

Clarification

We announced in the previous issue of this newsletter that Terry Theiss has stepped down from her position as Workshop Facilitator. She has **not** stepped down from her other duties at CAO. So, you may still contact her about continuing education, this newsletter, certificates for practices with 100 percent CAO certified staff, etc. Her email address is terry@opto.ca; her phone number is 1-888-263-4676, ext. 218.

Technical Tidbits

Trivex and Chemicals – Did you know that Trivex (1.53, Abbe 43-45) is more resistant to chemicals than any other plastic lens material? Consequently it's easier to process and care for and alcohol will clean it, but not cause micro-cracks to develop. Trivex is also the premier lens selection for any environment where chemicals are in use, including industrial, hobby, and home (housecleaning chemical) use.

— From *Eyecare Business*, “Differentiate Your Practice with Trivex® Material”, June 2009

Mascara Users Beware – An article detailing the ocular manifestations of long-term mascara use recently reported on several patients with pathology. Two had pigmented lesions on their conjunctivas; one was a dry eye patient who also had pigment clumping around a punctual plug. A third patient had an obstructed canaliculus caused by mascara. Reports in other literature sources included those of eyelid dermatitis, infectious keratitis, and a conjunctival mass called a mascaroma. Heavy use of mascara over a long period of time could cause problems.

— From *Eyecare Physician*, Volume 9, Number 29, July 27, 2009

Visual Merchandising – Do you design the displays in your office? Here are some tips that may help to catch people's eyes.

1. Your display doesn't have to be expensive to be effective. Use books, newspapers, picture frames, glass or silver trays, even cake stands... things you have around the house.
2. Lighting is key both to highlight the product you display and to help your patients see frame colours better.
3. Unusual materials are eye-catching. Even retro linoleum, tiles, and cork!

4. Keep it simple. Clean, sleek lines are featured when the display is uncluttered.

— From *Eyecare Business*, “Hot Trends in Store Design and Visual Merchandising” by Erinn Morgan, May 2009

News from the Provinces

Alberta — The AAO 2009 Continuing Education Conference is being held on October 22-24 at the Hyatt Hotel in Calgary. We have another great line up of speakers for you this year. Dr. Gary Gerber will be doing a joint presentation to OD’s and their staff on “10 Magic Steps Towards Optometric Profitability.” Dr. Blair Lonsberry from Portland, Oregon will present “Triaging Ocular Urgencies and Emergencies” and “Getting the Most Out of a Case History.” Elaine Pederson from OSI will present “Take Charge of your Dispensary! Tips, Trends and Trackables” and will also present “Zen and the Art of Selling - Luxury Dispensing” and Trudi Charest, sponsored by CIBA, will speak on “Maximizing Opportunity in Tough Economic Times.” And don’t forget about the always popular Meet ‘n Greet on Thursday evening! It is a great time for catching up with all your fellow colleagues and friends over some good food and cold beverages. Register on-line at www.optometrists.ab.ca. Looking forward to seeing you in Calgary!

Saskatchewan — Saskatchewan's annual convention in Regina, SK on November 6 & 7 is going to be a celebration! We are looking forward to commemorating 100 years of service in Saskatchewan 1909-2009! Our newsletter with registration for the convention will be available in September. We encourage all of the assistants that are able to attend CE this year to get their registration submissions in as soon as they can. Our two days will be abundant with excellent speakers, tradeshow, and fun. We look forward to seeing our colleagues and also new faces too!

Ontario — Mark your calendars! The 2010 Ontario Association of Optometrists Annual Symposium and Tradeshow will be May 7-8, 2010 at the Delta Meadowvale in Mississauga, ON. Call now to reserve your hotel room: 1-888-890-3222. We are proud to offer, for the fourth year, the Optometric Assistant and Staff Continuing Education. Look forward to dynamic and engaging speakers and an informative tradeshow. Watch your mail and your inbox for information, and if you would like to be added to our email list, please contact RoseAnne Middleton at rmiddleton@optom.on.ca.

OAC & CE News

2009-2010 Optometric Assistant Course — Registration is now being received for this year’s Course, so if you have uncertified assistants in your office, who want to take it, now is the time to sign up. Download an application at www.opto.ca/assistants/pdfs/oac-full-09.pdf or contact Lise Loyer at lise@opto.ca or at 1-888-263-4676, ext. 216. The newest editions of both textbooks is required: *The Ophthalmic Assistant*, 8th edition (2006) and *System for Ophthalmic Dispensing*, 3rd edition (2007). The course officially begins on October 15, so don’t delay!

Great News — CAO's CE Committee has added another source of CE for CCOAs. Any course that is approved by an optometric regulatory authority is now accepted by CAO. This means any courses approved for CE by Provincial Colleges of Optometry, etc., will be accepted by CAO towards your renewal. Simply attend the approved course, get your proof of attendance, and send it in to CAO.

Can You Help Us? — Do you know anyone who might be interested in the following position? If so, please pass the information on. **Position Open:** Lecturer and skills coach for Optometric Assistant Course workshops. We need an energetic team player, who can travel to 3-day workshops across Canada intermittently from January through May (7-8 workshops every year). The candidate must be an experienced CCOA. Public speaking is an asset. This is a part time position that requires a flexible schedule. We will train the successful candidate. Please send résumé and cover letter of intent to terry@opto.ca.

Practice Management Pearls

Staff Training — Are you involved in training new staff members? If so, your job just got easier. The American Optometric Association (AOA) has developed some online courses for new employees. The program is called the Online Paraoptometric Training-Navigator. They offer 6 modules so far: Introduction to Paraoptometry, Basic Terminology, Front Office Procedures, Obtaining an Ocular History, Routine Pre-Testing Procedures, and External Examination. The courses are extremely well-written and give instant feedback with small tests throughout each module. Either you must be a member of the AOA's Paraoptometric Section or an OD in your office must be an AOA member to gain access. You may download a membership application at www.aoa.org/x8286.xml or if you already have access, log-in and visit www.aoa.org/OPT-N.xml to see the online navigator.

Do You Need to Consider Amending Your Employee Policy Manual? — Many of us have policies and/or signs which ask patients to turn off cell phones and personal digital assistant devices, when they enter our offices. But have you considered extending the policy to your staff members? Many offices require that staff members do NOT use their cells and PDAs while they are on the job. Likewise, what is your policy about the use of computers for personal surfing on the Internet, visiting Facebook, etc.? Does your office need to put this in writing? Sometimes it is better to create the policy before a problem occurs.

Notes from the Lensometer

Transitions Sponsored by HOYA Vision Care, Canada

The technology behind photochromic lenses is quite fascinating! The photochromic molecules are placed on or just beneath the front surface of a lens depending on the manufacturing process. When these molecules come in contact with UV light, they change shape and color causing them to turn dark. Therefore, these lenses provide your patients with 100% UV protection! The reason they don't change color in the car is that the windshield prevents most of the UV from reaching the lens.

Temperature also affects how these lenses change. They will change faster and go darker in cold weather than in hot. But they will lighten faster in warmer weather than in cold. This is because the molecules need heat in order to lighten. Photochromic lenses do have a life span. It's just like anything else; the more you use it, the faster it will wear out. They are created to have the life of a typical Rx – about two years. They will last longer if their wearer uses them only occasionally outside. Someone who works outdoors should expect the typical two- year life, because the lenses will have changed more often.

Transitions are the perfect option for those patients who lead an active lifestyle – even children. It provides the convenience of needing only one pair of glasses as well as 100% UV protection. But keep in mind that if a patient spends lots of time outside, for work or play, nothing protects the eyes better than a good pair of sunglasses, especially on the water where polarized lenses are the best. Hoya can provide you with Transitions or Suntech (Hoya's photochromic technology) lenses in all of their lens designs and also has great options for your sunglass needs.

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