

## Thank You

We would like to extend our thanks to Hoya Vision Care Canada for their continued sponsorship of this newsletter. Their participation allowed us to launch what has become a very informative quarterly benefit to CCOAs. And special thanks to Joyce Van Rooyen, CCOA, Hoya's Professional Education Co-Ordinator, for the many very useful educational articles that she has provided. We applaud Hoya's ongoing commitment to education for optometric assistants and look forward to working with them again this year.

## A Personal Request

Lise and Terry are asking you to consider joining the "Go Public" campaign to control cancer (more info available at [www.controlcancer.ca/gopublic](http://www.controlcancer.ca/gopublic)). As some of you may know, Terry is an 18-year survivor of breast cancer. Unfortunately Lise is currently facing the same battle. Cancer has touched all of us in some way or another. As neither Lise nor Terry particularly enjoy sympathy, we are asking you to visit the above website to see how you can join forces with Canadians across the country to become involved in controlling cancer. This organization is attempting to mobilize the public to call for better cancer control. We all know that our food, water, and air are polluted – let's do something about it together. Join a community conversation and support those you love. P.S.: Lise is working while undergoing treatment, so she can be contacted as usual at 1-888-263-4676, ext. 216 or at [lise@opto.ca](mailto:lise@opto.ca), if you have any questions, etc.

## Technical Tidbits

**"Hot" Tip** — *Boston Globe* columnist Debra First wrote about her contact lenses in the Sept. 5, 2008 "Dishing" column. Apparently she had been helping to prepare "a feast of Chinese chili crabs." Her hands were coated in red chili flakes, and the skin under her fingernails burned with chili oil. She knew enough not to take her contact lenses out, while the oil was still on her skin, so she soaked her fingers in a bowl of milk for 15 minutes. Then she was able to remove her contact lenses, burn-free. What she did not report was whether she experienced any burning the next morning when she reinserted her lenses. Does anyone out there want to try and give us a report? This might be a great tip to pass on to patients.

**Eyewear for Marksmen** — Always use either polycarbonate or Trivex lenses for safety. The type of gun being shot may dictate the Rx in the lenses, based upon whether the patient is presbyopic or not presbyopic. Marksmen who use scopes need their normal distance correction. Marksmen using a rifle or pistol must focus on the gun's front sight, so a customized Rx with a

shorter focal length is necessary. Lens tints recommended are as follows: yellow for general shooting, copper for clay target shooting, and vermilion for other types of target shooting.

-From *Extreme and Edgy* by Karlen McLean, ABOC, NCLC in *Eyecare Business*, January 2009

## News from the Provinces

**Alberta** — Mark your calendars! The annual AAO CE Conference and Trade show is scheduled for October 22-24 at the Hyatt hotel in Calgary. The continuing education program promises to provide an outstanding line up of speakers, and we look forward to seeing you there!

**Saskatchewan** — Here in Saskatchewan we are in the planning stages for the November 2009 CE in Regina, so we will keep you posted. We had a wonderful time in November 2008 and hope that 2009 will be even better!

**Ontario** — The Ontario Optometric Staff & Assistants program will be held very soon in Toronto at the Sheraton Centre Hotel from Fri., April 3 – Sat., April 4 along with the OAO's Annual Symposium. This year marks a special year for the OAO as we begin to commemorate our 100th anniversary of incorporation. Come celebrate with us! We have lined up some great lectures, including Anatomy 101 and Eye Disease Basics presented by Dr. Matt Iley. As always we will have our Friday InfoMart Trade show with one of the most comprehensive list of exhibitors in optometry. If you would like to have a registration package emailed to you directly, email us at [rmiddleton@optom.on.ca](mailto:rmiddleton@optom.on.ca). To reserve a hotel room, call 1-888-627-7175 immediately or visit [www.starwoodmeeting.com/Book/OAO09](http://www.starwoodmeeting.com/Book/OAO09).

## OAC & CE News

**2009 Workstation Coaches** — We still need help in Moncton and Toronto. Is anyone out there interested in coaching a contact lens, pre-testing, frame adjusting or frame repair workstation in one of these cities? If so, please contact Terry at [terry@opto.ca](mailto:terry@opto.ca) or 1-888-263-4676, ext. 218 for details.

**CDs for Training with CE Benefits** — The American Optometric Association's (AOA) Paraoptometric Section (PS) has developed a series of *Home Study Education Modules* on CDs. Currently, there are six modules available, but additional modules are being planned. The cost of each module is \$40.00 for AOA Paraoptometric Section members or \$55.00 for non-members. Each module is one hour long in a PowerPoint format with audio, images, and even some animation. AOAPS members can take the test at the end of each one and submit it for one hour of CE (for a fee of \$10 per hour for AOAPS members or \$25 for non-members). The following is a summary of the CDs that are currently available: *Anatomy and Physiology*, *Practice Management 101*, *Special Procedures*, *Soft Contact Lens Wear and Care*, *ABCs of Optical Dispensing*, and *Ophthalmic Dispensing*. More detailed information about the contents of each module and the order form visit [www.aoa.org](http://www.aoa.org) in the Paraoptometric Education Section or by calling 314-991-4100, ext. 4222.

# Practice Management Pearls

## Does a Practice Have the Right to “Fire” a Patient?

If a patient’s behaviour changes from being difficult to truly offensive, then the answer seems to be “yes” with some key advice. This is ultimately the owner doctor’s decision, as it is critically important that the doctor and practice be protected legally. The three keys to terminating a patient are as follows:

1. **Timing:** The relationship must be terminated at a natural endpoint, not during treatment.
2. **Communication:** Send a registered letter to the patient notifying him or her of the termination. You may say that the patient’s actions are not compatible with the philosophy of the practice and that he or she will need to find another eyecare practitioner. You would also offer to forward the patient’s records to their new doctor.
3. **Recordkeeping:** Retain the letter and the registered letter receipt in the patient’s records.

This is not an action that should ever be taken lightly. Each situation must be looked at carefully, because the ethical and legal issues are not clear cut. Always seek the advice of an attorney if you have concerns or if your home province has “abandonment” laws regarding patients.

— From *Doctor to patient – You’re fired* by Gary Gerber, OD in Journal of the AOA, October 2008

## Are You Appealing to Generation Y?

Members of Generation Y are the baby boomers’ children, and they hold immense purchasing power. They are digitally literate, very diverse ethnically and culturally, and they have a passion for balancing their work lives with leisure time and outdoor activities. Here are the four ways that you can appeal to them:

**Be Authentic** – Be honest. If your marketing promises seem insincere, they will run the other direction.

**Be Cool** – If you want to be taken seriously by this group, reach out to them at concerts and music festivals, extreme sporting events, movies, outdoor events, and social networking sites like Facebook and MySpace.

**Deliver An Experience** – If you can deliver a unique experience via music, displays, P.O.P., or service, you might just appeal to this generation of shoppers.

**Use Contests & Promotions** – Generation Y appreciates the excitement generated by a contest to win free concert tickets or a ski weekend, or a promotion that ties in creative discounts.

This group of buyers wants to support good causes and the companies that back them up. They have a short attention span, and they want instant gratification. They’re a tough group to pin down. Good luck!

— From *Banking on Generation Y* by Erinn Morgan in *Eyecare Business*, January 2009

## The Importance of Correct Frame Measurements

In the world of optics frames and lenses are made to work together, therefore, one affects the other. Accurate frame measurements are vital to creating the best lenses possible. Please remember that when we are taking the frame measurements, we are measuring where the lens will sit in the frame, not the actual frame. That is why these measurements sometimes differ from the size markings on the frame. Let's review the frame measurements: **A** is the longest measurement of one eyewire horizontally or the width of the eyewire. **B** is the deepest measurement vertically or up and down. **DBL** is the distance between the lenses or the actual bridge measurement. **ED** is the effective diameter which is twice the longest radius from the geocenter to the furthest edge of the eyewire. This can be measured diagonally or horizontally (same as A) depending on the shape of the frame. When taking these measurements it's important to take into account the bevel of the frame (if any) and count that as well.

Frame measurements determine the size of the lens blank. If we give incorrect measurements, the lens blank may end up too large, which will create thicker lenses, or too small, which causes delays. When you send the lab accurate measurements, they can supply a lens that is the correct thickness, base curve, and size to provide the best optics and esthetics for the final product. Plus, the lenses will fit into the frame properly. Correct measurements will also save you time. If the lab has precise values, the lens blanks can be surfaced before the frame is received with the confidence that the lens will fit properly. This will allow the lab to get the finished job to your office faster, which is always a good thing. So let's ensure a happy marriage between all our frames and lenses by providing accurate frame measurements – measure twice, cut once works for optics, too!

— Joyce VanRooyen, CCOA, Professional Education Co-Ordinator, Hoya Vision Care Canada,  
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