



Thank You

We would like to extend our thanks to Hoya Vision Care Canada for signing up to sponsor this newsletter for a fourth year! Hoya Vision provides high quality educational opportunities for CCOAs and potential CCOAs. You will find an interesting article from them in every issue of this newsletter on some technical topic about ophthalmic lenses. This month and in the coming ones, too, you'll be reading articles by Maria Henderson, Hoya's Manager of Marketing and Professional Services. Maria has many years of experience in the optical field, so don't be afraid to contact her if you have any questions about the information she presents; she's always happy to help. Please remember to show your appreciation to the Hoya rep who visits your practice. We extend a very big *thank you* to Hoya, whose support is appreciated in more ways than they can imagine.

Technical Tidbits

Keratoconus from A-Z —Waterloo has made available a valuable resource on keratoconus and GP lenses for free! This beautifully illustrated 64-page handbook, created by Gina Sorbara and the Center for Contact Lens Research at the university, covers keratoconus from diagnosis through fitting, follow-up, and complications. An electronic version can be downloaded from cclr.uwaterloo.ca/Public/Education/Education.html.

Important Distinction —The word “digital” has become a catch word throughout the optical industry. What one company means by “digital” may not be what another one means. Some suppliers may use that term more freely because this implies how it is being manufactured, while others may reserve the term only to refer to truly customized lenses. It is important to discuss this with your lens supplier/manufacturer/lab representative and make that distinction.

Dull Screwdrivers —Have you ever wondered how to sharpen your optical screwdrivers? The old ones get chipped or rounded with age. Imperfect edges can cause them to slip more easily, which could damage the lens you're working on or puncture your thumb. Get a screwdriver sharpener – it's a spring loaded jig with wheels – and a sharpening stone. The jig allows you to hold the screwdriver in the proper position for sharpening and holds the screwdriver in place.

– from *Eyecare Business, Ask the Labs*, January 2011

News from the Provinces

Alberta — Mark your calendars for the AAO's 2011 Continuing Education Conference for Optometric Assistants and Opticians on October 27-29, 2011 at the Fantasyland Hotel in Edmonton. We are busy planning two-track CE sessions this year to give more choices for learning! See you all in Edmonton at the World's Greatest Mall.

Saskatchewan — The Executive of the Optometric Assistants Division are in the early planning stages for the SAO conference in the Fall scheduled for October 21-22, 2011. Mark your calendars and plan to attend. We already have one amazing speaker booked. Let's try to break our record for the number of assistants in attendance. Wouldn't it be nice to get the certificate saying that your staff is 100 percent certified?

Manitoba — There has been quite a bit of confusion regarding CE for our assistants in Manitoba. We normally have CE in April with our annual convention, however CAO's Annual Congress is being held in Winnipeg this summer (July), and the OD's are organizing 8-9 hours of CE for assistants. The MPOA is not meeting in April as usual; we will make arrangements to have our annual AGM at CAO Congress.

Ontario — Once again OAO will be holding its annual optometric staff education in conjunction with our Annual Symposium and InfoMart. This year it will be at the exciting Caesar's Windsor Casino and Resort Hotel, a four diamond hotel, on April 29th. And again we will be offering two streams of education. One stream will be focused on the management of the dispensing area and the other on front office management. In addition to great continuing education, we'll have another outstanding InfoMart. including a Fashion Show featuring the latest spring/summer frames and sunglasses. Last year we sold out! Don't be disappointed. Watch our website for more details at www.oaosymposium.com.

Eye See... Eye Learn Ontario is currently running in Halton, Hamilton-Wentworth, Dufferin Peel and Windsor Essex. If you are in one of these regions and your office is participating, help spread the word about this great program in your community. Become a fan of our Facebook page and share with your friends or follow us on Twitter. [facebook.com/home.php#!/pages/Eye-SeeEye-Learn/110808545604747](https://www.facebook.com/home.php#!/pages/Eye-SeeEye-Learn/110808545604747).

OAC & CE News

Changes in Contact Information — When your practice relocates, you get a new email address, etc., please remember to inform CAO. It is your responsibility to be sure that we know how to contact you about your CCOA status. Go to opto.ca/oa, select [CE Information](#) and then download the [Contact Information Change Form](#). Fill this out and submit it to CAO per the instructions at the bottom of the page.

2010 Renewals — If you haven't heard back from CAO about your 2010 renewal yet, please contact Terry Theiss at terry@opto.ca or 888-263-4676, ext. 218. By the time you read this newsletter, everyone who submitted on time should have received their Confirmation of Re-Certification Letter.

2011 Renewals — Now is the time to shuffle through all your CE slips and be sure that you will have enough hours to submit by December 31, 2011. CAO accepts CEs any time that you want to send them in. And don't forget, to renew you must have taken a "live" (not online) CPR course sometime in 2009, 2010, or 2011. Download the [CPR Submission Form](#) at opto.ca/oa via the [CE Information](#) page. You will receive a letter in November with a statement of all CEs on file at CAO, along with instructions for payment of your \$50 renewal fee (plus tax). Please do not send payment until you receive this letter. If you have questions about your renewal, please contact Terry Theiss at terry@opto.ca or 888-263-4676, ext. 218.

New Source of Online CE — Essilor has launched two excellent new online training programs, both of which are automatically accepted by CAO as valid CE! The first is called "New Dispenser Quick Start." It is designed to support the development of skills and knowledge that enable new dispensers to provide the highest level of patient service. Quick Start consists of 18 modules which are approved for 18 hours of CE once the program has been successfully completed. The cost for the program is \$295US, unless you have an account with Essilor, in which case there is a reduced price. A second program called "Apollo for Advanced Dispensing Professionals" is also offered; this one is \$150US, again with a reduced fee for Essilor accounts. Apollo offers a customized learning plan that complements and enhances the individual's existing skill set. Once completed, it grants 19 hours of CE. Visit essilortraining.ca for all the details.

Reminder — Check that certificate you have hanging on the wall, which announces that all of your staff are CCOAs. It may have expired. These certificates are valid for a period of three years. You may request a new one by filling out the application available at opto.ca/oa (click on [CCOA Benefits](#) and scroll down to [100 Percent Certification Program](#)). Return it to CAO, and we will issue you an updated certificate. If you have questions, please contact Terry Theiss at terry@opto.ca or 888-263-4676, ext. 218. The following practices have recently joined this elite group:

- Drs. Chong & Wang, Mission, BC
- Drs. Heyden & Martel, Lakefield, ON
- Dr. Lorelei Zeiler, Caledonia, ON
- Dr. Lisa Turcotte, Dryden, ON

Practice Management Pearls

A recent article in *Eyecare Business* by Drs. Allan Barker and Gregg Stockbridge discussed the importance of considering scribes in an optometric practice. There are two basic types: One is a "dedicated scribe" who travels with a patient throughout the practice. The other is an "exam

room scribe” who works directly with the OD, so that (s)he can maintain 100 percent verbal, eye, and body position contact with the patient. It is something that many offices need to consider in order to increase the number of patients seen per day by the OD and thus enhance practice revenue. For more detailed information visit: eyecarebusiness.com/article.aspx?article=105098.

Notes from the Lensometer

***Going Digital...* Sponsored by HOYA Vision Care, Canada**

Dispensing is a work in progress; always something new to learn, a technique to adopt, another way to make a good adjustment better. The art of dispensing is changing again. The digital age is evident in our systems, and it should come as no surprise that digital dispensing tools would find their way into the dispensary.

The latest optical trend is freeform personalized lenses. They are a bold step forward in the pursuit of an enhanced visual experience. Recording personal measurements and patient habits requires a new set of skills in the dispensary. Digital measuring systems give superior accuracy and the ability to take the advanced measurements that personalized lenses demand.

Hoya Vision's new Hoyalux iD MyStyle PAL has many personalization possibilities. The dispenser starts by recording patient history and previous lens design success. They can add by rating patient lifestyle preferences, ensuring visual precision when a patient is participating in the activities they enjoy most. Finally a dispenser can add measurements such as frame face form, pantoscopic angle and vertex distance to give the patient the optimum visual experience. Our iD MyStyle is available in a variety of materials and premium coatings to suit every patient need.

– [Maria Henderson](#), Manager Marketing and Professional Services, Hoya Vision Care Canada