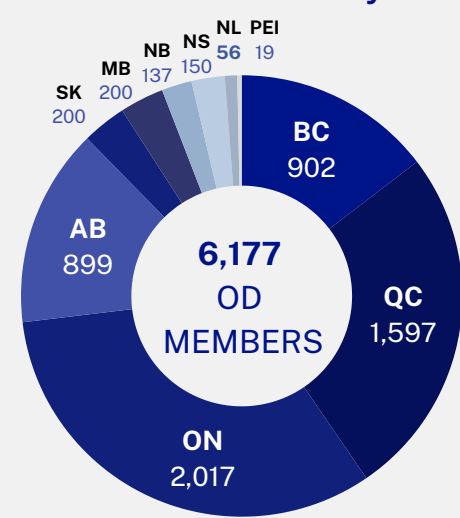




Association Members by Province



Membership Survey

A CAO omnibus member survey conducted in early 2025 showed that:



agree that CAO represents their professional values and ideals.



are satisfied with the membership services they receive.



485

OD Student members



1,547

Certified Canadian Optometric Assistants (CCOAs)

Strategic Directions

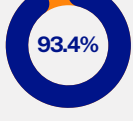
Members are strongly aligned with the four strategic directions of **CAO's 2023-2026 Strategic Plan**.



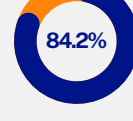
Positioning optometry as the hub for eye health and vision care



Advancing practice conditions for optometrists across Canada



Advocating for improved eye health, vision care access and outcomes for all people in Canada



Championing beneficial integration of technology into optometric practice

Support for the CAO's four strategic directions is strong across the board, with **over 84%** of respondents supporting or strongly supporting each initiative.

Member Support



Published quarterly editions of **the Canadian Journal of Optometry**, and mailed to over 5,670 OD's across Canada.

This open-access journal has no publication fees for authors, who can earn points for fellowships at the American Academy of Optometry and/or the Canadian College of Specialties in Optometry.



CAO provides timely updates, in both English and French in our newsletter, **Contact**.



CAO provides monthly ophthalmic drug shortages updates.



CAO hosted an English webinar on Indigenous Eye Care in September 2024, which had close to 250 attendees. After this webinar, CAO launched a dedicated webpage to share information and resources about **Indigenous Eyecare**. (Login required) Along with this webinar, CAO has supported the development of the Indigenous Optometrist of Canada community (IOC).



CAO LEARNING

CE Modules for Optometrists

- 168 hours of Myopia Management modules completed
- 6 hours of Skin Diseases and the Eye modules completed

CE modules for CCOAs, Optometric Assistants

- 14 CE modules currently available
- 926 CE modules successfully completed in the 2024-25 cycle



235 Certified Canadian Optometric Assistants completed the program in the 2023-24 cycle.

2024/2025 Program Enrollment: **146 EN / 22 FR**
On-demand Program Enrollment: **68 EN / 12 FR**

CAO continues to engage with insurers and plan sponsors, to modernize their own plans and offerings. In 2024, CAO:

- Expanded online **information hub** with new podcasts, blog posts and articles
- Launched LinkedIn campaign to announce the results of the stakeholder survey, Medavie's new offers and the National Academie's Report on Myopia.



CAO has developed or updated several position papers, including:

- Myopia Management
- Recommended Frequency of the Comprehensive Eye Examination
- Children's Vision Screening and Comprehensive Eye Examinations



EXPERT OCCUPATIONAL VISION CARE

Vision at Work (VAW) has increased its communication and involvement with safety vision program counterparts across the country to share information and best practices. VAW has updated the process to improve turnaround times. In 2024:

- processed >\$64,000 in payments to participating optometrists
- 1,400 pairs of safety glasses created and dispensed
- Over 500 ODs in the program
- 2 new employers join the program

Federal Government Advocacy



The passage of **Bill C-284, An Act to establish a national strategy for eye care** was a pivotal advancement, aligning with the CAO's enduring commitment to establishing eye care as a national health priority and promoting regular, proactive care across the country. The Act also officially designates February as Age-Related Macular Degeneration Awareness Month in Canada.



CAO is working with the government and policymakers on the development of the national strategy.

CAO's Federal Election Campaign Initiatives

- Created an Advocacy Toolkit and Key Messages Resource developed to support the initiative
- Launched a letter-writing campaign for OD members to easily highlight key federal issues for optometry
- Launched a letter-writing campaign for optometry students to ask candidates for a commitment to include optometry in the Canada Student Loan Forgiveness Program
 - over **950 emails** sent to candidates with a **24% open rate**
 - 769 visitors** to CAO's advocacy webpage



C-284 MEDIA RELEASES:

- The CAO emphasizes a persistent need for public education about eye health among Canadians and calls for a dedicated national strategy
- The CAO Applauds the Passage of Bill C-284 Dedicated to a National Strategy for Eye Care
- Eye Care is Primary Health Care



CAO's **2025 Pre-Budget submission** outlined specific actions we want the federal government to take to improve the eye health of Canadians and the working conditions of optometrists. We also emphasized the need for a National Vision Strategy to ensure optimal eye health for all Canadians.

Collaborative Advocacy Activities



- CAO Chair of the **Extended Healthcare Professionals Coalition (EHPC)** and member of **HEAL (Organization for Health Action)**
- CAO co-leads the **Non-Insured Health Benefits (NIHB) Vision Care Working Group** developing recommendations to improve the program



JOINT MEDIA RELEASES

- Canada's Vision Health Partners Applaud Parliament's Passage of Bill C-284, the National Strategy for Eye Care Act
- Chiropractic, dental, and optometrist associations reiterate calls to repeal the proposed increase in capital gains



CAO supported member advocacy activities, including GR training, letter writing support, and facilitated meetings with MPs and Senators.

Public Education

2025 Partial Solar Eclipse



- Shared eclipse education and safety resources for the public on the **CAO website**, resulting in over 3,000 visitors.
- Shared updated eclipse safety toolkit, social media guide, and resources for CAO members.

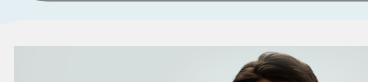


CAO's website **opto.ca** saw nearly 630K visits in 2024/2025. This includes:

- 275K** visits in ENG
- 261K** visits in FR to the **Eye Health Library**

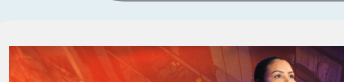


François Couillard, CAO's CEO, joined the 2025 Board of Directors of the **Global Myopia Awareness Coalition (GMAC)**. He is Chair of the Membership Committee, which recruits new industry and association members and promotes GMAC's mission of raising awareness and driving action to address childhood myopia globally.



CAO's national, bilingual, digital **"Kids see more than you think"** awareness campaign, which encouraged people to book regular eye exams with their optometrist as an important part of their healthcare routine, ran throughout May on TikTok, YouTube, Spotify, Instagram, and Facebook.

- Reached more than **2.3 million people**
- More than **7.4 million** impressions
- 9,533** conversions to the **Find-a-Doc** search tool
- 3,953 views of the **Press Release**



Bilingual social media awareness campaign in October, **"Get Ready to See Farther"** focused on awareness of myopia and the critical importance of annual eye exams for children. The campaign ran on TikTok, YouTube, Spotify, Instagram, and Facebook.

- Reached more than 2.1 million people
- More than 6.9 million impressions
- 12,131 link clicks to the **Find-a-Doc** search tool
- 3,206 views of the **Press Release**



François Couillard was featured on a Podcast:

Up Close With: GMAC's Membership Committee Chair François Couillard.

Technological Leadership



CAO hosted the 2025 Optometric Leaders Forum (OLF). Over 100 leaders came together, focused on Scope Optimization. CAO produced a **Summary Report** of the event.



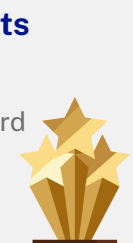
The Pan-Canadian working group was split into two groups. One to monitor AI advances and implications, and the other to develop a framework for teleoptometry.

2024 Award Recipients

Shelley Ann Morris
CAO Vision Champion Award

Isabella Duguay (ÉOUM)
Leadership Award

Amy Yamei Gu (UWOVS)
Leadership Award



Bringing CAO to YOU!

Throughout the year, CAO traveled across Canada to bring the Association to you at provincial AGMs and student events at the schools!



Around the World



- AOA Optometry's Meeting, Nashville, TN
- American Academy of Optometry, Indianapolis, IN
- Vision Expo East, Orlando, FL
- Events for Canadian students in the US
 - MCPHS Worcester, MA
 - NECO Boston, MA
 - SUNY New York, NY
 - ICO Chicago, IL
 - PUCO Forest Grove, OR

Financial Statements

CAO Council

Follower



6,600 1,185 2,694 1,820 967