



June 2011

Job Board for CCOAs & ODs Launched

Many phone calls come in to CAO from CCOAs looking for work and from ODs wanting to hire CCOAs. Up until this time we have ended many phone calls with disappointment on the part of the caller and on our part, too, because we weren't able to help. We are very excited to announce that a Job Board has been added to the assistant's website opto.ca/oa. This public website requires no log-in – the Job Board is not part of CAO's "Members Only" website. Select the menu item "CCOA Job Board." CCOAs may advertise that they are looking for positions, and ODs may advertise that they are looking for CCOAs. As this service will be available only to CCOAs in good standing and OD members of CAO, CAO will act as the intermediary to verify current certification status for CCOAs and CAO membership status for ODs. Once appropriate status has been confirmed, contact information will be released. CAO strongly recommends that CCOAs, who post ads, inform their current employers that an ad will be posted, as the ad will be visible on this public website. Details of the new service, as well as applications for ads are available on the website. If you have additional questions after reviewing the information, please contact Terry Theiss, CPOT at terry@opto.ca. Please note that CAO is not responsible for the accuracy of any information in the ad postings.

Technical Tidbits

"Lost" GPs — Loretta B. Szczotka-Flynn, OD, PhD, MS, FAAO writes that there are multiple reports of migrated or "lost" gas permeable contact lenses that have led to complications. Some have resulted in upper palpebral conjunctival masses, i.e., masses in the clear membrane that lines the eyelid. Most cases also resulted in ptosis. In two cases the contact lens was imaged by an MRI, and three cases required surgery. Some lenses were retained three years or longer before producing symptoms! This is an excellent reminder to all CCOAs in the contact lens area to ensure that patients' upper lids are everted once and even twice (by a trained CCOA or by an OD), when a "lost" gas permeable contact lens is reported.

– from *Contact Lenses Today*, February 13, 2011

CL Inversion Markers —In days gone by when soft contact lenses were thicker, it was easy to teach a patient how to recognize right-side-out and wrong-side-out with the old pinch test, which yielded a bowl (taco) or a plate. With today's thinner lenses that's not always as straightforward. Companies are now adding inversion markers to simplify the determination of

orientation, which often consists of letters or numbers. Don't be confused by CibaVision's Air Optix Night & Day Aqua lens markings. It has the letters OK, which should be readable in very specific orientations. To view the article which provides details and an excellent diagram, visit: clspectrum.com/article.aspx?article=105201.

– from *Contact Lens Spectrum*, *Don't Flip Over Lens Inversion Markers*, February 2011

News from the Provinces

British Columbia — BCAO is pleased to support the Pacific University College of Optometry 21st Annual Victoria Conference. The conference is being held at the Coast Victoria Harbourside Resort & Marina in Victoria from July 14-17. One complimentary registration for paraoptometric education is available to staff members of fully registered optometrists.

Additional charges apply for paraoptometrics not accompanied by a fully registered OD. Visit www.optometrists.bc.ca/code/navigate.aspx?Id=15 for more information.

BC Doctors of Optometry – Healthy Eyes. Doctor Delivered: New collateral including brochures, fact sheets, window decals, recall cards, bookmarks, and stickers are now available. Email us at info@optometrists.bc.ca to receive an order form and to place an order. Collateral items are free for BCAO members and their staff.

Alberta —The AAO rolled out a brand new OVC On-Line program in May! This web-based program streamlines the process of ordering OVC safety eyeglasses for member companies and optometrists. If personnel in your office missed out on the training sessions, please see the AAO's website for on-line training information at www.optometrists.ab.ca.

Saskatchewan —The Executive of the Optometric Assistants Division encourages everyone to register for this year's CE for the upcoming Fall Convention on October 21-22 in Regina. This year is an election year, and all positions on the Executive are open. The Spring newsletter has been sent out. Anyone who wants one emailed to them please email Shelley at dispensaryfamilyfocus@sasktel.net.

Manitoba —CAO is pleased to invite optometric staff to the 32nd Biennial Congress of the Canadian Association of Optometrists. The CAO Congress has gone online! For information and to register, visit: opto.ca/en/congress-2011. The Optometric Assistants' Congress program includes: (1) Over 10 hours of Continuing Education; (2) Breakfasts and Lunches; (3) Opening Ceremonies at the Manitoba Museum; (4) Optofair Trade Show and Lunch; (5) Fantastic OPTIONAL EVENTS to choose from, including the [President's Cup Golf Tournament](#) at the spectacular [Links at Quarry Oaks](#). Congress questions? Please contact the CAO national office. T: 888-263-4676 ext. 210 or email at: catherine@opto.ca. We hope to see you in Winnipeg in July!

OAC & CE News

2011 Workshops Wrap Up —We've just completed another successful OAC workshop tour across Canada. It was great to meet so many new students – some brand new to the field, but most with a few years of experience. Periodically we seek a local coach to help us at larger workshops. We were fortunate to have two fantastic coaches join us in Saskatoon and Toronto. Sonya Cheung, CCOA coached two topics in Saskatoon. Deborah Wheeler, CCOA also coached two topics at both Toronto workshops. Sonya and Deborah are stellar examples of professionalism, enthusiasm, and have a great knack for teaching others. Students enjoyed learning from them, and we thank them very much for being available to help us.

We've done it again... Every year we break a few dozen frames at frame repair and adjusting workstations. We are in dire need of clean, complete frames with demo or Rx lenses for the workshops. If you have extras kicking around the office that you could donate, we'd love to have them! Of highest priority are metal frames, nylon (string-mounted) frames, and restringing cord kits. Please send as few or as many as you can spare to us in Ottawa: Attn: Ms Lise Loyer, National Director OAC, Canadian Association of Optometrists, 234 Argyle Ave, Ottawa, ON K2P 2P6. Please enclose a business card in the box so that we may thank your office.

Thanks for all the great comments and warm wishes sent our way with the students attending this year. We were told that many of you explained how beneficial the hands-on learning was when you attended your own workshop. And we especially thank you for helping your co-workers with course material questions and skills development back at the office.

– Lila Cobb, CCOA, CPOA; Workshop Facilitator, OAC

One Hundred Percent Certified Staff —If all of your staff members are CCOAs or are currently enrolled in the Course, your practice is eligible to receive a certificate, which announces that all of your staff are CCOAs. You may request 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 a certificate. If you have questions, please contact Terry Theiss at terry@opto.ca or 1-888-263-4676, ext. 218. The following practice has recently joined this elite group: Drs. Flynn & Kinney, Middleton, NS.

Practice Management Pearls

Do you organize the staff meetings for your office? Are you finding that they are a waste of time sometimes? Here are 8 tips that Dr. Walter West, OD, FAAO suggests for optimizing the meetings and having them make all staff more productive.

1. Start on time.
2. Have a written agenda – circulate it 24 hours before the meeting.
3. Everyone must participate – it is important to consider all points of view.

4. Stick to a schedule – every agenda item must have a time limit.
5. Stay on topic.
6. Don't hold unnecessary meetings.
7. End meetings with total clarity regarding the key action items that were identified and who will complete them – this is the key.
8. Improve – periodically ask for feedback from everyone regarding ways to improve how the meetings are run.

From *Optometric Management, Eight Tips Will Help You Run Effective Staff Meetings*, March 2011

Notes from the Lensometer

***Material Innovations...* Sponsored by HOYA Vision Care, Canada**

Technology is ever-changing, often faster than we can keep up with. Usually innovations are made to improve what currently exists or to add an element of convenience to our lives. The optical industry is also always striving to make innovations to improve products and their performance, with the goal to give patients an enhanced experience.

The latest innovation from Hoya is the new 1.74 Eyvia lens material. This new high index material is simply the best and is ideal for those patients and prescriptions that demand a light, durable lens with a thinner profile. 1.74 Eyvia is available in our FreeForm family of products. You can now order 1.74 Nulux ep single vision, iD Lifestyle PAL, ProTegrity iD PAL, and our newly released iD MyStyle PAL with our industry leading Super Hi Vision and Super Hi Vision EX3 finishes.

– Maria Petruccelli, Manager Marketing and Professional Services, Hoya Vision Care Canada,
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