

LETTERS/COURRIER

Editor, CJO

I am writing in response to an article in the 'Communiqué' section of the *Canadian Journal of Optometry* of June 1986 concerning the recent study that Schema Research conducted with Optometrists, and to clarify for you and your members some misapprehensions.

As the covering letter indicated, Schema Research is a market research company well known and respected in health care marketing circles and adheres to the Code of Ethics established by the Professional Marketing Research Society (PMRS). Schema Research conducts many surveys with health care professionals (physicians, dentists, opticians, etc.), providing data which is of use to companies in the health care field.

In regard to your comments about the recent Optometrists study, Schema Research did not 'wrongly suggest CAO endorsement.' The covering letter clearly states that the optometric associations had been informed, which is true. In addition to informing each association of the study, we also offered to provide them information that would be useful. A report was subsequently sent to each provincial association, other than Quebec.

It is true that the CAO had contacted me requesting a copy of the study. It is available to the CAO, as it is to all manufacturers of contact lenses and lens care solutions, and provides valuable information on the use of these products.

Schema Research will be conducting the study twice yearly and will be complementing data from Optometrists with data from Ophthalmologists and Opticians.

I would also be pleased to answer any questions that you or your members may have.

With best wishes,

Yours sincerely,

Philip Harrison

President, Schema Research Ltd.

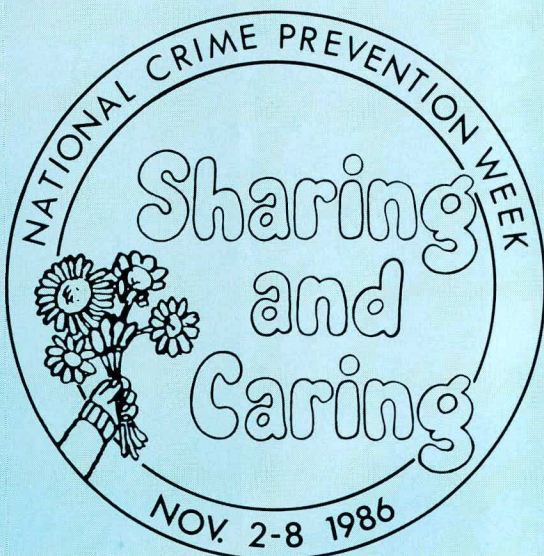
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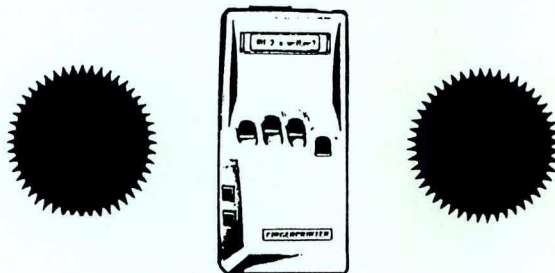
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