



An Important Notice

Annual renewal reports and membership fee payment – now online only

This year, the College will not be mailing a paper copy of the 2013 annual renewal report and 2014 membership fee payment invoices.

Members must now submit their 2013 annual reports and 2014 fee payments electronically via the College's website. A reminder notice of the renewal period and instructions on how to access this feature will be mailed to you shortly.

The web portal will be open from 12:01 a.m. on November 15 to 12:00 midnight on December 15, inclusive. A membership fee of \$945.00 plus HST will be in effect. A late penalty fee of \$105.00 plus HST applies for all renewals received after 12:00 midnight on December 15, 2013. Please submit your report and fee payment on time to avoid the late fee.

For assistance with this feature on our website for the 2013 annual renewal report and 2014 membership fee payment, please contact Ms. Sonya Kadarally at SKadarally@collegeoptom.on.ca or 416-962-4071, extension 21.

2013 General Meeting

Mark the College's 2013 Annual General Meeting on your calendar. It will be held from 12:30 p.m. to 1:00 p.m. on Friday, November 15 at the Hilton Suites Hotel, Donald Cousens Conference Centre, 8500 Warden Ave. (at Highway 7), Markham, Ontario, in conjunction with the Vision Institute's Annual Conference and Trade Show. Members who have not registered for the Vision Institute Conference may register to attend the meeting by contacting the College at ASharma@collegeoptomon.ca.

The College is moving again!

The College is scheduled to move again in February 2014. Please check the College website for updates on the move.

The College located to its current location at Suite 901, 1867 Yonge Street, Toronto, as a temporary measure until a more permanent location could be found. The new office will be located within steps of the St. Clair subway station in Toronto.

Upcoming Events

Ontario Optometric Jurisprudence Seminar

October 25, 2013
– Toronto, ON

Ontario Optometric Jurisprudence Exam

October 26, 2013
– Toronto, ON

Annual General Meeting

November 15, 2013
– Markham, ON

Also in this Issue

- A word from the President page 2
- Election update and call for volunteers..... page 2
- Council Spotlight..... page 3
- Communication can curb complaints..... page 4
- Council meeting highlights.... page 5
- College successfully obtains court order..... page 5
- New social media guidelines for optometrists page 6
- Quality Assurance activities... page 6
- Registrar's Report page 7
- Welcome to our new members page 8

A word from the President



The idea of paying it forward relates to doing something good and worthwhile for others, just as someone has done for you. In optometry, the standards of our profession and the way in which we serve the public interest, have continually advanced. Much of the credit goes to the volunteers who

have come before – the members of the profession who have devoted their time and talents to the College.

To sustain that progress, any one of us has a role in paying it forward.

Why did I first volunteer for the College? Because I recognized the profound difference it makes to all of us in the profession, in terms of legislation and policy. I wanted to be part of that positive change, to add my point of view and hear others.

I first served on College committees for nine years. Then I took a break, and later joined Council. Now I'm in my third term, which will make another nine years by the time that's complete. Through it all, I hope I've made a contribution; I know I've gained at least as much as I have given.

Being involved with the College has provided me with an added appreciation for the complexities of the profession. My understanding of the legal authority, the guidelines under which we operate, how all of the stakeholders fit together, and what's in the best interests of patients has all increased.

As a result, serving as a volunteer has helped me grow personally and professionally. Moreover, I think that everything I've learned has made me a better clinician and enhanced my practice.

It's always good to step outside your comfort zone. You develop, challenge yourself, and discover things about yourself that perhaps you never realized. That's what volunteering can deliver, whether for the College or the many other worthwhile volunteer opportunities in our profession. In any field, it's easy to be armchair critics. It takes a little more to actually get involved. It's also immensely rewarding.

We all have something to offer. Your background, skills and insight can be valuable in so many capacities. So I encourage you to put yourself forward and pay it forward.

Dr. Dennis Ruskin, O.D.

Election update and call for volunteers

The Call for Nominations for the upcoming Council year was mailed out to eligible members on August 30, 2013, and nominations closed at 4:00 p.m. on September 30, 2013. One member was nominated in each of the four electoral districts. Accordingly, the following members have been acclaimed for a three-year term:

District 1 - GTA District: Dr. Areef Nurani

District 2 - Northern District: Dr. Bill Chisholm

District 3 - Eastern District: Dr. Thomas-A. Noël

District 5 - Provincial District: Dr. Patrick Quaid

Members are invited to submit an application for appointment to various committees of the College for 2014. Members who

volunteer on College committees interact with their colleagues on issues that affect their profession. Volunteers' reasonable expenses are reimbursed and they receive a per diem allowance for attending committee meetings. The Volunteer Application Form is available on the College website (www.collegeoptom.on.ca then click on Resources then Forms and Fees).

For more information regarding committee appointments at the College, please contact Dr. Paula Garshowitz, Registrar, at 416-962-4071, extension 34 or e-mail at PGarshowitz@collegeoptom.on.ca.

Council Spotlight:

An “honourable contribution” *says Irene Moore*

Irene Moore worked in the care sector for years, managing home support services for seniors through a community agency. Now retired, she continues to support the well-being of the public – this time, as part of the College Council.

As a public member of Council, she is always mindful that she represents the people whose interests the College serves. “I bring that perspective,” says Moore, who lives in southwestern Ontario. “When you’re at the Council table, participating in regulations that are about public protection, that’s really important and exciting.”

Moore is in her fifth year on the College Council, but her involvement in health regulatory colleges goes back to 1993. After responding to a public appointments notice, she was named to the Council of the College of Occupational Therapists and served two terms.

At the time, that college was new. “Everything was being built, so there was no baggage. It was a dynamic period.”

At first, being a public member was somewhat daunting. “You sit around the Council table with the professionals in that

field, and then there’s all the legislation you’re dealing with, it’s pretty overwhelming. But slowly, you get the confidence to give your input on various issues.”

After some time off and then retiring, Moore applied for an appointment to another college. She finds it ironic that she ended up on the Council of the College of Optometrists. She has worn glasses since age 2½, and says some of her earliest memories are of eye doctors “poking around” – “I had an aversion,” she laughs now.

Moore serves on the Executive Committee, and chairs the Inquiries, Complaints and Reports Committee. She is impressed with how her fellow members carefully weigh all sides of each case, and by the relative scarcity of complaints (just 42 new ones last year) given the number of optometrist-patient interactions over the course of a year.

She has great respect for the professionals she serves with, and encourages others to volunteer and get involved in some capacity with the College. “It’s an honourable contribution, so rewarding and educational,” she says.

In turn, Moore feels respect from the professional members of Council. “They have been very welcoming. I believe I speak for other public members that we feel very much a part of discussions and decision-making. There may not always be agreement on issues, but public members are encouraged to contribute to the conversation.”



Council meeting highlights

June 10, 2013

- Council approved the 2012 Audited Financial Statements. The statements are available on the College website at: www.collegeoptom.on.ca. Click on Resources/College publications.
- Previously, when a discipline panel decided to issue a reprimand to a member, the reprimand was delivered to the member behind closed doors, with only the member and the discipline panel members present. In the interests of increased transparency, Council approved a policy that all reprimands will now be delivered in public and recorded in the official transcript of the discipline hearing.
- Council heard presentations given by the National Board of Examiners in Optometry (NBEO) and the Canadian Examiners in Optometry (CEO) prior to debating a motion to accept the NBEO examination as an alternative entry-to-practice examination for registration in Ontario for the balance of 2013. Following a full discussion, the motion was defeated.

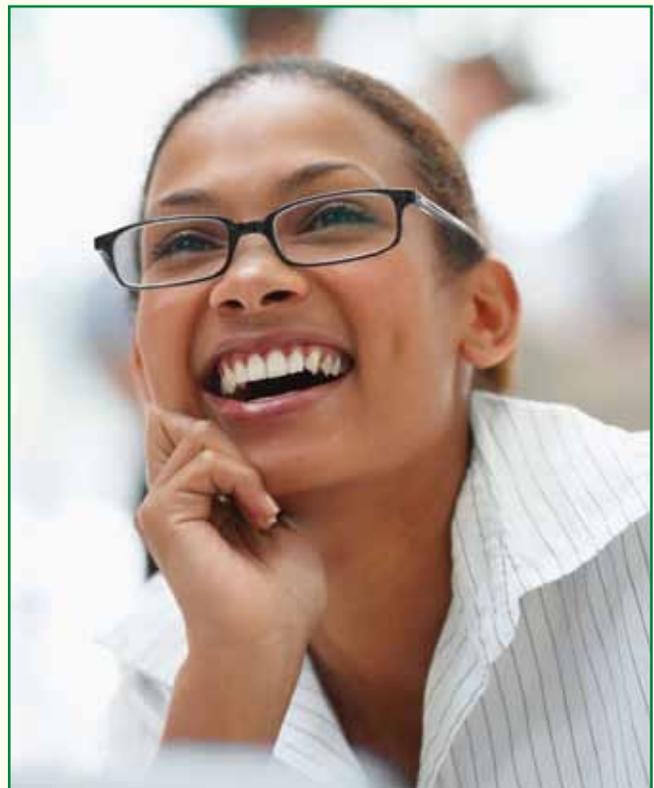
September 18, 2013

- In response to recent media attention regarding transparency of information about individual health care practitioners, the College has engaged in a collaborative project of a small group of health professional regulators. This group, which includes medicine, nursing, dentistry, pharmacy, optometry and physiotherapy, has developed draft transparency principles to guide regulatory college discussions about making more information publicly available. Council reviewed the principles and provided feedback.
- Council heard a presentation by the Centre for the Evaluation of Health Professionals Educated Abroad (CEHPEA) regarding their organization in the context of their proposal to develop and administer an examination to assess internationally educated applicants.
- Council approved the document “Guidelines for the Appropriate Use of Social Media by Optometrists,” which can be found in this issue of the Bulletin and on the College website.

The next Council meeting will be held on Friday, January 17, 2014. Please check the College website at www.collegeoptom.on.ca for the location and to RSVP. Council meetings are open to the public and members are welcome to attend.

College successfully obtains court order

The College of Optometrists of Ontario successfully obtained an injunction on May 30, 2013, prohibiting Tony Frisoli, the owner of Idol Optical located at 9333 Weston Rd., Vaughan, Ontario, from prescribing and dispensing eyewear illegally. Mr. Frisoli had conducted an eye test, issued a prescription, and dispensed eyewear to one of the College’s undercover investigators while not being a registered optometrist, optician, or physician. The College of Optometrists of Ontario and the College of Opticians of Ontario brought a joint application in the Superior Court of Justice to prohibit Mr. Frisoli and his companies from performing controlled health care acts illegally. Mr. Frisoli consented to the court order (posted on the College home page), which requires him to ensure that only registered optometrists and physicians prescribe (and only optometrists, physicians and opticians dispense) eyewear at his store. Mr. Frisoli is also required to contribute towards both Colleges’ legal costs.



New social media guidelines for optometrists

The College Council approved new social media guidelines for optometrists on September 18, 2013.

With the advent of social media, optometrists have many new means of communicating with their patients and the public. There are many examples of social media platforms: Facebook, Twitter, YouTube, LinkedIn, blogging sites, etc.

The nature of social media presents some risks for optometrists and patients alike. To manage these risks, when optometrists engage in the use of social media platforms and technologies, they are expected to adhere to all of their existing professional expectations and duties, including those set out in the relevant legislation, regulations, codes of ethics, and College policies. The College recognizes that if optometrists adhere to relevant professional expectations when engaging in social media, these platforms also present important opportunities to enhance education, professional competence, and collegiality and can also be an enjoyable source of information and entertainment.

Optometrists should keep in mind the principles of good optometric practice, which are also relevant to the use of social media. Optometrists have a responsibility to:

- safeguard patient privacy, confidentiality and trust by protecting patient information
- maintain appropriate professional boundaries between themselves and their patients
- maintain professional and collegial relationships with colleagues, other professionals, and in the public sphere
- collaborate with other health care professionals for the purpose of information exchange
- avoid conflicts of interest.

In order to satisfy the professional expectations while engaging in social media, optometrists are advised to:

- assume all content on the internet (anonymous or not) is public and accessible to all
- remember that social media platforms are constantly evolving
- refrain from invading the privacy of patients by seeking out information about them that may be available online
- refrain from posting identifying information about patients in any context online; for example, in a professional blog, video-sharing media, or discussion forum
- abide by statutes and regulations related to defamation, copyright and plagiarism when posting content in blogs

or elsewhere online

- apply the strictest privacy settings to protect their own information and information about them that could be posted by others
- be mindful of their internet presence and be proactive in controlling and avoiding content that may be viewed as unprofessional or personal
- avoid providing patient-specific optometric advice online, for example, by posting information on an internet discussion forum that could be construed as optometric advice. In some circumstances, it may be appropriate for optometrists to provide health-related information that is not patient-specific in an online forum for the purpose of public and professional education
- proactively consider how other professional expectations apply to the use of social media.

Members can refer to these approved guidelines on the College website at www.collegeoptom.on.ca by clicking on the Governance tab then the Policies & Guidelines tab.

Quality Assurance activities

Coach Recruitment 2013

The Quality Assurance Committee is happy to be welcoming 11 new coaches to the Quality Assurance Program. The coaches training program took place in spring 2013 and was very well received.

Continuing Education E-learning Module

Work is now underway on the development of the Quality Assurance Program's first e-learning module on Record Keeping, which can be used by members towards CE credit. This module is expected to be available in early 2014.

Continuing Education Requirements

We are in year two of the three-year continuing education cycle, which ends on December 31, 2014. The continuing education policy is online on the College website and can be accessed at www.collegeoptom.on.ca/qualityassurance/continuingeducation.asp.

For any quality assurance questions, please contact Ms. Agnes O'Donohue at AODonohue@collegeoptom.on.ca or 416-962-4071, extension 29.

Registrar's Report

"No one can whistle a symphony. It takes a whole orchestra to play it."

~H.E. Luccock

The College has outstanding staff, but simply couldn't function without the many volunteers, both members of the profession and public members, who give their time. Together, we all work in concert.

I would like to express my appreciation to all of our volunteers. Each one brings something special to the table, and provides thoughtful insight into all aspects of the College in support of the public interest. Their valuable contributions do not go unnoticed.

There is still time to send in your volunteer application form for appointment to a College committee. It's a great opportunity to make a difference for the public of Ontario.

These are exciting times for the College. 2014 will bring not only a new, permanent location for our offices, but a new look to our communications and a new website – a valuable resource for our members. We have chosen a logo that will "embrace" the College's duty to protect the public. Once you see it, you'll understand the clue in that last sentence.

July 3, 2013

Re: Potential Eye Health Risks associated with Non-Corrective (Cosmetic) Contact Lenses

To All Ontario Pharmacy Designated Managers,

On behalf of the Ontario College of Pharmacists and the College of Optometrists of Ontario we ask for your assistance with an important issue regarding the sale of non-corrective (cosmetic) contact lenses in retail pharmacies throughout Ontario.

While a prescription is not required to purchase these products and they are not restricted from sale in pharmacies, there is a variety of eye health risks associated with improper use and care of this product. The potential for harm always exists when placing a contact lens onto the cornea. Individuals, who have not had a thorough ocular health assessment and the appropriate testing to determine whether they are suitable candidates for healthy contact wear, run significant eye health risks. Instruction on care, cleaning, insertion and removal of contact lenses are also integral to successful and safe contact lens wear.

The increased evidence of risk of harm, which has included a number of documented cases where individuals suffered permanent vision loss after purchasing and wearing cosmetic lenses without receiving professional evaluation or instruction on handling and usage, prompted a recent (December 2012) reclassification of this product to a Class II Medical Device in the Federal *Food and Drug Act*.

In light of the potential risk of harm to the public and in support of the reclassification, which positions this product more in line with pharmacies provision of other health care aids and devices, the College recommends that pharmacies who currently, or intend to, sell non-corrective (cosmetic) contact lenses:

- Ensure the provision of information and education to patients regarding the appropriate use of this product, including the potential risks

In meeting this recommendation consideration should be given to appropriate placement of the product in the pharmacy, ensuring that access to and oversight by a pharmacist is readily available.

Thank you in advance for your cooperation.

Sincerely,



Marshall Moleschi, R.Ph., B.Sc. (Pharm), MHA
Registrar
Ontario College of Pharmacists



Paula Garshowitz, OD
Registrar
College of Optometrists of Ontario

Many thanks to our Communications Committee, led by public member Ira Teich, for their dedication and creativity.

The fall season brings Halloween, and with it the annual demand for non-corrective cosmetic contact lenses by would-be vampires and felines. The Federal government has re-classified these lenses as class II medical devices under the *Food and Drugs Act* and we await enabling regulations.

This issue of the Bulletin includes a letter to pharmacists, written by the Registrar of the Ontario College of Pharmacists (OCP) and myself. It addresses the issue of non-corrective cosmetic contact lenses sold in drug stores. We undertook this joint communication in the public interest when it came to the OCP's attention that a large chain pharmacy was selling these lenses in their cosmetics section.

To update you on another ongoing issue, recent media attention has focused on the perceived lack of transparency of regulatory Colleges – in particular, "secret cautions" issued to health care practitioners by Inquiries, Complaints and Reports committees. This issue is related to the accountability of public sector organizations in general.

It's timely and advisable for regulatory colleges to proactively review their own transparency practices and the information made available to the public. To that end, our College is working with a group of regulators to examine the legal and policy considerations around transparency in regulation, and establish common principles to guide further discussion.

The College continues to collaborate with optometric regulators across the country at meetings of the Canadian Optometric Regulatory Authorities (CORA). There, we discuss issues of mutual interest – common practice hour requirements for maintenance of licensure; registration of new applicants (including those applying under labour mobility provisions and from other countries); continuing education (including a proposal to consider a Canadian solution for tracking member CE credits); and illegal dispensing of eyewear.

Colleges have been asked to review their standards documents with respect to using modern technology in dispensing eyewear. Dispensing continues to be a controlled act in Ontario, and can only be performed by a regulated health professional or someone to whom that act has been appropriately delegated. We continue to review this and other pressing matters with CORA and other stakeholders. Again, when we work in harmony, we will achieve results in the best interests of our public.

Best wishes for an enjoyable fall season.

Paula Garshowitz, O.D.

Welcome to our new members

The College is pleased to welcome the following individuals who became members between April 4 and September 3, 2013:

Dr. Rebecca Anidjar
Dr. Jasmine Wing Ki Au
Dr. Tanu Bansal
Dr. Michelle Baron
Dr. Staci Boon
Dr. Krystal Chan
Dr. Avneet Neety Cheema
Dr. Cassandra Chung
Dr. Sameer Dedhar
Dr. Harjinder Kaur Dhillon
Dr. Kris Anne Duguay
Dr. Chandra Elizabeth Engs
Dr. Andrea Nadine Guerrette
Dr. Ruo Mu Guo
Dr. Ricky Gurprasad
Dr. Sharmin Habib
Dr. Pardie Hamboyan
Dr. Matthew Harrison
Dr. Rachel Hurst
Dr. Riad Ismaiel
Dr. Kristel Nicole Jefferies
Dr. Katherine Jones

Dr. Cheuk Yan Kao
Dr. Erin Patricia Kelly
Dr. Amanda Klassen
Dr. Stephanie Kong
Dr. Andrea Kozma
Dr. Alexa Lavigne
Dr. Amy Yuen Wai Law
Dr. Miranda Lee
Dr. Victor Lee
Dr. Julia Olivia Honey Levesque
Dr. Corey Isaac Levman
Dr. Andrew Felix Kwoon-Ho Liang
Dr. Jamesina Lowe
Dr. Eric Andrew Lukacin
Dr. Amy Luu
Dr. Austin Khuong Ly
Dr. Jeffrey Alan Charles McAlear
Dr. Jessica Melville
Dr. Ehab Adel Sawires Mesiha
Dr. Jay Mithani
Dr. Marlon Mohamed
Dr. Olena Moiseiykina

Dr. John Paul Mugeridge
Dr. Tiffany Nazareth
Dr. Helen Nhan
Dr. Anuradha Ondhia
Dr. Justine Aline Pazur
Dr. Laurie Permack
Dr. Alexander Polczynski
Dr. Teresa Poon
Dr. Faith Salamat
Dr. Beth Schellenberg
Dr. Sam Schneider
Dr. Mahsa Shekari
Dr. Sabrina Singh
Dr. Joshua Smith
Dr. Gregory Thompson
Dr. Michael Woods
Dr. Yuan Yang
Dr. Szu-Han George Yen
Dr. Jieun Yoo
Dr. Alexander Yowakim
Dr. Natalie Zagordo
Dr. Violet Zawada Kuzio

Excellence in Optometric Care

Serving the Public Interest by Guiding the Profession



College of Optometrists of Ontario **Ordre des Optométristes de l'Ontario**

1867 Yonge St., Suite 901

1867, rue Yonge, Suite 901

Toronto, Ontario M4S 1Y5

Toronto (Ontario) M4S 1Y5

Telephone (416) 962-4071

Téléphone (416) 962-4071

Toll-free (888) 825-2554

Sans frais (888) 825-2554

Facsimile (416) 962-4073

Facsimile (416) 962-4073

Website www.collegeoptom.on.ca

Site web www.collegeoptom.on.ca