

**SPRING 2020**

## WHAT'S INSIDE

-  Inside Optics 2020 is coming
-  John Yee: New Book
-  AGM Invitation
-  New Deputy Executive Director
-  ...and More!

**SPRING 2020**



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# PRESIDENT'S MESSAGE

Fresh Starts!! In the previous issue of FOCUS, I was wishing you well as we counted down to 2020. Well, it's here and for many it is already not feeling "new". We are all anxiously awaiting spring and focused on our what's next? The first quarter of a new year is a time of promise. Promises we make to ourselves. Promises to advance our practices. The social behaviour experts say most of us start to waver on many of those fresh start promised by the end of February.

So, let's take another look at what a new year can deliver and our role in making things happen. March is the transition month.

From the Association's perspective, the Board is pleased to have started on its succession plan. There is now a Deputy Executive Director in place supporting long-serving Executive Director Lorne Kashin, learning the ropes of the Association's business and the multi-faceted nature and demands of the Association's events management. The new Deputy Director is no stranger to any of you. It is a pleasure, to officially re-introduce you to Martin Lebeau in his new role.

Martin is a past president of the OOA, president of the OAC and a well-known OOA member. Within this edition of FOCUS you can read a personal message for Martin. I'll let him tell you his plans and intentions.



**BILL SNELGROVE**

From the OOA Board's perspective and its duty to you, our members, non-profit organizations that are serious about their own sustainability are also serious about planning for smooth and thoughtful transitions of leadership. We also plan to make sure the Association's board of directors is prepared for unexpected departures.

The OOA Board is serious and diligent. The Board recognizes the members are serious too as demonstrated in another strong registration renewal and member retention rate.

Thank you for your trust and your continued support. To be a strong voice for the profession, we need those numbers and that member commitment.

Succession is more than a Board governance duty. Many of our members have built strong optician businesses and are in the process of selling them or transferring ownership to a next generation. There are also many new opticians entering practice and looking for their fresh start to a new career. Success and transition are important elements to relationship building and mentoring.

*"Succession planning is well underway"*



This is one of the reasons we were pleased by a terrific turnout at the joint OOA-OAC March Student Night event held at the Sheraton Hotel and Conference Centre in Richmond Hill. The next generation of leadership in the profession is waiting and we have a job to do to welcome them and help guide them through the start of their careers.

How? Through professional development events, through informal mentorship and through exploring ways to be involved while they are enrolled in the accredited programs at Seneca and Georgian Colleges. Lorne and Martin have visited and will continue the OOA custom of visiting the optician students.

I hope to see you at the OOA's big spring event – INSIDE OPTICS – one of the optical industry's biggest conferences.

Lorne and Martin tell me it's going to be another sold out event. The industry sponsors deserve considerable appreciation for their ongoing commitment.

The exhibit hall will be filled and later in March, the Vendor Alley, mentioned in December as a new web-based feature for members to source from preferred suppliers, will officially be launched. Watch for it and please visit online before and after the conference.

It will be a year-long opportunity for discounts and new product news and information.

The Fall event planning is well underway and will include something new too. At the Specialty Symposium, thanks to an OOA partnership with The Optical Group – there will be a Saturday evening, event for networking and entertainment called the Specialty HUB.

Making optical industry connections will be more than a theme it will be part of OOA members' strategies and opportunities to build their businesses and knowledge-base on trends and technological advances. Stay tuned.

Members, spring is more than coming, the OOA is ready to greet and unleash the best spring can offer at its first 2020 event in April. Don't miss it!

Bill Snelgrove

*“Opticians are committed to staying on top of vision care advances. Opticians: On the Frontline of Vision Care.”*



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DO MORE.

## Join Us at the Following Events



September 13



October 03



October 04

# ALERT: CORONAVIRUS UPDATE

## The 2019 Novel Coronavirus (COVID-19)

Learn about how the Ministry of Health is preparing for the coronavirus in Ontario. Find out how to protect yourself, what to do if you're sick after you travel and how to recognize possible symptoms.

The OOA would like to provide this official government coronavirus update link:

<https://www.ontario.ca/page/2019-novel-coronavirus>

*The OOA is here for YOU.*

***If you have a concern or a complaint,  
please contact the Association  
Secretariat, the Executive Director or  
the Deputy Executive Director.***

## CONTACT US



# INSIDE OPTICS 2020 MOVED TO E-LEARNING

THE LARGEST OPTICIANS EVENT IN CANADA



SUNDAY, APRIL 19

ONLINE AT OACLIVE.CA

During first week of March, the OOA issued its direct mail to members on the remaining opportunities available to register for Inside Optics.

We do not want you to miss the optical industry's very special conference. The speaker line-up is impressive.

You get to kick start your collection of required Continuing Education credits and there is much to learn and to share.

The OOA is proud to inform members that by attending the OOA events you will be able to earn all mandatory credits. Why look elsewhere?

## SPEAKER LINEUP

Zully Kasmani, RO



8:30 | EG

Dr. Mark Eltis



9:30 | EG /CL/RF

Dr. Kiran Ramesh



11:00 | EG /CL/RF

Cathi Mietkiewicz



12:15 & 13:30 | PG

Amy Chow, RO



15:00 | CL

John Yee, RO



16:00 | EG /CL/RF

Optional: College of Opticians Update (PG credit)

The OOA is particularly pleased to be able to help members take advantage of the regulatory college's new CE category for Professional Growth with a solid session on Professional Judgement being delivered by a lawyer who was formerly an optician and is a past president of the COO, College of Opticians of Ontario.

Talk about a remarkable fresh start for Cathi Mietkiewicz. Cathi is a dynamic speaker and will be bringing her unique insights and experiences to this important discussion on Professional Judgement.

**REGISTER NOW**





Choosing to return OOA conferences and special events to the Sheraton Parkway Hotel and Conference Centre in Richmond Hill, following its multi-million dollar renovation, brings new features and new experiences. See why it is important to complete a satisfaction survey following any event? We heard YOU.

The OOA members were clear in requests for a new venue, better food, more modern facilities and greater accessibility. We think you will be pleased.

The new food experiences are themselves very special, plus the hotel's ground floor has a Starbucks!! The food selection has been made to provide more crowd-pleasing hospitality and a broader selection, especially for members with food allergies and special dietary needs and restrictions. Be sure to identify any special food needs when you register.

The big – maybe even spectacular – new development is the ability for OOA to create an extensive, exhibitor space that is literally the full length of the corridor and reception areas between the conference centre and the hotel.

## MOVED TO E-LEARNING PLATFORM NEW FOR 2020

We can and are then duplicating that with the new online vendor alley that can give you access to the exhibitors you met at Inside Optics and could meet at Professional Learning (Ottawa) and the Specialty Symposium & Specialty HUB in the Fall.

It's a fabulous new way to connect opticians with sector vendors, along a well-lit area with ease of traffic flow, access to coffee break stations and quick scan to find booths with information and latest and greatest trends and technology to advance your practice and professional offerings.

One reminder, while the Sheraton has a very large parking lot – PLEASE – there is free and covered parking available right under the Sheraton's Conference Centre with an elevator to bring you straight up to the conference ballrooms where we will be waiting for you.

This might be a real benefit if April 19 is a spring rain day.

Take advantage of this great venue feature. Means you can leave coats in cars too.



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### INSIDE OPTICS 2020 HIGHLIGHTS

*VISIT OUR INCREDIBLE VENDORS' ALLEY*

*AGM AT 5:15 PM*

**UP TO 7 ACCREDITED + 2 SELF-DIRECTED  
HOURS AVAILABLE**

# Welcome!

## NEW DEPUTY EXECUTIVE DIRECTOR

Bill talked in this issue of FOCUS about fresh starts. I want to share what this new start as OOA Deputy Executive Director and working as an Executive Director –in-Training feels like to me. It's wonderful. It does feel like a promise.

I am not sure how many members might be aware, but I invested in this pathway some time ago enrolling and studying in the well-recognized, CSAE Canadian Society of Association Executives -- to achieve the coveted professional designation of CAE.

The CAE is the gold standard in association management certification. It's been a long and frankly more challenging journey than I expected, but it feels good to have pushed myself towards it and, yes, it was a commitment made as a promise to myself and a promise at a fresh start; options beyond my optician practice, but aligned to that too.

There are some 70,000 registered professional associations in Canada with many having been established in the past 10 years.

Why? Association management is growing as people like you and me, professionals, seek out the benefits of professional development, knowledge sharing, networking and referrals and a collective voice to advance the profession we've chosen.

It's fascinating to learn all about governance and membership development and services, the importance of continuing education, conferences and events and all the best practices to bring value to the Association's membership.



MARTIN LEBEAU

*“The pathway to good governance is certified association management.”*

Learning to serve and to lead with service has been a terrific experience. I am looking forward to hands-on learning and applying the textbook lessons to OOA direct experiences.

It's been extra special to be mentored by OAC's Executive Director, Robert Dalton and, of course, OOA's remarkable Executive Director, Lorne Kashin.

Lorne let me jump in immediately to work with the OAC team on Student Night and with him on the new partnership with The Optical Group to create extra member and vendors/sponsors with the addition to the Specialty Symposium and the new Specialty HUB.

Lots of good things are ahead as a result of this smooth transition plan and the renewed management energy to increasing member experience. There's a team at work for you!



# STUDENT NIGHT AND JOB FAIR 2020 | RECAP

## Successful 3rd Annual Student Night & Job Fair hosted by the OAC and OOA

On Friday March 6 the Ontario Opticians Association (OOA) and the Opticians Association of Canada (OAC) held their annual Student Night and Job Fair at the Sheraton Toronto North Hotel in Richmond Hill, Ontario.

The event saw over 200 students, employers, association board members and special guests enjoy an evening of special presentations, giveaways, food and beverages in a relaxed atmosphere while speaking with potential employers.

Students brought their resumes and had an opportunity to speak directly to employers that included independent optician practices, optometric practices and chain stores. Student guests were from Georgian, Seneca and NAIT.

Transportation was provided from both Georgian College and Seneca College. The OOA and the OAC recognize the importance of supporting future opticians and will continue to support initiatives such as this.



# JOHN YEE: ORTHO C AND NEW BOOK

I invented something. I want you to try it. I will not charge you a licensing fee. The device is a contact lens. The treatment is Ortho C. Ortho C is an improvement over ortho K. It's cheaper and easier to apply. The patient only wears it for 5 minutes instead of overnight, and the goal is to wear it once every month or longer.

Ortho C attends to the myopic shape of the whole eye. An ortho C lens does not manipulate the shape of the cornea. It reinstates the correct neuromuscular message to reshape the deviated parts of the eye which an ortho K lens cannot touch: the crystalline lens and the sclera. The theories and the verification of the theories will be discussed.

The frequency of wear is spaced out over a longer period. Instead of wearing the lens every night as in ortho K, the patient may only wears it once every week at first and then extend it to once every month or two, or longer, depending on the resistance of the eye.

The duration of wear, or how long one has the lens on is different than ortho K. Instead of sleeping with the lens on for hours as with ortho K, the patient only wears it for about 5 minutes. It is the duration required to insert the lens, perform a drill, and to remove it. The type of drill synchronizes with the type of refractive error.

The reason for wearing an ortho C lens regularly is different: to prevent progressive myopia. An ortho C lens attends to how the patient became nearsighted. The culprit is the excessive tension of the oblique muscles. The design of the lens "loosens" the oblique muscles instead of altering the curvature of the cornea.

## The Neurological Treatment for Nearsightedness and Related Vision Problems



A Guide to Vision Improvement  
Based on 30 Years of Research

AAP APPLE  
ACADEMIC  
PRESS

CRC Press  
Taylor & Francis Group

**A copy of John Yee's New Book  
will be raffled off or will be provided to  
members attending his presentation**

*Join John Yee at his  
presentation on  
April 19 at 4:00 PM*

*Only at*





# Vision Care Trends 2020

## FOCUS ON CONCUSSIONS & VISION

### NEW DEPUTY EXECUTIVE DIRECTOR

In the previous edition of FOCUS, we offered a new regulation feature on Vision Care Trends.

Last issue was related to a story on Blue Light, but also on new trend and growing demand for employment-mandatory safety glasses.

In this issue we want to combine a trend and important development in Ontario health care policy to some possible advocacy for the optician profession.

Let's link this back to the Fall 2019 Speciality Symposium session on Ocular Emergencies by Dr. Robert Kloepfer.

One of the emerging areas of risk of harm care to health care consumers of all ages is MBTi – Mild Traumatic Brain Injury – and growing knowledge and awareness about concussions. Ocular concussions are often missed in the initial assessment and diagnosis of concussions.

This is especially troublesome for injured youth. FOCUS has turned to some expert sources and resources for you.

The OOA has been made aware of non-regulated staff in some vision specialty offices being used, after some basic training, to conduct concussion baseline testing for vision patients. The OOA believes it may be time for some advocacy to have regulated opticians trained and identified as the better first contact for such testing.

You may find these two brief video clips on the role of vision and eye testing in concussion assessment and treatment:

#### VIDEO 1

#### VIDEO 2

The profession should track the Concussion Guidelines under development by the provincial Government with the Ontario Neurotrauma Foundation.

Please be sure to take some time to review the most recent consultation document on Ontario Concussion Guidelines:

#### CONCUSSION GUIDELINES

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**Ontario**  
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# CONCUSSION: THE EYES DON'T LIE

## What is an ocular-motor concussion?

A concussion that affects the ocular, or visual, system of the brain.

Typically, patients with ocular-motor concussions report pressure headaches in the front of their head, feeling more tired than normal, and becoming more symptomatic doing math or science exercises at school.

Patients also experience difficulties with their eyes working together. Follow along to explore some of the most common symptoms.

## Convergence

The eyes converge when viewing objects up close, such as with reading. With convergence problems, patients may see a double image as a target moves closer to them. Typically, without a concussion, objects can be brought very close without doubling.

## Accommodation

Accommodation problems cause an object to become blurry as it is viewed up close. Accommodative and convergence problems are often experienced together and can impact reading and other near-vision activities.

## Pursuits and Saccades

The eyes use pursuit eye movements to follow objects; while saccade eyes movements allow the eyes to shift rapidly from one object to another. Tracking objects, reading a book, scrolling on a computer or even watching for a moving car while crossing the street can be difficult when patients have problems with pursuit and saccade eye movements.

## Misalignment

When people with eye misalignment (one eye drifts, eyes aren't perfectly aligned) sustain a concussion, the brain may have difficulty compensating for the misalignment like it once did. This can result in blurry vision, difficulty taking notes in class and focusing on the chalkboard.

“According to the Ontario Neurotrauma Foundation, 150,000 Ontarians are diagnosed with concussion annually. 40% will have a vision dysfunction.”



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# Important Changes

## TO THE STANDARDS OF PRACTICE

The new standards of practice were approved by the College of Opticians of Ontario (COO) council on December 3rd 2019. Below is a brief summary of the main changes in the standards:

- The introduction of the Most Responsible Dispenser. This will be applicable to practices where there are multiple opticians working.

The college will now consider the optician who dispenses as the most responsible dispenser, and will be responsible for all steps in the dispensing process, performance and any potential risk to the patient.

For those members working in such multiple settings, it will be important to take visual acuity and discuss any variation made from the prescription notes, and/or recommendations, and make notes in patient's file when dispensing.

- Members will now be required to adhere to expiry dates on the prescriptions and use professional judgement on prescription recommendations and notes.

Any divergence from either the expiry date and notes or recommendations should be noted in the patient's file.

- Prescription duplication from the current pair of eyeglasses should be used in exceptional circumstances after reasonable attempts have been made to verify the validity of the prescription.

When duplicating, notes to this effect and the circumstance under which the duplication took place, should be noted in the patient's file.

- Orthokeratology has now been introduced as a Standard 4 in the new standards.

This has been separated from the previous contact lens standard and most importantly, requires a prescription from an optometrist or ophthalmologist to fit Ortho-K lenses as per section 4.1.



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# Important Changes

## TO THE STANDARDS OF PRACTICE

- Introduction of Remote Practise and Technology, Standard 7.

This standard introduces guidelines when using technology in the form of website, telepractice (e.g. video conference, email, smart phone apps, telephone calls, or any other technology.) and remote delivery (via mail or in store pick-up by a third party) of prescription eyewear.

When dispensing under these circumstances, it should be in the patients interest to do so after considering factors such as:

- The patient's age and health
- The prescription and the degree of anisometropia
- Previous eyeglass history. Reason for remote dispense (must be noted in patient file), such as a patient with mobility issues or a patient that is travelling and the glasses will be mailed.

The best practice would be to take, and note, the facial measurements in the patient's file such as length to bend the temple, and then adjust the glasses according to the patient's facial measurements before mailing them.

Please take a moment to go over the entire standards to update yourselves with the new requirements. They can be found at:

### STANDARDS OF PRACTICE

#### APRIL ANNUAL MEMBERS' MEETING REMINDER

**SUNDAY, APRIL 19 2020 - 5:15 PM**

#### CALL FOR NOMINATIONS

##### BOARD OPENINGS

Pursuant to OOA Bylaws directors will expire as of the 2020 AGM. The 2020 elections will, therefore be for three (3) positions, all three (3) position are for two (2) year terms.

Any Licensed Optician of the OOA in good standing and who fulfills the requirements of Clause 6.2 of By-Law No. 2 may stand for election to fill any one of the four open positions. Nomination form:

**CLICK HERE**



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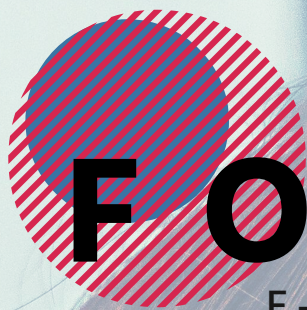
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# FOCUS

E-Newsletter

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