examination content, fees, and process can be obtained by calling the National Association of Canadian Optician Regulators (NACOR) office at 1-866-949-1950 or by visiting the NACOR website at [www.nacor.ca](http://www.nacor.ca)

## EVENTS CALENDAR

### PROVINCIAL EVENTS:

Sunday April 3, 2011  
Ontario Opticians Association –  
**Inside Optics** Conference and Trade Show  
Mississauga Convention Centre, Ontario

Sunday April 10, 2011  
The Academy of Ophthalmic Education  
**35th Bi-annual Continuing Education Seminar and Optifair Canada Trade Show**  
Embassy Grand Convention, Brampton, Ontario

### NATIONAL EVENTS:

October 14-16, 2011  
**Vision Canada 2011**  
Delta Vancouver Airport Hotel  
Vancouver, British Columbia

### INTERNATIONAL EVENTS:

September 21-24, 2011 (Conference)  
September 22-24, 2011 (Exhibition)  
**International Vision Expo West**  
Sands Expo & Convention Centre,  
Las Vegas, Nevada

Stay informed on all important issues.  
Visit [www.coptont.org](http://www.coptont.org)



COUNCIL MEMBERS

- Fazal Khan, RO | *President*
- Rob Vezina, RO | *Vice-President*
- Gloria Baltazar | *Public Member*
- Parm Dhillon, RO | *Optician Member*
- Peggy Dreyer, RO | *Optician Member*
- Jeff Fernandes, RO | *Optician Member*
- Roque Fernandes, RO | *Optician Member*
- Frances-Clare Fraboni | *Public Member*
- Junaide Hakim, RO | *Optician Member*
- Eve Hoch | *Public Member*
- Librado Ibe, Jr. | *Public Member*
- David Milne | *Public Member*
- Marvin Ross | *Public Member*
- Bryan Todd, RO | *Optician Member*
- Udham Tonk | *Public Member*

APPOINTED NON-COUNCIL MEMBERS

- Kim Brander, RO
- Marilyn Fron, RO
- Paul Imola, RO
- Dennis Lam, RO
- Derick Summers, RO

EXECUTIVE COMMITTEE

- Fazal Khan, RO | *Chair*
- Rob Vezina, RO | *Vice Chair*
- Parm Dhillon, RO | *Elected Member*
- Buddy Ibe | *Public Member*
- Marvin Ross | *Public Member*

ONGOING UPDATES

The College website is frequently updated to ensure its membership and the public are kept informed. Please visit [www.coptont.org](http://www.coptont.org) regularly for the latest information on the profession.

**VISIT:**

**Resource Room:** Your main document source

**Member Feedback Section:** Contains all packages mailed to stakeholders for comments

Direct any questions or comments regarding the website to: [lgibson@coptont.org](mailto:lgibson@coptont.org)

**Does The College Have Your Email Address?**

Ensure receipt of timely updates and College communications.

Provide your email address to enable database inclusion

Email To: [mail@coptont.org](mailto:mail@coptont.org)

Optician #:

First Name:

Last Name:

Home Email Address:

Add [mail@coptont.org](mailto:mail@coptont.org) to your safe contacts address in your email

The College understands the importance of protecting personal information.

Refer to the COO's On-Line Privacy Statement.

**Frequently Used Websites**

(refer to the College website for a complete listing):

College of Opticians of Ontario  
[www.coptont.org](http://www.coptont.org)

**Opticianry Associations:**

Opticians Association of Canada  
[www.opticians.ca](http://www.opticians.ca)

Ontario Opticians Association  
[www.ontario-opticians.com](http://www.ontario-opticians.com)

National Association of Canadian Optician Regulators  
[www.nacor.ca](http://www.nacor.ca)

**Ontario Opticianry Education Institutions:**

Seneca College of Applied Arts and Technology – Your Career In Opticianry  
[www.senecac.on.ca/parttime/pip-opticianry.html](http://www.senecac.on.ca/parttime/pip-opticianry.html)

[www.senecac.on.ca/fulltime/OPTD.html](http://www.senecac.on.ca/fulltime/OPTD.html)

Georgian College - Opticianry  
[www.georgianc.on.ca/academics/programs/program\\_info.php?major=OPTI](http://www.georgianc.on.ca/academics/programs/program_info.php?major=OPTI)



# PRESIDENT'S MESSAGE



Fazal Khan, RO  
President

It brings me great pleasure to write this article as the 2011 College President. It amazes me how quickly time passes. With the passing of time we've seen many good people join and leave our ranks. I look forward to working with our new team this year to tackle challenges and opportunities that lie ahead of us.

2010 drew to a close with the successful completion of the Great Glasses case and the incarceration of its founder, **Mr. Bruce Bergez**. The College remains committed to pursuing complaints of unauthorized practice/illegal dispensing and to date has successfully obtained injunctions against four former Great Glasses outlets that were still not in compliance with the *Regulated Health Professions Act* and the *Opticianry Act*.

In 2010, we also saw NACOR complete its accreditation of teaching institutions. Those candidates who have not graduated from an accredited institution must now undergo a prior learning assessment program known as PLAR. If a candidate is deemed deficient in a certain area, additional educational upgrading may be required prior to taking the National Exams.

The Licensed Optician (LO) public awareness initiative was also launched nationally in 2010 including a website and television advertisements that communicated the importance of dealing with qualified Opticians. The Opticians Council of Canada is comprised jointly of regulators, educators and professional associations that head up this initiative.

2010 was certainly productive for our College. 2011 certainly has the potential for another busy and challenging year.

**The Challenges?** Delegation has been a contentious issue for many years. A draft Standard of Practice for Delegation has been circulated to stakeholders for review and comment. I encourage everyone to be part of the solution and hope that we see a resolution to this issue in the coming months.

**The Internet.** Another challenge that lays ahead. While we cannot simply unplug the Internet, the College is committed to working with the membership to guide them in working with changes in technology whilst dealing with unauthorized dispensing that may be occurring via the Internet.

**The Opportunities?** The Internet and its impact on patient safety is a common concern amongst Opticianry and Optometry and has given rise to productive discussions with our counterparts at the College of Optometrists. We intend to work closely together to tackle this issue.

I remain committed to the concept that a well-regulated profession is beneficial to both the public and the profession. I encourage you to be part of the solution.

Fazal Khan, RO

While we cannot simply unplug the Internet, the College is committed to working with the membership to guide them in working with changes in technology whilst dealing with unauthorized dispensing that may be occurring via the Internet.



# REGISTRAR'S MESSAGE

## THE COLLEGE'S ROLE AND MANDATE



While the Council of the College of Opticians has designated seats for elected Optician Members, the role of all regulatory health colleges is first and foremost the public interest.

So what exactly is the 'public interest'?

*A Public Opinion Perspective in Regulation*, a study conducted in 2003 concluded that there is no one definition of the public interest. Canadians would "understand it to mean the protection of public goods from the private interest". The study concludes that a set of overarching principles should be followed in the decision-making process:

- Independence of the regulatory body or process
- Effective and independent enforcement of regulations

- Consequences for non-compliance
- Timely and transparent application of principles
- Ability to respond to changing circumstances
- Efficiency
- Value for money

The College of Opticians of Ontario demands that its members are knowledgeable, skilled, patient-focused professionals who have earned and continue to justify the privilege of self-governance. Through this self-governance, the College achieves, ensures and maintains a very high standard of care which contributes to excellence in vision care for the citizens of Ontario. Self-governance ensures that the principles of transparency, accountability, access to care and public protection are maintained during the provision of health care services.

**The College's expectations for its membership are high and they should be.**

The dynamic and rapidly changing environment of health care in Ontario requires health care professionals to be highly skilled and technologically savvy with strong communication skills. Dispensing eyewear is an integral part of the eye care delivery system. In a model that relies on coordination and collaboration of health care providers, Opticians are well-placed to ensure maximum visual acuity, comfort and functionality for their patients.

By now you will have received an information package in the mail from the College. Take some time to review the information and help us protect the public by displaying your certificate and wearing your identification badge.

**Educate your patients about the important role Opticians play in their vision care.**

Sincerely,  
Caroline MacIsaac-Power, RO  
Registrar

*The dynamic and rapidly changing environment of health care in Ontario requires health care professionals to be highly skilled and technologically savvy with strong communication skills.*



## KEEPING AN “EYE” ON GREAT GLASSES

On March 1, 2011, the College was successful in obtaining court orders under the Regulated Health Professions Act against four of the former Great Glasses franchises.

The College moved forward in commencing the court proceedings against the former Great Glasses stores as it had received information that these stores were continuing to dispense prescription eyeglasses in contravention of the *Regulated Health Professions Act* and the *Opticianry Act*. The College conducted investigations of each of the stores that confirmed that these stores were, in fact, continuing to engage in unauthorized practice in that persons who were not Opticians, Optometrists or Ophthalmologists were dispensing prescription eyewear.



The stores, which are no longer associated with Bruce Bergez, are located at 95 Saginaw Parkway, Unit 6, Cambridge, 50 Dundurn Street South, Hamilton, 1319 Commissioner's Road East, London, and 2180 Itabashi Way, Burlington.

The orders obtained against the stores prohibit the owners and all of their non-Optician employees from holding themselves out as Opticians and from dispensing, except through lawful delegation.

The owners of the stores were cooperative with the College and consented to the court orders, including agreeing to pay costs to the College of \$2000 each.

The College regularly commences court proceedings under the *Regulated Health Professions Act* against stores where it believes illegal dispensing is occurring. In the event that an order obtained under the *Regulated Health Professions Act* for illegal dispensing is not complied with, the College can seek a contempt order against the wrongdoer. Penalties for contempt may include fines or imprisonment.

**On February 4, 2011, the court severed the final ties between Bruce Bergez and the Great Glasses chain of stores. Mr. Bergez appeared in court that day to respond to requests by the Receiver to end the receivership of the stores and by the former Great Glasses franchisees to terminate the franchise agreements. The court granted the request to end the receivership and, despite protest by Mr. Bergez, terminated the franchise agreements on the basis that the agreements were illegal. The court found it objectionable that Mr. Bergez required under the agreements that the stores could not hire Opticians.**

# TYPES OF COMPLAINTS AND REPORTS

As part of its mandate to “Protect the Public”, the College receives “complaints” about the practice of opticianry from the public, members of the College and members of other Colleges.

These matters can be loosely divided into two categories:

- complaints about members and
- information/reports about illegal practice by non-members

Although both categories are often referred to as “complaints”, only reports about members are technically “complaints” as that term is defined in the *Regulated Health Professions Act*.

Both types of matters are dealt with by the College’s Inquiries, Complaints and Reports Committee. An important difference between the two is that the Committee is required by law to investigate all complaints about members but not reports of illegal practice. That said, the College takes reports of unauthorized practice very seriously and regularly investigates and commences legal proceedings against those who are practicing opticianry illegally.

**“When complaints are freely heard, deeply considered and speedily reformed, then is the utmost bound of civil liberty attained that wise men look for.”**  
John Milton

If the College receives information that someone who is not an Optician, Optometrist or Physician is dispensing, a report is forwarded to the Inquiries, Reports and Complaints Committee. After an initial consideration of the report by the Committee, a more thorough investigation will be launched if there is good reason to believe that illegal dispensing is occurring. Once the Committee has completed its investigation, it may authorize commencing legal proceedings against a person or business for participating in illegal dispensing. Reports of illegal dispensing can be made anonymously to the College, although the investigation by the Committee may be more effective if the identity of the person making the report is known. It is important to note that the “informant” is not a complainant under the RHPA and is not a party in the matter. The College appreciates and welcomes the information, but the parties to the proceeding are the College and the non-registered person

and their employer. Once legal proceedings have concluded, the College will publish the court decision.

Complaints against members may involve allegations that eyeglasses were poorly prepared, that a member was rude or unprofessional when dealing with a patient or that a member participated in a scheme to defraud a benefits plan. A complaint may also be that a member performed a refraction and dispensed based on the results of the refraction. If that member has not been granted status by the College to refract, this would be professional misconduct. The College has jurisdiction in a complaint matter and authority to investigate even if the Optician was suspended at the time of the alleged wrongdoing. After its investigation is complete, the Committee can take different courses of action depending on the circumstances, including referring a matter to the Discipline Committee for alleged professional misconduct. To treat a matter as a complaint under the Regulated Health Professions Act, the complaint cannot be anonymous.

No matter what you call it, the College welcomes hearing from you if you have a question or concern about professional practice or illegal dispensing. Please visit our website at [www.coptont.org](http://www.coptont.org) for more information about complaints and reports of unauthorized practice.





# THE RISKS OF INTERNET DISPENSING

## PURCHASING EYEWEAR ON THE INTERNET

*This is a reprint of an article developed by the College of Opticians to educate the public about the risks involved in purchasing eyewear over the Internet. We encourage you to share this information with your patients to aid in this public awareness initiative.*

Online purchasing has made its way into virtually every aspect of life. In many cases, shopping on the Internet is easy and convenient and provides a quality, reliable service. Unfortunately, this is not always the case. The attraction of buying prescription eyewear over the Internet is that it may be faster or cheaper than visiting an optical store. But at what cost?

Buying prescription eyewear is not like shopping for books or clothes. In Ontario, only Regulated, Licensed Opticians, Optometrists and Ophthalmologists are legally permitted to dispense prescription eyeglasses and contact lenses. In certain limited circumstances, Opticians are permitted to dispense eyewear to patients via the Internet.<sup>1</sup> If the dispensing is being done by an Optician, one requirement is that you must already be a patient of the Optician.

**Unregulated selling of prescription eyewear over the Internet in Ontario is not just unsafe. It is also illegal.**

The information provided below refers only to those circumstances where prescription eyewear is purchased over the Internet from someone who is not authorized to dispense – that is, from someone who is not a Licensed Optician, Optometrist or Ophthalmologist. Purchasing prescription eyeglasses and contact lenses from someone you do not know brings with it a range of risks. Some of these risks relate to the health of the eye (e.g. improperly fitted contact lenses can cause injury to the cornea) and some relate to the effectiveness of the eyewear (e.g. eyeglasses with lenses that do not match a patient's eye measurements can impair vision). Improperly fitted eyewear can interfere with your ability to see, causing impaired depth perception, blurred vision, falls and other accidents, and worsened near or farsightedness.

The following is just a partial list of the risks and problems posed by Internet dispensing:

- You have no guarantee that you are dealing with a Licensed Optician, Optometrist or Ophthalmologist. Vision care via the Internet may be and sometimes is provided by inexperienced people who are not members of one of the regulated health professions.
- Opticians have the ability to recognize health issues dealing with the cornea and to refer a patient to another health professional before any serious harm can come to the eye.
- Opticians are also trained to take proper anatomical measurements, make appropriate initial and ongoing adjustments to eyewear, and to perform thorough pre- and post-assessment of contact lenses to ensure vision health and safety, comfort, peak performance and clear accurate vision. You cannot get this kind of care over the Internet.
- Eyeglasses and contact lenses need to be fitted to each individual patient based on measurements of the eye and face. This also cannot be done over the Internet.
- Improperly fitted eyeglasses and contact lenses can cause headaches, dizziness, and nausea.
- Contact lenses are “medical devices” regulated by Health Canada. When you purchase contact lenses over the Internet, you may get a product that does not meet Health Canada's requirements for safety, effectiveness and quality.
- You may get a product that has been recalled due to safety concerns.
- You may get a counterfeit product (e.g. a lower-quality product that is falsely labelled as being a higher-quality brand).
- You may receive a product that has not been stored properly. Contact lenses need to be protected from freezing and heat. When you order contacts over the Internet, you do not know where the product has been stored or for how long.

- You may receive a product that has expired. Contact lenses have an expiry date, after which it is not necessarily safe to use the product.

Prescription eyewear is not “one size fits all”. Opticians are front line, regulated health care professionals who serve as public educators on eye care issues including disease prevention and detection and are trained to answer patients' questions on a broad range of eye care issues, from dry eyes to corrective surgery. Opticians determine what kinds of lenses and frames are required based on a patient's prescription, needs and individual circumstances. Opticians also receive training in eye health problems and may recognize an issue that should be treated by an Optometrist or Ophthalmologist.

**When you purchase prescription eyeglasses or contact lenses, you are more than a consumer – you are a patient.**

Of the five senses – sight, sound, smell, touch and taste – the brain relies first and foremost on sight to provide essential information. The ability of the brain to assess and evaluate situations, determine courses of action and debate the risks associated with specific courses of action are determined, in part, by its ability to understand the images transferred from the eye. Only Opticians, Optometrists and Ophthalmologists have the necessary knowledge, skill, judgment, and accountability to dispense eyewear safely and competently.

Beyond any doubt, poorly dispensed eyewear can be detrimental to your vision. It is critical that patients deal only with regulated eye care professionals who will ensure that their eyes, and their vision, remain healthy and protected.

<sup>1</sup> Optometrists and Ophthalmologists may have their own requirements for dispensing over the Internet.





# NEW ONLINE RENEWALS – COMING SOON!

• QUICK • EASY • CONVENIENT



This year, the College of Opticians will make it easier for you to renew your registration with us by enabling renewals to be done online. You may have noticed that your renewal form has been significantly longer the last two years. This is due mainly to our requirement to submit information to the Ministry of Health and Long Term Care in compliance with the HealthForceOntario strategy. Online renewals will significantly reduce the cost of printing paper forms and is a quick, easy and convenient way for you to renew your registration with us.

#### **You can benefit by doing your renewal on line. Experience these advantages:**

- quicker and easier completion of your renewal form through the use of a safe, uncomplicated and user-friendly web based tool
- minimizes your potential for making data-entry mistakes

- reduce the potential of incurring a late and/or administrative fee due to an incomplete form
- provide you with the option to pay your renewal fee online

Your privacy is important to us. The online renewal program is being designed to keep your information safe and secure. The online renewal program will be implemented in two pilot phases starting with Student and Intern Renewals. Following will be Registered Optician Renewals. You will however, have the option of renewing with us through the current renewal form.

#### **Website - Members Section Update**

In addition, to better communicate with you, the College will be redesigning our website in 2011 and developing more user interactive tools. Significant changes will be made to the Members' section of our website enabling you to update your personal and employer

information with us online throughout the year. We are developing a step by step process guide to assist you with the online renewal program.

#### **For more information about the renewal program:**

- Visit: [www.coptont.org](http://www.coptont.org)
- Watch for upcoming newsletters
- Read 'News From The College' emails to members
- Contact: **Keisha Simpson**,  
Manager of Information and Systems  
416-368-3616, Ext. 204.  
[ksimpson@coptont.org](mailto:ksimpson@coptont.org)



# BETTER INFORMATION FOR BETTER HEALTH

## THREE KEYS TO ARRIVING AT THE RIGHT DECISIONS

*Provided by The Federation of Health Regulatory Colleges of Ontario*

Any time you see a health care professional, the most important thing you can bring in and take away is the same: information.

“The more informed that you and your provider are about your health, the better your health outcomes,” says Jo-Ann Willson, President of the Federation of Health Regulatory Colleges of Ontario (FHRCO).

FHRCO is the body that comprises Ontario’s 24 health regulatory colleges, which together govern over 260,000 health care professionals and hold them accountable for their conduct and practice (see [www.regulatedhealthprofessions.on.ca](http://www.regulatedhealthprofessions.on.ca)). When dealing with any health care professional, Willson says to remember these three keys:

- **Tell.** Inform your provider about any relevant treatments/medications/ conditions, or any changes in your health. Mention if you’re seeing other health care professionals, and discuss how your provider might work with them.
- **Ask.** Ask as many questions as needed until you’re comfortable with treatment options, instructions or advice. When dealing with multiple health care professionals, get their various perspectives on your issue. You want a complete picture to make an informed decision.
- **Listen.** Pay attention to your provider and get clarification as needed. Write down important information. This will help you remember the details later or share them with family or other care providers. “Listen to the people who can help you make the best health decisions and then act on the instructions or suggestions,” says FHRCO’s Willson.

Are Canadian health care consumers as informed as they should be? Not according to a study by the Canadian Council on



“Part of being a smart health consumer is sharing and seeking as much information as possible,” says Willson. “All regulated health care professionals are required to keep you informed. But you also need to be a participant in your health, to be in the best position to make sensible decisions about your care.”

Learning which defines health literacy as the ability to access and interpret information about your health, and make well-informed health decisions.

The study found that those with the lowest levels of health literacy are two-and-a-half times more likely to report being in poor or fair health as those with the highest levels.

*We Care About Your Care. FHRCO comprises Ontario’s 24 health regulatory colleges, which govern over 260,000 health professionals. The*

*colleges support these professionals in providing the people of Ontario with safe, competent and ethical health care; and hold them accountable for their conduct and practice. For more on how the health regulatory colleges protect you, and a list of all colleges, contact FHRCO at [www.regulatedhealthprofessions.on.ca](http://www.regulatedhealthprofessions.on.ca).*



# COMMUNICATIONS UPDATE

Communicating with our members, is important to us. Members have an opportunity to take advantage of communications initiatives and materials developed for your use. See below:

LOOK FOR THIS	WHAT YOU CAN DO
<p><b>NEW: Launched Group Email</b> All Active Members; Jan/11</p>	<p><b>Ensure you receive the College emails in your inbox</b></p> <ul style="list-style-type: none"> <li>• Add <b>mail@coptont.org</b> to your safe contacts address list in your email. The College strives for 100% open rates; clicks and more.</li> <li>• Ensure the College has your current email address</li> </ul>
<p><b>NEW: Expanded Public Information Tab</b></p> <p><b>NEW: COO Brochure for Public Audience</b></p>	<p><b>Review: New Website Tab &amp; Posted Articles and Brochure Visit <a href="http://www.coptont.org">www.coptont.org</a></b></p> <ul style="list-style-type: none"> <li>• Risks of Internet Dispensing: Purchasing Eyewear on the Internet</li> <li>• Registrar's Message</li> <li>• COO Brochure – Protecting The Public Review the entire brochure – <b>be informed on how COO is communicating to the public.</b> Be ready for public requests to see a Licensed Optician, a badge and certificate.</li> <li>• Use Licensed Optician decals, wear pin, display rack cards, posters and other materials.</li> </ul>
<p><b>Licensed Optician Initiative: Your opinion SURVEY – iPad® Draw</b></p>	<p>Just over a year ago the Licensed Optician initiative launched and the first national public awareness campaign completed its run on national TV.</p> <p>The success of the campaign was enormous. Momentum depends on support from a groundswell of Opticians. Before our next national awareness campaign, we wanted to hear what you know about the public awareness initiative, what's working and what would work better, so that we can shape how we move forward and ensure the initiative supports Opticianry the way you need it to.</p> <p>Thanks to those Opticians that took the on-line survey and participated in focus groups and interviews to ensure your opinion contributes to strengthening public awareness.</p>
<p><b>Licensed Optician Public Awareness Initiative: Success Story Article – Call To Action - Opticians</b></p>	<p><b>Read the article on page 17. <i>What You, Opticians Can Do Now...</i></b></p> <ul style="list-style-type: none"> <li>• Nationally, the focus this year is on increasing the engagement of Opticians' use of all materials to enable increased public awareness. See A Licensed Optician.</li> </ul>
<p><b>Sample Licensed Optician Rack Card for the Public</b></p>	<ul style="list-style-type: none"> <li>• If you haven't already, sign up at <b>www.LicensedOptician.ca</b> to access public awareness tools, order Rack Cards and other items, incorporate the ready to use pre-designed materials into your dispensary and be kept in the loop on upcoming campaign information.</li> </ul>

For more information, contact:

**Lisa Gibson**, Manager, Communications and Quality Assurance

lgibson@coptont.org

416 368-3616 ext. 207



College of  
Opticians of  
Ontario

Accountability  
Accessibility  
Commitment



*This email was sent from The College of Opticians of Ontario.*

*To ensure you receive COO emails in your inbox,  
please add [mail@coptont.org](mailto:mail@coptont.org) to your safe contacts list.*

COO Membership  
COMMUNICATIONS UPDATE  
January 2011

Dear Optician Member,

### Communications Update Launch Announcement: Group Email Communication - Current Optician Members

The College is pleased to announce the launch of a group email communication program that will enable us to communicate with the membership in a timely, effective and efficient way.

This program is part of the College's commitment to fostering an open and accountable relationship with the membership. If you have provided more than one email address, the College will use your home email for communication.

What you can do:

- To ensure you receive College emails in your inbox, please add [mail@coptont.org](mailto:mail@coptont.org) to your safe contacts list
- Ensure the College has your current home or other email address

Given that the College will be using email to communicate important practice and membership information, participation in the email program will be mandatory for all current and active members. The email software contains a built-in unsubscribe link. Should you click the unsubscribe link, you will receive an email from the College asking you to resubscribe to ensure that you continue to receive these important notices.

The College is respectful of your privacy and mindful of your time. We will not sell your email addresses to anyone nor will we abuse the email program.

We welcome your feedback. Please send your comments about our email program to [mail@coptont.org](mailto:mail@coptont.org). We will continue to monitor and develop the program as needed to ensure that it is a useful and positive resource.

Sincerely,  
**College of Opticians of Ontario**

You received this e-mail because our records indicate that you are a current and active member of the College of Opticians of Ontario. Refer to [coptont.org](http://coptont.org) for the COO Website Privacy Statement and Group Email Policy.

#### E-Mails Will Include

- Information and updates about important practice and advisory matters, including notice of new standards & other changes that may affect your practice
- Information about registration and renewal
- Links to draft materials and requests for member feedback as part of overall stakeholder consultation on matters relevant to the practice of opticianry
- Links to College publications such as our Newsletters and Annual Reports
- Legal Updates
- Surveys

Find out more: visit  
[www.coptont.org](http://www.coptont.org)

This email was sent to [mail@coptont.org](mailto:mail@coptont.org) by [mail@coptont.org](mailto:mail@coptont.org).  
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.  
College of Opticians of Ontario | 85 Richmond St. W. Ste 902 | Toronto | ON | M1T 1Z3 | [coptont.org](http://coptont.org)

The College of Opticians of Ontario supports the National Public Awareness Initiative by the Opticians Council of Canada.  
Learn more about Licensed Opticians & your vision. Visit: [www.LicensedOptician.ca](http://www.LicensedOptician.ca)



# PROTECTING THE PUBLIC

Enable the public to make an informed choice:

- Don't Trust Your Eyes To Just Anyone
- See A Licensed Optician
- Put Your Safety First

Help to Protect The Public

- Display your certificate and wear your identification badge
- Source a print version of the COO Brochure to enable reproduction for handouts

Visit: [www.coptont.org](http://www.coptont.org) Resource Section.

**Protecting the Public**

**Make an informed choice**

- Don't trust your eyes to just anyone
- See a Licensed Optician
- Put your safety first

[www.coptont.org](http://www.coptont.org)

Colleges of Opticians of Ontario | Licensed Optician

The College of Opticians of Ontario regulates the practice of Opticians to protect and serve the public interest. It's not optional.

Opticians play a vital role in delivering vision care in Ontario. To ensure optimal results, Opticians work with patients to identify the most appropriate type of vision wear based on a patient's prescription, individual circumstances, occupation and daily activities. There are approximately 2,400 Licensed Opticians in Ontario.

The College offers these tips to help you be an informed vision care patient:

- Look for the College of Opticians of Ontario Logo on the Registered badge worn by Licensed Opticians in Ontario – the badge is issued by the College and include the Optician's full name and Certificate of Registration Number. Ask to look it.
- Practising members must prominently display a current Certificate of Registration (usually in their principal place of practice). Look for the certificate displayed in Ontario Dispensaries.



- Only Opticians, Optometrists and Ophthalmologists are legally authorized to dispense prescription eyeglasses and contact lenses in Ontario. Don't trust your eyes to anyone else.
- Only members registered with the College can use the title "Optician", "Registered Optician" or "Licensed Optician". Ask to see a Licensed Optician.
- Search the Public Register of Members on our website to confirm that you are dealing with a Licensed Optician who is Registered with the College. [www.coptont.org/9548824](http://www.coptont.org/9548824)
- Make sure you have a prescription from an authorized prescriber: a physician, teacher or Optician (optical) or an Ophthalmologist.



To provide public protection for you and your family, the College:

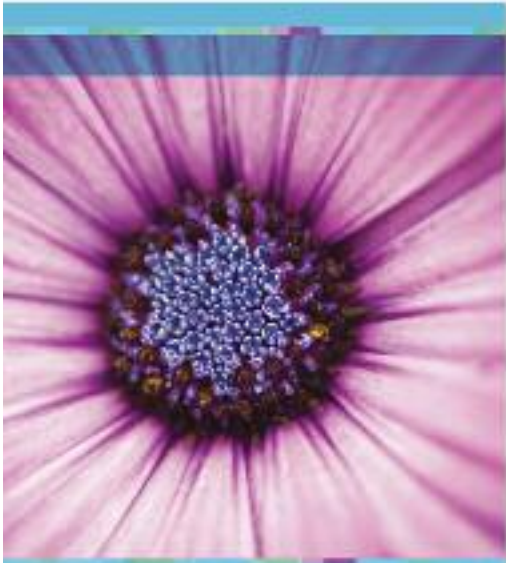
- Develops and enforces comprehensive Standards of Practice for all Opticians and opticians.
- Sets up special education requirements for Opticians and works with leading colleges to create education programs to raise the competency of new opticians. It also sets standards for opticians.
- Responds to written complaints from the public about Opticians.
- Regularly inspects and premises to set and enforce compliance with the practice standards.
- Regulates Opticians through their membership and professional regulation bodies (their self-governing bodies).
- Regulates Opticians through their membership and professional regulation bodies (their self-governing bodies).
- Constantly monitors, tracks and inspects the standards for the practice of Opticians to ensure that Opticians in Ontario offer the best care to their patients.

Protect yourself and your family. Choose only a qualified Licensed Optician.

[www.coptont.org/9548824](http://www.coptont.org/9548824)

Colleges of Opticians of Ontario | Licensed Optician





# We Make a Difference... & We're Letting Canadians Know!

As Licensed Opticians we're trained health professionals that balance form + function, design + technology... we are vision architects. We help shape how people see their world and how the world sees them.



Visit our on-line **STORE** for Licensed Optician branded apparel & promotional merchandise. Display the logo proudly and help build the brand awareness.



[www.LicensedOptician.ca](http://www.LicensedOptician.ca)

TM CPO registered Official Marks used under license

# Professional Identity and Public Awareness - Success Story

## Licensed Optician Campaign; Communicating with a National Voice



One of the most important projects Canadian Opticians have undertaken during the past year is the Opticians' Council of Canada's Licensed Optician public awareness initiative. This multi-stage campaign including many components focuses on **informing the public about why it's important to see a Licensed, Regulated professional and in particular the importance of how opticians contribute to optimal vision health and safe choices.**

### Internal Campaign - Audience; Opticians

On a national scale, all efforts were made to approach, inspire and educate all Opticians to be on-board in understanding the brand, using the brand and acting as brand ambassadors to 'spread the word'.

#### Deliverables included:

- Creation of a national website - LicensedOptician.ca (including an Optician password protected area)
- In-store promotions (Rack Card, Poster, Window Decal)
- On-line marketing & tools for Optician use (FAQs, Branding Guidance, Store)
- Production of a hardcopy mail piece and identification pin
- A striking, emotionally engaging multi-media video tells the opticians story. Opportunities were provided to enable Opticians to:
  - use the video for a rolling presentation in store
  - place the video on websites
  - include a link to the video within an email to be forwarded multiple times (viral email)
  - use of social media (point friends to the LicensedOptician.ca website)
- Sponsorship & exploration of co-branding



Opticians now have the opportunity to log in to the protected area of the LicensedOptician.ca website and discover tips on taking full advantage of the national advertising effort.

The mail piece designed was printed and a hardcopy was mailed directly to all Canadian Opticians. The mail piece caught the attention

of many with its brightly coloured logo, unique button design and transparent vellum envelope. The graphical shapes from within the logo, fold out to create the new eye catching two-dimensional Licensed Optician logo for your personal use.

#### The mail piece read...

"As licensed Opticians we're trained health professionals that balance form + function, design + technology...you might say we're vision architects. We help shape how people see their world and how the world sees them. Starting May 2010 – our profession will launch our first ever national campaign. You won't want to miss it! Learn more about the campaign and how to participate at [www.LicensedOptician.ca/news](http://www.LicensedOptician.ca/news). While there, sign up to receive campaign information!..."



#### Response:

- **Almost 900 Opticians signed up on the website**
- **Website hits doubled since the marketing campaign launched in May 2010**
- **Google ads have been used to help promote the website in search engine opportunities relating to opticianry.**

#### Google Ads – Response:

- **Impressions (views): 411,073** (Number of times the ad shows in Google when a campaign keyword is looked up in search)
- **Clicks: 2301** (Number of times the ad is clicked on from Google)

The website has gained positive feedback from Opticians and **we will continue working to engage Opticians to use the promotional tools available on the website.** Social media has also been used as a tool to consistently remind Opticians about the promotional tools on the website. We will continue working to inspire and educate Opticians about the campaign through newsletters, magazine articles, presentations and online communication.

Thank you to those Opticians who were inspired to visit the website – **you took the opportunity to get informed, be involved, and to contribute to the national effort towards Opticians making a difference in the Canadian optical industry.**

## Launch – Public Campaign:

After the success of our internal campaign for Opticians, which unified the importance of all Opticians communicating with 'one-voice' to the public, the hard work continued. The Steering Committee together with an outsourced agency produced the public campaign including the following components:

- Media buy
- Television advertisement
- On-line marketing deliverables
- Public relations
- Drive visitors to the website - LicensedOpticians.ca
- Find an Optician database
- Learn about Opticians
- Watch the multimedia clip

Changing how you see the world...  
and how the world sees you.



### Update:

The television advertisement began airing nationally in May and continued through to July. The advertisement re-aired in November 2010 keeping our 'one-voice' message of "Ask to see a Licensed Optician" consistently in the media for public viewing.

- showing 88 times per week
- delivering over 22,832,000 impressions

In addition to national television advertising, a Licensed Optician website has been launched with intriguing features for both the public and Opticians. The website provides the public with the ability to 'find an Optician'.

For more details, and to view the television advertisement, visit [www.LicensedOptician.ca](http://www.LicensedOptician.ca)

We strive to keep you informed and will continue to update you as this national campaign effort evolves. Overall, the campaign was economically structured. The logo, other design elements and messaging were reused for different communication pieces.

# What You, Opticians Can Do Now...

## Learn all there is to know about the Licensed Optician Public Awareness Initiative

- Visit the protected area of the LicensedOptician.ca website regularly
- Use the Optician Marketing Materials: developed for your cost effective ease of use. Materials are available via the protected Opticians Area of the website. (refer to branding usage guidelines)
- Promote the brand and messaging wherever possible and with consistency
- Spread the word to other Licensed, Registered Opticians

## Work together with 'one voice' to educate the public

- Encourage your patients to visit the public website LicensedOptician.ca
- Reinforce the messaging consistently
- Communicate...Licensed Opticians are highly skilled health professionals working to exacting standards and precision
- Generate awareness that the profession of Opticianry is Regulated and that the regulatory bodies exist to protect the public and ensure the highest level of care from Opticians
- Remind your patients to always make sure they are seeking vision care from a Licensed Optician to ensure that their vision is in safe hands. In Canada, Opticians are Regulated to ensure optimum vision health

Visit [LicensedOptician.ca](http://LicensedOptician.ca)



# HAVE YOU MOVED OR CHANGED EMPLOYERS?

Each member is required by law to report the address of his or her primary place of Opticianry practice. This address is a matter of public record in the College Register and must be reported promptly. In addition, a member may designate another address as their preferred mailing address for College communications.

If a member is not in active Opticianry practice, he or she may so indicate by checking off the box in the practice address section. However, in that case the member must supply a designated practice address; this address can be a P.O. Box number. Although, your home address is considered private information, if you are not practicing or you are in private practice and designate your home address as your practice address, this will be shared on the public register.

## How to change your mailing address with the College:

1. Obtaining a Change of Address Form:
  - Visit [www.coptont.org](http://www.coptont.org) (select Resource Room)
2. Print a Change of Address Form

3. Fax, mail or personally deliver the completed form to:

Fax: (416) 368-2713  
 College of Opticians of Ontario  
 Registration Department  
 905-85 Richmond St. W.  
 Toronto, Ontario M5H 2C9

4. Phone the Registration Department and request a change of address form:

- (416) 368-3616, ext. 209
- 1-800-990-9793, ext. 209 (toll free in Ontario)

## Change to Insurance Information:

If your insurance information has changed at any point during the current registration year it is your responsibility to ensure that the College receives an up to date Certificate of Being Insured (Under a Professional Liability Insurance Policy) form (COBI)

- To obtain a COBI visit [www.coptont.org](http://www.coptont.org) (select Resource Room)





# Bookmark our website

**Your Resource**

**[www.coptont.org](http://www.coptont.org)**

**Let us help you get the information you need**



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Opticians of  
Ontario

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