



Strategic Directions

Federal Government Advocacy



CAO staff and Council members engaged in over 20 meetings to advocate for the establishment of a national vision strategy, including a Vision Desk at the Public Health Agency of Canada.



Developed a [written submission](#) in advance of the 2022 federal budget, focusing on the need for a formal vision study to examine the social and economic impacts of the crisis in eye health and vision care.



Appeared before the Standing Committee on Health regarding the impact of COVID-19 on the vision health of Canadians.

Provided government relations training to members from across the country in support of CAO's advocacy efforts.



Began work with the Canadian Ophthalmological Society on a long-term project to systematically track access to vision care in Canada.



Named as one of the top 50 health related organizations for lobbying in 2021 by the Lobby Monitor, the leading news source on Canada's lobbying activity.

Public and Stakeholder Education



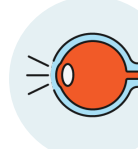
Amended advertising and sponsorship policies to prohibit advertising and sponsorships from corporations and/or their subsidiaries offering regulated optometric services to the public, including eye examinations and prescription eyewear and/or contact lenses.

Modernization of vision health insurance:

- Presented to more than 60 Canadian insurance companies about insurance fraud.
- Produced more than ten webinars, podcasts, blogs and industry publication articles.
- Achieved approximately 70% engagement rate on LinkedIn campaign.
- Actively engaged throughout the year with senior representatives of six of the largest insurers in Canada (Manulife Canada Life, Medavie, Green Shield HBM+ and OTIP) and achieved some considerable progress with two of them towards vision benefits modernization.



Developed a [position statement](#) in support of mandatory COVID-19 vaccination for healthcare workers.



Developed a [Myopia Management Position Statement](#) that incorporated the World Council of Optometry's evidence-based standard of care.



Confirmed CAO Past President Dr. Michael Nelson as a North American representative on the World Council of Optometry Board, AOQ member Dr. Luigi Bilotto as a North American rep on the Education Committee and BCDO member Dr. Paul Geneau as a member of the WCO's Membership Committee.

Member Engagement and Support

Refreshed organizational branding to elevate and modernize the brand to better reflect CAO's status as a national voice for optometry.

Supported by Cooper-Vision, developed a free, three-part, COPE-approved myopia management course.



Collaborated with MDbriefcase on a new CPD program supporting optometrists in optimizing glaucoma management.



Secured a collaboration agreement with Optocase for a 15% discount on Optocase's Annual Memberships and OCT Certification Program.



Worked with provincial associations to investigate a national health insurance plan for our members.



Launched the CAO Learning Platform for both Canadian Certified Optometric Assistants and Optometrists



Supported the roll out of a COVID-conscious "Think About Your Eyes" digital awareness campaign from June - October 2021.

Established an [Editorial Board](#) for the *Canadian Journal of Optometry*.

Technological Leadership



Developed [The Use of Teleoptometry in the post-COVID Optometric Practice](#) and [Diabetic Retinopathy and AI](#) position statements.

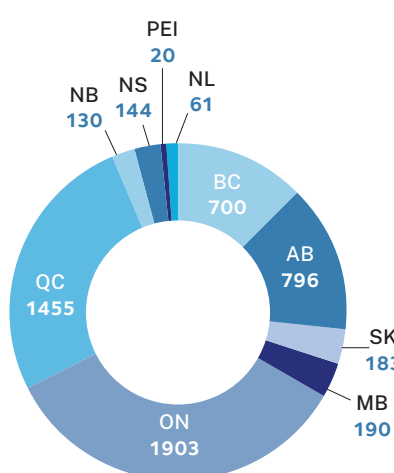


Completed the draft of a white paper on AI and Teleoptometry.



Facilitating the emergence of teleoptometry services in the North with the University of Waterloo, Université de Montréal, the First Nations Inuit Health Branch and other interested parties.

Association Members by Province



Student Members

University of Waterloo: **162**
Université de Montréal: **93**
International: **190**



6,181 Followers



2,640 Followers

[Financial Statements](#)

[CAO Council](#)

2021 Award Winners

Carol Hughes, MP, Vision Champion Award
Dr. James Kerr, SAO, Honourary Member Award
Dr. Lee Kolbenson, SAO, President's Award



Total enrolled: **168**
Graduates: **150**