



New Design for Assistant's Website

We have upgraded the assistant's website with a wonderful new look and easier, more logical access to information! Visit it at opto.ca/oa. If you mistakenly log onto the old address, you will be directed to the new one. You might want to bookmark the new site, as it provides detailed information about recertification, tips about CE, archives of these newsletters and more. And all of the new CE forms that we described in the "CE Update" in the June 2010 issue of this newsletter are also available to download from the website. Many thanks to Tony Gibbs at CAO, who put tremendous effort into making this wonderful improvement happen!

Technical Tidbits

Free Form Fitting Success — Free form lenses are a step in the direction of individualized lens design. These lenses are truly designed specifically to the individual wearer. The final outcome will be much more successful if you supply your lab with the following measurements: vertex distance, face form wrap, pantoscopic angle, and monocular PDs. Vertex distance is measured using a distometer. (When taking your measurement, remember to allow 0.5mm for the thickness of the eyelid.) Face form wrap is measured on a special grid available from your finishing lab. Lens companies have various different devices for measuring pantoscopic angle – ask for one from your lens representative. If you don't know how to take these measurements, ask your lab reps to come in to give your office a hands-on training session. Most are happy to do it, because it will mean less remakes in the future. The days of one-size-fits-all lenses are over!

Non-Compliant Contact Lens Patients — Dr. Pauline Cho, PhD, FAAP, FBCLA recommends that you photograph the eyes and contact lenses of noncompliant patients. Once patients are shown photos documenting their unhealthy eyes, dirty contact lenses, and/or soiled cases, they need no further convincing to change their hygiene habits for the better.

– from Bausch & Lomb's *Boston Update*, Volume 23, May 2010

Colour Matching — Try using model paint on the top and bottom of screws to match frame colour and to keep the screw from backing out!

– from *Eyecare Business*, July 2010

Warn Your Female Contact Lens Patients Who Travel By Air — Clarke Newman, OD, FAAO reports that one of his patients was arrested at an airport for having both acetone (nail polish remover) and a hydrogen peroxide-based contact lens disinfecting solution in her travel bag. It seems that when these two substances are combined they form a high-powered explosive. Please inform your patients, so they won't have to experience the embarrassment and indignity of an arrest at the airport.

– from *Contact Lens Spectrum*, August 2010

News from the Provinces

Alberta —The Alberta Association of Optometrists website (www.optometrists.ab.ca) hosts all the Occupational Vision Care (OVC) program information you need to know. Every Manual Insert which outlines individual company criteria, as well as the latest additions and policies for the OVC Program are on their website under the “Safety Glasses” tab. In addition to that, you can also find the latest Billing Guide available on the AAO’s website. Find everything you need online! As always, the AAO staff is available to answer any questions you may have.

Ontario —The OAO is your “Best Bet” for high quality education. Last year they sold out with record attendance, as OAO provided for the first time two streams of education for optometric staff. Whether you want to finesse your skills as a front line service provider or hone your craft as a dispensing area manager, the annual OAO Symposium is the event for you! Mark your calendars for April 29-30, 2011 for a road trip to the fabulous Caesar’s Windsor Hotel and Conference Centre. Request to be on the OAO’s e-mail notification to have a program sent to you directly at rmiddleton@optom.on.ca or watch their website at www.eyecareoao.com.

New Brunswick —NBAO’s AGM will be held September 30 through October 2nd in St. John at the Delta. There will be 7.5 hours of CE available for assistants. On Friday, Oct. 1 Dr. Michelle Steenbakkers will present three hours of continuing education: “Contact Lens Bootcamp,” “Ocular Disease from A-Z,” and “Visual Fields.” On Saturday, Oct. 2, Marilyn Smith will present four and a half hours of education about frame selection and PAL measuring devices, lab ordering, frame adjusting and nylon cord replacement (hands-on), and things to check before a spectacle redo. Contact Netti Whitlock at the NBAO if you have further questions: 506-458-8759 or nbao@nbnet.nb.ca.

OAC & CE News

2010-2011 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 opto.ca/media/docs/oa/OAC-full-2010.pdf or contact Lise Loyer at lise@opto.ca or 888-263-4676, ext. 216. The newest editions of both textbooks are

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!

Frequently Asked Questions — “If I attend Vision Expo East (In New York in the spring) or Vision Expo West (in Las Vegas in the fall) will the hours count towards my renewal requirement?” ANSWER: As long as the courses you attend are approved by the American Board of Opticianry (ABO), the National Contact Lens Examiners (NCLE), the Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO), the Council on Optometric Practitioner Education (COPE) or the American Optometric Association (AOA), your hours will be accepted. For a complete list of all acceptable sponsors of education, visit opto.ca/oa, select “Renewal Requirements” and then scroll down to “Acceptable Sponsors of Continuing Education”.

Practice Management Pearls

The Cost of Remaking Lenses — A recent Nanofilm poll taken of labs and optical retailers in the midwestern and east coast states of the US revealed some scary statistics. Remakes of lenses ranged from 16-20 percent, when the industry standard is believed to be around eight percent. Use some of the statistics from your practice and do the math.

Here's an example:

Eyewear sold in a year:	2,000 pairs
Eight percent to be remade:	160 pairs
Average remake cost:	\$67
Loss per year:	\$11,000

That's a whopping loss! How does your practice rate? And don't forget the other key considerations like patients' satisfaction with their eyewear performance and their perception of the practice.

— from "Troubleshooting Tips" by Karlen McLean, ABOC, NCLC in *Eyecare Business*, August 2010

Low Vision Aids — Lighthouse International now has an online store for all of their extremely helpful home, office, and travel products for your sight-impaired patients. Visit shop.lighthouse.org to view the wide array of talking products including scales, calculators, alarm clocks, watches, and thermometers, as well as large-faced watches, large-button TV remotes and telephones, and the latest electronic hand-held readers and desk-top closed-circuit TVs. In addition the store carries canes, Braille watches, Braille playing cards, and a talking color identifier. Proceeds benefit Lighthouse International's non-profit mission to fight vision loss through prevention, treatment and empowerment. We contacted Lighthouse International and were told that they do ship internationally, so there should be no problem having items

delivered to Canada. Be sure to let your visually impaired patients and their family members know about this excellent source of aids for easier living.

It's Not Too Late — Optometry Giving Sight's *World Sight Day Challenge* runs from Sept. 1 – Oct. 14. You and your practice may participate easily by visiting www.givingsight.org to register and find out all the ways a practice can support this worthy cause. OGS guarantees that 85 percent of all donations go directly to programs that give sight to those in need. It currently funds projects in more than 18 countries in Latin America, Africa, and Asia.

Notes from the Lensometer

***The Evolution of AR Coatings* Sponsored by HOYA Vision Care, Canada**

AR coatings have come a long way since we started using them almost 50 years ago. The old coatings were very hard to keep clean, scratched very easily, and peeled off quickly. By incorporating the advanced technology available to us today, AR coatings have improved considerably in all areas.

Uncoated lenses reflect 8-10 percent of light from their surfaces, which causes ghost images and decreased acuity. By adding a multi-layer AR coating, the light is allowed to pass through the lens instead of reflect off the surface, thus eliminating the resulting glare. Today's AR technology, which for some manufacturers incorporates both inorganic and organic materials, produces a coating which is extremely easy to clean, more scratch resistant, adheres to the lens better, and lasts longer. Hydrophobic (water-hating) and oleophobic (oil-hating) topcoats are so slippery that nothing sticks to them, which means that they stay cleaner longer as well.

Hoya introduces their newest substrate-matched AR coating: Super HiVision EX3. The improved hydrophobic topcoat is even easier to clean and lasts longer than all previous coatings. The scratch resistance of EX3 has been proven through rigorous testing to be better than glass! And with less than 0.5 percent light reflection, it provides your patients with clearer vision than ever before. Simply put, EX3 is the best, and don't your patients deserve the best? Increase your patients' satisfaction with their AR coating and give them Super HiVision EX3.

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