

CJO | RCO

CANADIAN JOURNAL OF OPTOMETRY | REVUE CANADIENNE D'OPTOMÉTRIE



VOL 75 NO 1 2013

FED MONT TON

JULY
10-13
2013

33rd BIENNIAL
CAO CONGRESS

May is Vision Health Month  Mai est le mois de la santé visuelle

Promote optometry with the new DOC brand

Faites la promotion de l'optométrie avec la nouvelle marque DOC

SUBTRACT LENS DRYNESS.

ADD
NEW PATIENTS.



You and Sally

+ **ACUVUE®**
OASYS®
BRAND CONTACT LENSES
WITH HYDRACLEAR® PLUS
=



Sally



Sally's Co-worker



Sally's Electrician



Sally's Niece



Sally's Mechanic



Sally's Hairstylist



Sally's Dentist



Sally's Brother



Sally's Yoga Instructor



Sally's Neighbor

“I never experience dryness.” That’s what more of your ACUVUE® OASYS® Brand patients said in a clinical study: at least 67% more than those wearing Biofinity® or AIR OPTIX® AQUA. No wonder that on average your ACUVUE® OASYS® patients have already told 6.5 people about you. Grow your practice. Fit more ACUVUE® OASYS®.

*44% of ACUVUE® OASYS® and 25% of Biofinity® patients reported never experiencing dryness after 2 weeks' wear, and in a separate study, 40% of ACUVUE® OASYS® and 24% of AIR OPTIX® AQUA patients reported never experiencing dryness after 2 weeks' wear.

ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Division of Johnson & Johnson, Inc., by calling 1-800-267-5098 or by visiting www.acuvueprofessional.ca.

The third-party trademarks used herein are the trademarks of their respective owners. ACUVUE®, ACUVUE® OASYS® and HYDRACLEAR® are trademarks of Johnson & Johnson, Inc. ©Johnson & Johnson, Inc. 2013 October 2012



The Canadian Journal of Optometry is the official publication of the Canadian Association of Optometrists (CAO) / La Revue canadienne d'optométrie est la publication officielle de l'Association canadienne des optométristes (ACO) : 234 Argyle Avenue, Ottawa, ON, K2P 1B9. Phone 613 235-7924 / 888 263-4676, fax 613 235-2025, e-mail info@opto.ca, website www.opto.ca. Publications Mail Registration No. 558206 / Envoi de publication – Enregistrement no. 558206.
 The Canadian Journal of Optometry / La Revue canadienne d'optométrie (USPS#0009-364) is published four times per year at CDN\$55, and CDN\$65 for subscriptions outside of Canada. Address changes should be sent to CAO, 234 Argyle Avenue, Ottawa, ON K2P 1B9.

The CJO*RCO is the official publication of the CAO. However, opinions and commentaries published in the CJO*RCO are not necessarily either the official opinion or policy of CAO unless specifically identified as such. Because legislation varies from province to province, CAO advises optometrists to consult with their provincial licensing authority before following any of the practice management advice offered in CJO*RCO.
 The CJO*RCO welcomes new advertisers. In keeping with our goal of advancing awareness, education and professionalism of members of the CAO, any and all advertising may be submitted, prior to its publication, for review by the National Publications Committee of the CAO. CAO reserves the right to accept or reject any advertisement submitted for placement in the CJO*RCO.

La CJO*RCO est la publication officielle de l'ACO. Les avis et les commentaires publiés dans la CJO*RCO ne représentent toutefois pas nécessairement la position ou la politique officielle de l'ACO, à moins qu'il en soit précisé ainsi. Étant donné que les lois sont différentes d'une province à l'autre, l'ACO conseille aux optométristes de vérifier avec l'organisme provincial compétent qui les habilite avant de se conformer aux conseils de la CJO*RCO sur la gestion de leurs activités.
 La CJO*RCO est prête à accueillir de nouveaux annonceurs. Dans l'esprit de l'objectif de la CJO*RCO visant à favoriser la sensibilisation, la formation et le professionnalisme des membres de l'ACO, on pourra soumettre tout matériel publicitaire avant publication pour examen par le Comité national des publications de l'ACO. L'ACO se réserve le droit d'accepter ou de refuser toute publicité dont on a demandé l'insertion dans la CJO*RCO.

Editor in Chief / l'éditeur en chef :
 Dr B. Ralph Chou

Chair, National Publications Committee / Président,
 Comité national des publications : Dr Paul Geneau

Academic Editors / Rédacteurs académiques :
 University of Waterloo, Dr B. Ralph Chou
 Université de Montréal, Dr Claude Giasson

Managing Editor / Rédactrice administrative ;
 Advertising Coordinator / Coordonnatrice des publicités :
 Copy-editing/Design/Layout
 Leslie Laskarin

Copy-editors:
 Dr. Cheryl Zimmer, Catherine Heinmiller

Translation Editor / Révisure des traductions :
 Claudette Gagnon

Printing Consultant / Impression : General Printers
 Translation / Traduction:
 Tessier Translations / Les Traductions Tessier



President's Podium / Mot du président

By/par Dr. Lil Linton 3

Promote optometry with the new DOC brand / Faites la promotion de l'optométrie avec la nouvelle marque DOC 4

Vision Health Month / Mois de la santé visuelle. 7

Members' News / Nouvelles pour les membres 8

Bill C-313 - What does it mean and what's next? /
 Projet de loi C313 – Qu'est ce qu'il signifie et qu'est-ce qui s'annonce?
By Dana Cooper 13

CAO National Incident Reports. 15

None of us are as smart as all of us /
 Personne parmi nous n'est aussi intelligent que le tout que nous formons
By/par Dr. Gerry Leinweber 17

CAO Biennial Congress 2013 21

The CAO would like to thank the following members of the AAO and the Congress Planning Committee for their work and contributions made to create this special event issue of CJO: Stacey Dominiuk, Dr. Larry Gies, Dr. Femida Visnani, Brian Wik, Dr. Guy Ambrosio, Dr. Karen Hayward, Dr. Susan Joe, Dr. Nasir Khan, Dr. Ruby Mangat, Dr. Craig McQueen, Dr. Stan Russo, Dr. Neepun Sharma, Dr. Rina Singh, Dr. Shane Smith, Dr. Nohad Teliani, Dr. Jane Thrall, Dr. Salina Wazir

Veillez noter que nous ne fournissons pas les renseignements du congrès de l'ACO en français puisque tous les événements et sessions d'éducation continue se donnent en anglais uniquement.

Uniform requirements for manuscripts: login to the member site at opto.ca or contact CAO.

Exigences uniformes pour les manuscrits: voir sur le site des membres à opto.ca ou contacter l'ACO.

SOLOCARE AQUA® All-In-One Solution

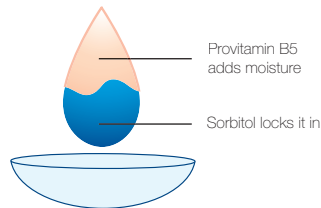
Multipurpose soft contact lens solution and lens case

Extra moisture and antibacterial action
for day-long comfort and cleaner lenses.



Unique formulation
locks in 90% more moisture
and improves hydration.

Provitamin B5 (Dexpantenol) adds
extra moisture to gently soothe the eye.



Sorbitol binds moisture onto the lens
for long-lasting all-day comfort.



Unique lens case

kills bacteria and reduces biofilm build-up.
MicroBlock® lens case contains germ-killing
silver ions to keep lenses cleaner for a fresher feel.



Silver ions infused into the plastic of the
case kill bacteria on contact.



**Multipurpose Soft
Contact Lens Solution**

Keep your patients feeling even
better in their lenses, all day long.

**For starter kits, contact Aurium Pharma Inc.
at 877.728.7486 or solocare@aurium.ca**



www.meniconamerica.ca

BY / PAR DR. LIL LINTON, OD

MARCH | MARS 2013

THIS ISSUE OF CJO includes important member information. I encourage you to take the time to read and keep this issue on hand.

Doctors of Optometry Canada

– the National Public Education Committee has embarked on a new national campaign, Doctors of Optometry Canada (DOC), "Healthy Eyes. Doctor Delivered.TM" The campaign is based on a comprehensive three year plan with paid advertising, public relations, social media and resources for CAO members. The campaign elements and branding will be applied consistently at national, provincial and practice levels. You'll learn more about the DOC website, Facebook page, collateral material for CAO members and more. I hope you share our excitement and learn more about how you can support and participate in the campaign. (See pages 4 & 5)

Vision Health Month – In May of 2013, CAO (through the National Public Education Committee and the DOC campaign) will be partnering with CNIB for Vision Health Month. In 2012, CAO was the top sponsor of CNIB's Vision Health Month and many CAO members supported the first ever Toonie fundraising campaign. This year it will be a true partnership. This year it will be a true partnership, with equal effort in the promotion of eye examinations by Doctors of Optometry Canada and community based services offered by CNIB. CAO members will continue to play a critical role in the support of CNIB fundraising, by participating in the Toonie campaign during the month of May. I encourage you to show your support for CNIB, an organization with a legacy of service and public credibility.

Congress – the CAO Biennial Congress is being held July 10-13, 2013 in Edmonton, Alberta (those registered for the President's Cup Golf Tournament arrive a



day earlier). The Congress article highlights top calibre continuing education, an unforgettable social program and activities for companions, youth and children. CAO and the planning committee in Edmonton are working on your behalf to ensure this year's Congress is the best ever. You'll want to book your travel and hotel early to not miss out. Online registration will be launched at the end of March, 2013. Take advantage of early bird registration. I look forward to seeing you in Edmonton!

Happy reading!

.....

CE NUMÉRO DE LA RCO inclut des renseignements importants pour les membres. Je vous encourage à prendre le temps de le lire et à le garder à portée de la main.

Docteurs en optométrie Canada –

Le Comité national d'éducation publique Docteurs en optométrie Canada – a lancé une nouvelle campagne nationale, Docteurs en optométrie Canada (DOC), « Des yeux en santé. Grâce aux docs.^{MC} » La campagne s'appuie sur un plan triennal intégré comportant de la publicité payée, des relations publiques, des médias sociaux et des ressources pour les membres de l'ACO. Les éléments de la campagne et l'image de marque seront appliqués de façon uniforme aux échelons national et provincial et à celui des cabinets. Vous en apprendrez davantage sur le site Web de DOC, dans la page Facebook, dans les documents accessoires destinés aux membres de l'ACO et j'en passe. J'espère que vous partagerez notre

intérêt et en apprendrez davantage sur la façon d'appuyer la campagne et d'y participer. (Voir les pages 4 & 5)

Le Mois de la santé visuelle – En mai 2013, l'INCA et l'ACO (par l'entremise du Comité national d'éducation publique) auront un partenariat encore plus fort pour utiliser conjointement la marque de la campagne DOC et celle de l'INCA pour le Mois de la santé visuelle. En mai 2012, l'ACO était le principal commanditaire du Mois de la santé visuelle de l'INCA et beaucoup de membres de l'ACO ont appuyé l'INCA au cours de la première campagne de financement basée sur la pièce de 2 \$. Cette année, ce sera un véritable partenariat et les deux parties consacreront des efforts égaux à la promotion des examens de la vue par Docteurs en optométrie Canada et des services communautaires offerts par l'INCA. Les membres de l'ACO continueront de jouer un rôle crucial pour appuyer les activités de financement de l'INCA en participant à la campagne basée sur la pièce de 2 \$ en mai. Je vous encourage à manifester votre appui à l'INCA, organisme qui a des antécédents de service et de la crédibilité auprès du public.

Congrès – L'ACO tient son Congrès biennal du 10 au 13 juillet 2013 à Edmonton (Alberta) (les golfeurs inscrits au tournoi de golf du président arrivent une journée plus tôt). L'article sur le congrès met en vedette une formation continue de premier plan et un programme inoubliable d'activités sociales et d'activités pour les compagnons et compagnes, les jeunes et les enfants. L'ACO et le Comité de planification à Edmonton s'appliquent pour faire en sorte que le congrès de cette année soit le meilleur que vous n'avez jamais connu. Vous devez réserver votre voyage et votre hôtel rapidement pour ne pas rater votre chance. L'inscription en ligne commencera à la fin de mars 2013. Profitez de l'inscription hâtive. J'ai hâte de vous voir à Edmonton!

Bonne lecture!



DOCTORS OF
OPTOMETRY
CANADA



Doctors of Optometry Canada.

Healthy Eyes. Doctor Delivered.™

Ask a Canadian what the difference between an optometrist, ophthalmologist and optician is and they likely won't be able to answer correctly. But ask a Canadian who the most trusted health care professional is and almost 9 out of 10 respond: a "Doctor". The new national public education campaign has been built on this insight – and by connecting "Doctor" to "Optometry", we educate the public that Optometrists are a trusted single source for all things eye health and eye care related.

Facebook Page Launched

With more people on Facebook per capita in Canada than in any other nation in the world, a robust Facebook presence is a core component of the new Doctors of Optometry Canada (DOC) campaign. 56 Doctors of Optometry from across the country have already volunteered to answer questions posed by the public on the site, and we are still looking for more, so please let us know if you're interested in taking a shift and answering questions – email info@doctorsofoptometry.ca. Like our page and tell your patients about it too: [facebook.com/AskADoctorofOptometry](https://www.facebook.com/AskADoctorofOptometry).

Special thanks to the BAO for sharing their Facebook page with the campaign. We currently have over 16,000 fans on the page, and with targeted advertising, fan numbers are growing by close to 100 new fans every day.

New campaign website to launch early April

DoctorsofOptometry.ca is the URL for the national campaign's new bilingual website, scheduled to launch

in early April. The website consists of a national landing page and 10 provincial sites that live within the national brand. This approach allows each of the provinces to customize their pages with local content. The new site has a complete Eye Health Library full of information about eye health and eye care. It also has video of patient stories told in news and documentary styles, as well as short video interviews with Doctors of Optometry answering the most commonly asked patient questions.

Print collateral delivered to your door

In April, look for a package of print collateral – brochures, rack cards, door decals and more – all mailed directly to your practice free-of-charge. These materials are ideal for your waiting rooms, to hand to patients directly or use at talks and presentations. The Doctors of Optometry members website will have all the details about how you can order more materials once you have distributed your first batch.



Campaign materials shown: Facebook Page
™ used under license.

Healthy Eyes.
Doctor Delivered.™

Get Involved! We welcome your input and feedback. Should you have any questions, comments or concerns, or would like to play a larger role in the campaign as an ambassador, a spokesperson, a video star or answer questions on the Facebook page, please contact us at info@doctorsofoptometry.ca



DOCTEURS EN
OPTOMÉTRIE
CANADA

Docteurs en optométrie Canada.

Des yeux en santé. Votre docteur en optométrie.^{MC}

Demandez à quelqu'un quelle est la différence entre un optométriste, un ophtalmologiste et un opticien, et il aura certainement de la difficulté à répondre correctement. Demandez-lui toutefois à quel professionnel de la santé fait-il le plus confiance et presque neuf fois sur dix, il vous répondra : un docteur. C'est pourquoi la nouvelle campagne nationale d'éducation du public, « Des yeux en santé. Votre docteur en optométrie.^{MC} », lie le mot « docteur » au mot « optométrie » pour présenter les optométristes comme étant les docteurs de nos yeux et les gardiens de leur santé.

QC DOCTEURS EN OPTOMÉTRIE

Quand recommander
à votre patient de
consulter un docteur
en optométrie.

Des yeux en santé.
Votre docteur en optométrie.^{MC}

Nouveau site internet de la campagne lancé dès le mois d'avril

Docteursenoptometrie.ca hébergera en français et en anglais la campagne dès le mois d'avril. Ce site Internet comporte une page d'accueil pour tout le pays et dix sites distincts pour chacune des provinces, leur permettant ainsi de personnaliser le contenu de leurs pages. Le nouveau site dispose aussi d'une bibliothèque qui regorge d'information sur la santé des yeux et les soins oculovisuels, ainsi que des vidéos comportant des histoires de patients, et des capsules d'entrevues tournées avec des Docteurs en optométrie, répondant aux questions posées par les patients.

Outils pratiques livrés chez vous

En avril, vous recevrez directement à votre lieu de travail une trousse gratuite de documents et d'outils pratiques, notamment, des dépliants, des cartes, des autocollants pour les portes, etc. Ce matériel sera parfait pour les salles d'attente,

pour être donné à vos patients ou lors de présentations. Des cartes de rappel, formats papier ou électronique, pourront aussi être personnalisées à votre nom.

La page Facebook est déjà lancée

Comme le Canada compte le ratio le plus élevé de personnes sur Facebook, par habitant, que tout autre pays au monde, il est primordial et incontournable d'y assurer la visibilité de notre nouvelle campagne. Déjà, 56 Docteurs en optométrie d'un bout à l'autre du pays se sont portés volontaires pour répondre aux questions affichées sur le site. Nous vous invitons à aimer notre page et à en parler à vos patients. facebook.com/AskaDoctorofOptometry

Nous remercions particulièrement l'Association des optométristes de la Colombie-Britannique, qui a permis à la campagne nationale de bâtir sur ce qu'elle a développé et coordonné avec succès dans sa province, ainsi que pour partager sa page Facebook. Actuellement, 16 000 personnes aiment la page, et 100 nouvelles personnes s'ajoutent chaque jour grâce à la publicité ciblée que nous faisons.

Matériels de la campagne :
dépliants

^{MC} utilisée sous licence.

Participez! Si vous avez des commentaires ou des questions, ou si vous souhaitez vous impliquer en participant aux capsules vidéo, n'hésitez pas à communiquer avec nous à info@docteursenoptometrie.ca

Des yeux en santé.
Votre docteur en optométrie.^{MC}

Different patients. One Proclear.[®]

Proclear 1 day

All Proclear 1 day lenses stay 96% hydrated even after 12 hours of wear resulting in exceptional comfort.



Proclear 1 day multifocal

Now you can offer the convenience of a daily disposable in a high performing multifocal lens.

Fit them today and your patients will enjoy them all day!



CooperVision[®]

coopervision.ca

1 800 268-5367

Plans in motion for **Vision Health Month** 2013

Projets mis en œuvre dans le cadre du **Mois de la santé visuelle** 2013

Held in May, Vision Health Month is a nationwide awareness campaign designed to educate Canadians about their vision health in order to help eliminate avoidable sight loss across the country.

In this year's campaign, **CNIB** and **Doctors of Optometry Canada** are teaming up to remind Canadians their eyes are for life, and call on them to do one simple thing that could save their sight: get an eye exam from a Doctor of Optometry.

This exciting partnership initiative will be promoted through co-branded features in Postmedia newspapers nationwide, public relations activities and online promotions – as well as the Eyes Are for Life Toonie Campaign in support of CNIB's vital community-based services for people who are blind or partially sighted.



Join the Toonie Campaign

The **Eyes Are for Life** Toonie Campaign is a unique social responsibility and fundraising opportunity available exclusively to CAO members. It asks optometrists to donate \$2 to CNIB for every eye exam conducted in May, with a suggested minimum fund-raising goal of \$250 per optometrist. Participating doctors are also encouraged to invite patients to join them in making a gift to CNIB using in-office donation boxes or by texting "CNIB" to 45678.

"The Toonie Campaign is an amazing way for our members to give back to the community and show their support for a cause we all share," says Dr. Cheryl Zimmer, Director of Professional Affairs with the CAO.

To register for the Toonie Campaign visit eyesareforlife.ca! Registration opens April 8.

Le Mois de la santé visuelle d'INCA, qui se tient chaque année en mai, est une campagne de sensibilisation nationale conçue pour renseigner la population canadienne sur la santé visuelle afin d'éliminer les cas de perte de vision évitable.

En 2013, **INCA** et les **Docteurs en Optométrie Canada** s'unissent pour rappeler aux Canadiens que leurs yeux sont pour la vie et les inviter à faire un geste tout simple qui pourrait leur sauver la vue : subir un examen oculaire complet chez un optométriste.

Ce partenariat dynamique sera mis de l'avant au moyen d'articles comarqués publiés d'un océan à l'autre dans les journaux de Postmedia, d'activités de relations publiques et de promotions en ligne, de même que par la Campagne de pièces de monnaie de 2 \$ Les yeux pour la vie, en appui aux services communautaires fournis par INCA aux personnes aveugles ou ayant une vision partielle.

Participez à la Campagne de pièces de monnaie de 2 \$

La Campagne de pièces de monnaie de 2 \$ **Les yeux pour la vie** constitue une occasion unique de responsabilité sociale jumelée à une excellente opportunité de collecte de fonds offerte exclusivement aux membres de l'ACO. Cette campagne invite les optométristes à remettre 2 \$ à INCA pour chaque examen oculaire effectué au mois de mai, en se fixant un objectif suggéré d'au moins 250 \$ par optométriste. Nous encourageons aussi les optométristes à inciter leurs patients à se joindre à eux et à faire un don à INCA en utilisant les boîtes de dons placées dans leurs bureaux ou en textant « INCA » à 45678.

« La Campagne de pièces de monnaie de 2 \$ offre à nos membres une occasion exceptionnelle de redonner à la communauté et de démontrer leur soutien à une cause qui nous est à tous très chère », déclare la docteure Cheryl Zimmer, directrice des affaires professionnelles de l'ACO.

Pour vous inscrire dès **aujourd'hui** à la Campagne de pièces de monnaie de 2 \$, il vous suffit de visiter lesyeuxpourlavie.ca! L'inscription commence le 8 avril.



BC government Launches New Online Eyewear Option for those on Assistance

Effective early March, the BC Ministry of Social Development will be launching a pilot program that will give individuals and families on income and disability assistance the option to purchase eyeglasses online and have the claims submitted to Pacific Blue Cross for payment on behalf of the ministry. Upon the completion of the pilot, the opportunity to participate as a supplier will be extended to other online eyewear companies, provided they meet government criteria for providing services. Criteria for service providers include the requirement to have an optician, optometrist or an ophthalmologist on staff, licensed to practice in BC. Ministry partners in the pilot project are Pacific Blue Cross, the insurer that delivers benefits to recipients of B.C. Employment and Assistance on behalf of the ministry, and BC-based Clearly Contacts. The Ministry believes the option will lower the cost of eyewear claims. The announcement was made on February 7, 2013.

Le gouvernement de la C.-B. lance un nouveau service d'achat d'articles de lunetterie en ligne à l'intention des bénéficiaires d'aide

À compter du début de mars, le ministère du Développement social de la C.-B. lancera un programme pilote qui permettra aux personnes et aux familles bénéficiant de mesures de soutien du revenu et d'aide pour invalidité d'acheter des lunettes en ligne et de soumettre leur demande de remboursement à Pacific Blue Cross pour le compte du Ministère. Après le projet pilote, on offrira à d'autres entreprises d'articles de lunetterie en ligne la possibilité de participer comme fournisseurs à condition qu'elles répondent aux critères gouvernementaux régissant la prestation de services. Les critères imposés aux fournisseurs de

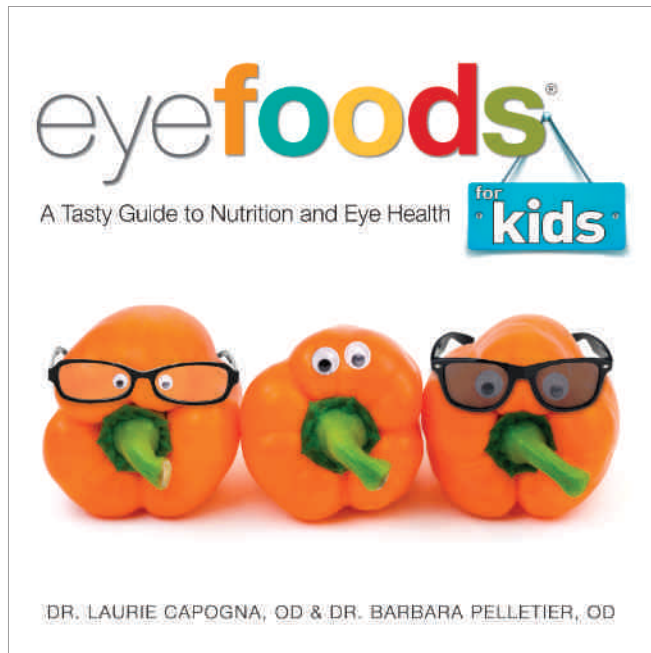
services comprennent l'obligation de compter un opticien, un optométriste ou un ophtalmologiste parmi les membres de leur personnel et l'autorisation d'exercer en C.-B. Les partenaires du Ministère dans le contexte du projet pilote sont Pacific Blue Cross, l'assureur qui fournit les prestations aux bénéficiaires de l'aide à l'emploi de la C.-B. pour le compte du Ministère, et Clearly Contacts de la C.-B. Le Ministère croit que cette possibilité fera baisser le coût des demandes de remboursement d'articles de lunetterie. L'annonce a été faite le 7 février 2013.

CEO Update

Several months ago, Canadian Examiners in Optometry (CEO-ECO) began the process of updating its competency document, the Competency Based Performance Standards which is used primarily by CEO-ECO to guide its assessments including the entry-exam, the Canadian Assessment in Optometry (CACO). CEO-ECO's members recently agreed that a current and national "master" competency profile that can be used as a core document for various activities related to entry-to-practice, quality assurance and assessing internationally trained professionals is important. CEO-ECO's members, the ten provincial optometric regulators, also agreed that CEO-ECO would be the lead for a first phase of work (Phase 1) to develop a national competency profile. Phase 1 of the project involved a 2 day meeting on January 10 & 11, 2013 in Toronto to create a plan including objectives, deliverables, budget and timelines for the work required to develop the national competency profile. A steering committee will have responsibility for planning and, subsequently, for execution of the project including stakeholder communication. The committee is composed of 7 individuals from the profession, a consultant and a project manager. These individuals were nominated by Canada's optometric regulators, the Canadian Association of Optometrists, and CEO-ECO. Dr. Denis Champagne is the CAO nominee to the CEO Steering Committee.

ECO mise à jour

Il y a quelques mois, les examinateurs canadiens en optométrie commencèrent le procédé de mise à jour de leur document sur les compétences, soit les Normes de rendement basées sur les compétences, utilisées principalement par les chefs de la direction et les ECO pour guider l'évaluation, y compris l'examen d'admission, l'ÉCCO. Les membres chefs de la direction et ECO ont convenu récemment qu'il est important de disposer d'un profil de compétences « principal » courant et national pouvant être utilisé comme document de base au niveau débutant et moyen d'assurance de la qualité et d'évaluation des professionnels formés à l'étranger. Les membres chefs de la direction et ECO et les dix organismes de réglementation de l'optométrie des provinces ont aussi convenu que les Examineurs canadiens en optométrie (ECO) seraient responsables d'un premier volet du travail (phase 1) de création d'un profil national des compétences. La phase 1 du projet a comporté une réunion de deux jours, les 10 et 11 janvier 2013, à Toronto. La réunion visait à établir un plan comportant des objectifs, des produits à livrer, un budget et des calendriers portant sur le travail à effectuer afin d'élaborer le profil national des compétences. Un comité directeur sera chargé de la planification et, par la suite, de l'exécution du projet, y compris des communications avec les interlocuteurs. Le comité est constitué de sept membres de la profession, d'un consultant et d'un chef de projet. Les organismes de réglementation de l'optométrie du Canada, l'Association canadienne des optométristes et les chefs de direction-ECO ont proposé la candidature de ces personnes. L'ACO a proposé celle du Dr Denis Champagne au Comité directeur des chefs de la direction.



Eyefoods for Kids

The team that brought you *Eyefoods: A Food Plan for Healthy Eyes* is releasing a first-of-its-kind eye nutrition book for children this spring. *Eyefoods for Kids* by Dr. Laurie Capogna and Dr. Barbara Pelletier, takes the reader on a journey through the visual system using the unique Eyefoods nutrition and health format. *Eyefoods for Kids* will make a perfect give-away to young patients (ages 6-12) and parents with children. Books will be available for shipping in May 2013. Retail them in your practice! The regular price for 100 books is \$8.50 per book. Visit http://eyefoods.3dcartstores.com/Eyefoods-for-Kids-Preorder-Special-100-Books_p_40.html or <http://www.eyefoods.com>

EHCC Industry Partner News Product Update

Johnson & Johnson Vision Care announced it will be discontinuing three of its older brands in 2013. The original ACUVUE® Brand Contact Lenses, the product that revolutionized the industry in 1987, will no longer be available in select base curves and parameters in Canada as of July 1, 2013. All 9.1 base curves and 8.4 and 8.8 base curves of parameters from -6.50 to -11.00 are being discontinued. Products with 8.4 and 8.8 base curves and parameters ranging from -0.50 to -6.00 will continue to be available. All parameters of ACUVUE® Brand Contact Lenses BIFOCAL and ACUVUE® 2® COLOURS® Brand Contact Lenses will be discontinued as of December 31, 2013.

Eye Care Professionals can easily upgrade patients from these older lenses to more popular and innovative brands such as ACUVUE® OASYS® Brand Contact Lenses, 1-DAY ACUVUE® MOIST® Brand Contact Lenses, and 1-DAY ACUVUE® TruEye® Brand

Contact Lenses. Complete information is also available from Johnson & Johnson Vision Care, Inc., by calling 1-800-267-5098 or by visiting www.ACUVUEprofessional.ca (English) and www.ACUVUEprofessionnel.ca (French) websites for eye care professionals in Canada.

Nouvelles des partenaires de l'industrie – mise à jour de produits

Soins de la vision Johnson & Johnson a annoncé qu'elle abandonnera trois de ses anciennes marques en 2013. Certaines courbures de base et paramètres sélectionnés des lentilles cornéennes de marque ACUVUE^{MD}, produits qui ont révolutionné l'industrie en 1987, ne seront plus disponibles au Canada dès le 1^{er} juillet 2013. Tous les produits avec une courbure de base de 9,1, et ceux avec une courbure de base de 8,4/8,8 et des paramètres allant de -6,50 D à -11,00 D seront abandonnés. Les produits avec une courbure de base de

8,4 et 8,8, et des paramètres allant de -0,50 D à -6,00 D seront toujours disponibles. Tous les paramètres des lentilles cornéennes de marque ACUVUE^{MD} BIFOCAL et des lentilles cornéennes de marque ACUVUE^{MD} 2^{MD} COLOURS^{MD} seront abandonnés dès le 31 décembre 2013.

Les professionnels de la vue peuvent facilement suggérer à leurs patients de changer ces anciennes lentilles cornéennes par des marques plus populaires et novatrices telles que les lentilles cornéennes de marque ACUVUE^{MD} OASYS^{MD}, les lentilles cornéennes de marque 1-DAY ACUVUE^{MD} MOIST^{MD} et les lentilles cornéennes de marque 1-DAY ACUVUE^{MD} TruEye^{MD}.

Vous pouvez également communiquer avec les Soins de la vision Johnson & Johnson, une division de Johnson & Johnson, Inc., en composant le 1-800-667-5099 ou en visitant les sites www.ACUVUEprofessional.ca (anglais) et www.ACUVUEprofessionnel.ca (français) pour obtenir la liste des professionnels de la vue canadiens.



Canadian Optometry Schools Win the World Sight Day Student Challenge!

The 2012 World Sight Day Student Challenge was a resounding success thanks to the student leadership at campuses across North America. Twenty-five schools participated and raised over \$32,000, which is almost double the total donations from the Student Challenge last year. And Canada took the top two spots in fundraising, with

Waterloo and Montreal Schools of Optometry coming first and second respectively! The University of Waterloo optometry students held a 'Dining in the Dark' event. They transformed a meeting room at the University into a 'restaurant', and participants were blindfolded during the entire dinner to simulate what it would feel like to be blind. The event, as well as other fundraising efforts, raised over \$6,100! The University of Montreal optometry students held a 'Bowlathon' evening. The event was very enjoyable for everyone involved and



was such a hit that they plan on holding a bowlathon again next year. Altogether, the students raised over \$4,700!

Les écoles d'optométrie du Canada remportent le Défi étudiant de la Journée mondiale de la vue!

Le Défi étudiant de la Journée mondiale de la vue 2012 a connu un succès retentissant grâce au leadership des étudiants des campus de l'Amérique du Nord. Vingt-cinq écoles ont relevé le défi et ont réuni plus de 32 000 \$, soit presque deux fois le total des dons découlant du Défi étudiant de l'an dernier. Le Canada a occupé les deux premières places, les écoles d'optométrie de Waterloo et de Montréal se classant première et deuxième respectivement! Les étudiants en optométrie de l'Université de Waterloo ont organisé un « Dîner dans la noirceur ». Ils ont transformé une salle de réunion à l'Université en « restaurant » et les participants ont porté un bandeau durant tout le dîner pour simuler la cécité. L'événement et d'autres activités de financement ont réuni plus de 6 100 \$! Les étudiants en optométrie de l'Université de Montréal ont organisé un « quillethon ». L'événement a été agréable pour tous les participants et a connu un tel succès que les étudiants veulent en organiser un autre l'an prochain. Au total, ils ont réuni plus de 4 700 \$!

CJO|RCO

CANADIAN JOURNAL OF OPTOMETRY | REVUE CANADIENNE D'OPTOMETRIE



The Canadian Journal of Optometry invites submissions of clinical articles, including original research and case studies. Contact cjo@opto.ca for more information.

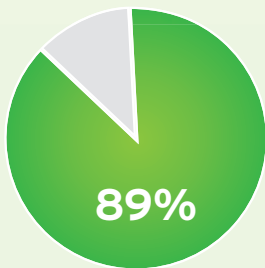
La Revue canadienne d'optométrie lance une invitation pour lui soumettre vos articles cliniques. Contactez cjo@opto.ca pour plus de renseignements.



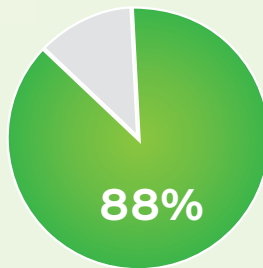
True Power of a Solution

Biotrue™ multi-purpose solution can positively impact your patients' satisfaction and your practice.

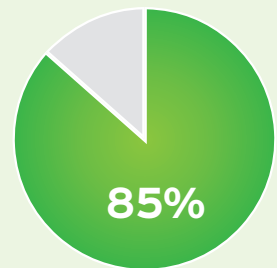
Over 4,000 patients who tried Biotrue agree with the following statements:



"Biotrue does a better job providing end-of-day comfort than my current solution"¹



"I prefer Biotrue over my current solution"¹



"I am more likely to recommend my eye care professional after he/she told me about Biotrue"¹

In a recent study:



8 out of 10 who considered stopping lens wear would continue after using Biotrue for just 2 weeks²

Recommend Biotrue™ multi-purpose solution to all your soft contact lens wearers today.

REFERENCES: 1. A total of 600 eye care practitioners asked patients to use Biotrue. 4338 patients used Biotrue for at least four days and answered an online survey. 2. 153 patients responded to a study — 93 of which indicated a likelihood to drop out.

© 2013 Bausch & Lomb Incorporated. ®/™ are trademarks of Bausch & Lomb Incorporated or its affiliates. All other product/brand names are trademarks of their respective owners. 1607165

NEW CT-1P

The Next Generation of Tonometry

High-Performance Non-Contact Tonometer WITH BUILT-IN PACHYMETER

- Easy to use colour touch screen control panel
- Adjustable control panel can be positioned in any direction
- R/L fully automated measurement at a touch
- New ergonomic optical head and headrest design
- Stable IOP measurement with soft Air-Puff
- Corneal thickness measurement for IOP compensation (CT-1P only)



Incredible space saving and flexible layout, especially if combined with the New Generation Topcon KR-1 Auto Kerato-Refractometer (instruments positioned side by side, 90 degrees, or face to face).

Also available: **CT-1** (model without built-in pachymeter)

TOPCON CANADA INC.


Exclusive canadian distributor for:
Topcon, Amtek, Welch Allyn, Gulden, M&S Technologies,
Tinsley (Selected Products), Icare, Mortan

www.topcon.ca

e-mail: info@topcon.ca

Eastern Canada • 1-800-361-3515

Ontario • 1-800-387-6768

Western Canada • 1-800-661-8349

Bill C-313 - What does it mean and what's next? Projet de loi C313 – Qu'est-ce qu'il signifie et qu'est-ce qui s'annonce?

BY / PAR DANA COOPER

Bill C-313 has ended its journey through parliament and received royal assent. It is important that optometrists, ophthalmologists and opticians are aware of the timing and understand the impact the legislation will have on access to non-corrective contact lenses. Because both federal and provincial regulations impact legislation for these devices, there has been a great deal of misinformation around what this federal regulation means to these products.

Coming Into Force

Where is the Bill now and when it will 'come into force'? Currently, C-313 is awaiting the development of regulations to define what requirements will be in effect once it commences. All Bills passed by parliament have a 'coming into force' provision. In the case of C-313 it states the Bill comes into force "... on a day to be fixed by order of the Governor in Council". This essentially provides time for regulations to be developed to accompany the Act before it can take effect. The process for C-313 will include a public consultation, common to all new legislation, which will result in publication of draft regulations for the new Act in the *Canada Gazette*. A 60-75 day comment period is provided to stakeholders to comment on draft regulations that will accompany the Act. Following that period comments are reviewed and adjustments made and a second publication of the proposed final regulations is done to communicate with industry stakeholders and affected parties of the pending changes. With this final publication, the regulations will 'come into force'.

The Office of Legislative and Regulatory Modernization will be drafting the regulations which will begin by consulting with the eye health professions to obtain background information. The process to getting final regulations in force is expected to take approximately 18 months.

Impacts of the Bill

C-313 will classify non-corrective contact lenses as class II medical devices under the Food and Drug Act. This is how corrective contact lenses are currently classified...so they will be aligned at the federal level once the Act comes into force. They will not be aligned with corrective contact lenses at the provincial level until provincial governments make changes.

Classifying non-corrective contact lenses as class II medical devices will require each product sold in Canada to be licensed as a medical device through Health Canada. Health Canada has the MDALL (Medical Device Active License Listing) database online that can be checked for licensed products and can be found here <http://webprod5.hc-sc.gc.ca/mdll-limh/index-eng.jsp>. In addition to the products being licensed, the importers and distributors of the products in Canada will be required to obtain a medical device establishment license to distribute the products to retailers. Class II medical devices have specific standards for labeling, user information, mandatory incident reporting and other details that are required to comply with existing class II medical device regulations.

Bill C-313 will not have any impact on who is able to sell non-corrective contact lenses or the requirements for a prescription. Those regulations are established provincially. In many provinces those determinations are covered under the restricted acts of the health professions.

The rationale for pursuing this Bill from day one (over 10 years ago) has been for non-corrective contact lenses to be regulated the same as corrective contact lenses. Once Bill C-313 comes into force, that objective will be accomplished at the federal level, but there is still work to be done provincially.

A great deal of appreciation is extended to Patricia Davidson MP (Sarnia Lambton) for passionately pursuing this legislation for over five years...and the cooperation between the eye health professions for pulling in the same direction in the name of public eye health.

Le projet de loi C313 a terminé son parcours au Parlement et a reçu la sanction royale. Il importe que les optométristes, les ophtalmologistes et les opticiens connaissent le calendrier d'application de la loi et comprennent l'effet qu'elle aura sur l'accès aux lentilles cornéennes non correctrices. Comme les règlements fédéraux et provinciaux ont une incidence sur la loi régissant ces matériels, il a circulé énormément d'information erronée au sujet de l'effet de ce règlement fédéral sur ces produits.



Entrée en vigueur

Où en est le projet de loi et quand « entrera-t-il en vigueur »? Le projet de loi C313 attend actuellement l'établissement de règlements définissant les exigences qui s'appliqueront lorsqu'il entrera en vigueur. Tous les projets de loi adoptés par le Parlement comportent une disposition sur leur « entrée en vigueur ». Dans le cas du projet de loi C313, la mesure entre en vigueur « ...à la date fixée par décret ». Cette mesure laisse essentiellement du temps pour élaborer les règlements d'exécution de la loi avant qu'elle puisse entrer en vigueur. Dans le cas du projet de loi C313, le processus comportera une consultation publique commune à toute nouvelle mesure législative et qui aboutira à la publication de la nouvelle loi dans la Partie 1 de la Gazette du Canada. Une période de commentaires de 60 à 75 jours vise à permettre aux intervenants de formuler des commentaires sur le projet de règlement d'application de la loi. À la suite de cette période, on étudiera les commentaires, apportera des rajustements et publiera la version finale proposée du règlement une deuxième fois afin de communiquer aux intervenants de l'industrie et aux parties intéressées les changements imminents. Le règlement « entrera en vigueur » après cette dernière publication.

Le Bureau de la modernisation des lois et des règlements rédigera le règlement et commencera par consulter les professions de la santé oculovisuelle afin de réunir de l'information de base. Le processus précédant l'entrée en vigueur de la version finale du règlement devrait prendre quelque 18 mois.

Effets du projet de loi

Le projet de loi C313 fait des lentilles cornéennes non correctrices des matériels médicaux de classe II en vertu de la Loi sur les aliments et drogues. C'est ainsi que sont classées actuellement les lentilles cornéennes correctrices... il y aura donc harmonisation au niveau fédéral lorsque la loi entrera en vigueur. L'harmonisation ne s'étendra pas à l'échelon provincial.

La classification des lentilles cornéennes non correctrices comme matériels médicaux de classe II obligera à faire homologuer comme matériel médical, par Santé Canada,

chaque produit vendu au Canada. Le ministère dispose de la LIMH (Liste des instruments médicaux homologués), base de données en ligne qu'il est possible de consulter au sujet des produits autorisés à l'adresse suivante : <http://webprod5.hc-sc.gc.ca/mdll-limh/language-langage.do?lang=fra&unit.licence.type>. Outre les produits homologués, les importateurs et les distributeurs des produits au Canada devront obtenir aussi une licence d'établissement d'instruments médicaux pour distribuer les produits aux détaillants. Les matériels médicaux de classe II doivent satisfaire à des normes précises sur l'étiquetage, l'information des usagers, la déclaration obligatoire des incidents et d'autres détails obligatoires pour se conformer aux règlements en vigueur sur les matériels médicaux de classe II.

Le projet de loi C-313 n'aura pas d'effet sur les entités qui pourront vendre des lentilles cornéennes non correctrices ni sur les exigences relatives à une ordonnance. Ces

règlements relèvent de la compétence des provinces. Dans beaucoup de provinces, ces décisions sont couvertes par les actes réservés aux professions de la santé.

Dès le début (il y a plus de 10 ans), l'adoption du projet de loi visait à réglementer les lentilles cornéennes non correctrices de la même façon que les lentilles correctrices. Lorsque le projet de loi C313 entrera en vigueur, cet objectif sera atteint à l'échelon du fédéral, mais il y a encore du travail à faire à celui des provinces. L'ACO travaillera avec les associations provinciales et les organismes de réglementation afin d'atteindre le même objectif pour les provinces.

Nous remercions sincèrement Patricia Davidson, députée de Sarnia-Lambton, d'avoir parrainé avec passion cette mesure législative pendant plus de cinq ans... et les professions de la santé oculovisuelle d'avoir collaboré pour unir leurs efforts au nom de la santé oculovisuelle publique.

Nikon

e-LIFE SERIES

I SEE MY DIGITAL WORLD
With Nikon e-Life series

Relaxsee

Online WIDE

Home & Office

SEE COAT BLUE

CAO National Incident Reports

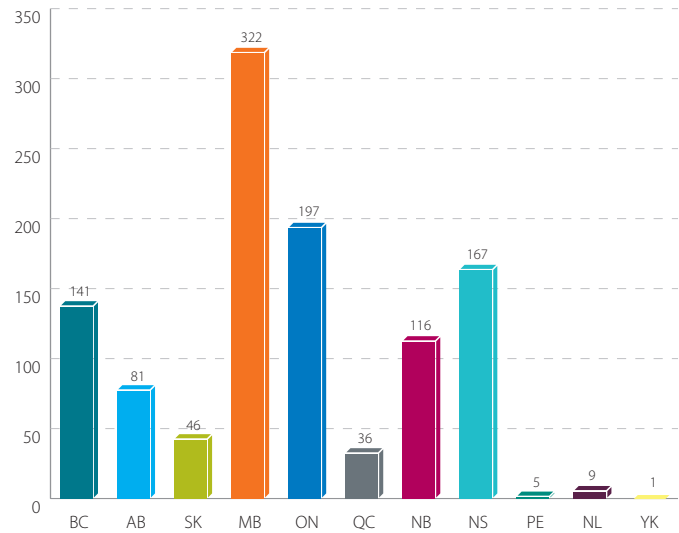
These graphs reflect information obtained from all national incident reports, to January 15, 2013. Over the past twelve months, 989 incident reports have been received. This report provides information on 1,121 incidents, whereas the report from January 2012 included 132 incidents. A detailed national report has been circulated to all provincial associations. In addition, a provincial report has also been provided to the provinces regarding incidents taking place in their provinces. The National Public Education Committee (NPEC) is asking for patient stories that would make an impact and resonate with general audiences. The provincial reports provide details of the type of incidents being reported and the examination details from each incident reported for that province. This will be a good source for stories to become part of the NPEC campaign.

The CAO has already used the incident report data as evidence in supporting advocacy positions. Optometrists must be diligent about taking the few minutes that are required to report incidents they see related to unregulated practices and specifically to asymptomatic patients, internet sales, sight testing and non-corrective contact lenses.

The following is information compiled from the incident reports.

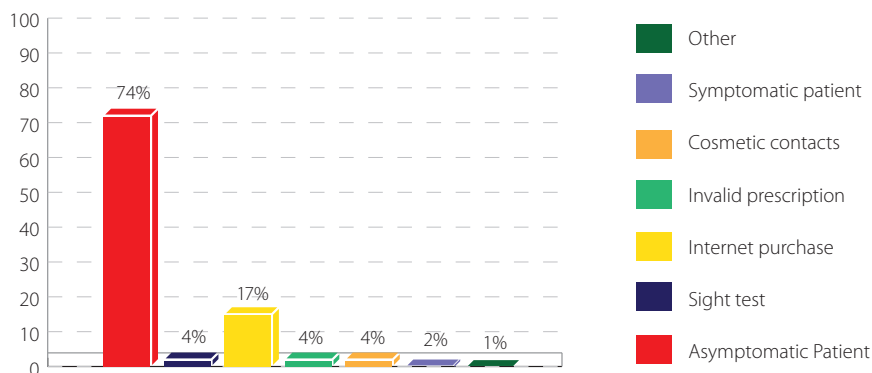
National Incident Reports By Province

January 2013 (n=1121)



Incident Reports by Type – % of total reports

January 2013 (n=1121)



On all graphs, the total percentage may be greater than one hundred, because more than one incident was identified per report.

Incident Reporting

CAO reminds members to continue to report patient incidents on the national incident reporting site. Add to your provincial total by reporting asymptomatic patients, invalid prescriptions, online ordering, sight tests, and cosmetic contact lenses.

Please support this effort! To report an incident, visit: www.surveymonkey.com/s/ODincidentreport

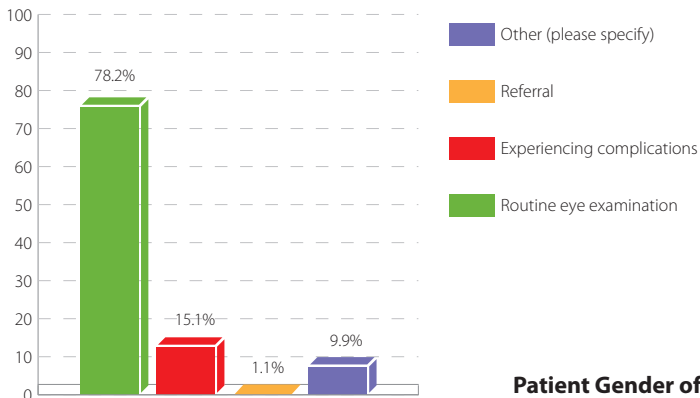
Déclaration des incidents

L'ACO rappelle aux membres de continuer à déclarer les incidents liés à des patients sur le site national de déclaration des incidents. Contribuez aux totaux de votre province en déclarant les patients asymptomatiques, les prescriptions non valides, les commandes en ligne, les tests de la vue et les lentilles cornéennes à but esthétique.

Veuillez appuyer cet effort! Pour signaler un incident, rendez-vous à : <http://www.surveymonkey.com/s/ODrapportincident>

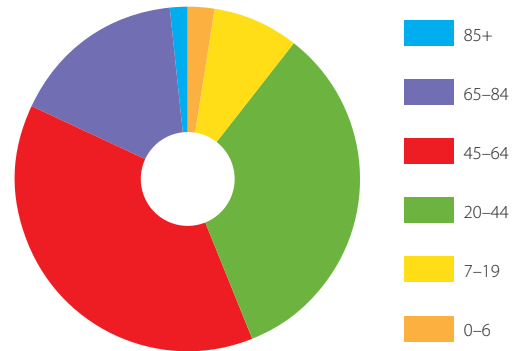
Initial Reason for Visiting OD

January 2013



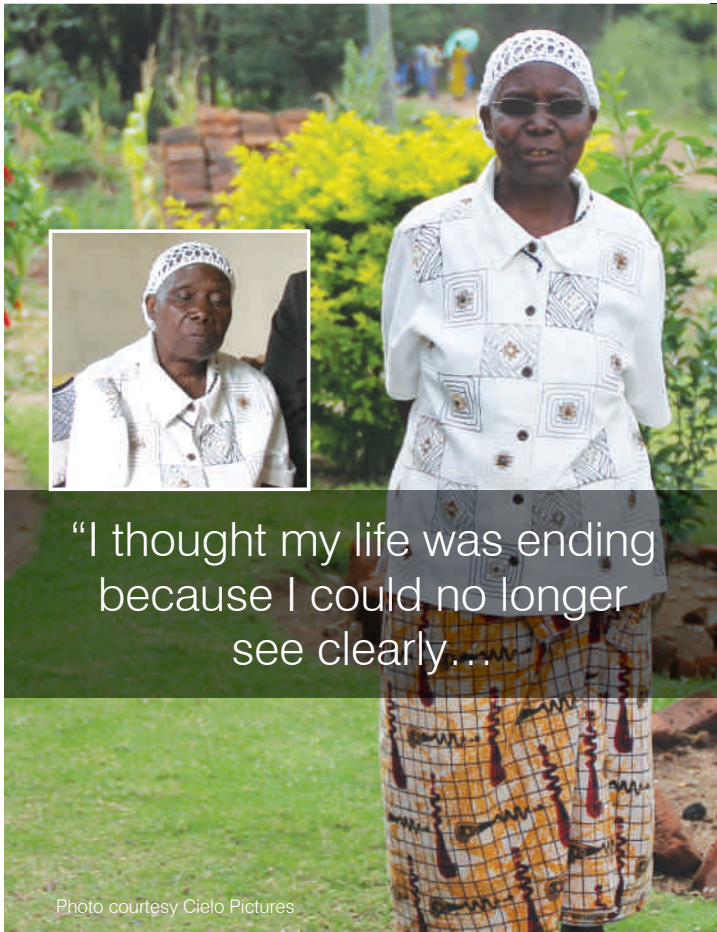
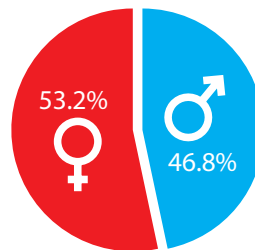
Incidents Reported by Age of Patients

January 2013



Patient Gender of Incidents Reported

January 2013



"I thought my life was ending because I could no longer see clearly..."

Photo courtesy Cielo Pictures

... now I feel reborn."

Margareth: Tanzania, East Africa.

By funding the training of local optometrists and the establishment of local vision centres, Optometry Giving Sight is transforming the lives of millions in need. We urgently need your support to help more people like Margareth.

Please become a monthly donor today:

www.givingsight.org or call

1800 585 8265 ext 4

OPTOMETRYGIVINGSIGHT

Transforming lives through the gift of vision



View Margareth's Video



"None of **us** are as smart as **all of us**"

INTRODUCTION BY DR. PAUL GENEAU

This is the first in a series of practice management articles written for the *Canadian Journal of Optometry* by Dr. Gerry Leinweber. Gerry graduated from Waterloo in 1980. He built a four doctor, two clinic practice in central Alberta. Gerry is proud of his hard working wife Jennifer and four successful children. He is also dedicated to the Optometric family. In 1981, Gerry co-founded Canadian Vision Care (CVC) a charity dedicated to providing eye care to those less fortunate. In 1986, Gerry arranged a meeting of leading Alberta OD's and this group became Canada's Doctors of Optometry (CDO). CDO evolved into Independent Visioncare Associates, which joined OD's from British Columbia and Alberta. Expanding into Saskatchewan and Manitoba, it became Doctors Eyecare Network, a co-op for independent OD's nationwide (today operating as Eye Recommend). Gerry is past president of the Alberta College of Optometry. Gerry has co-created four comprehensive software packages, the first in 1984 in MS-DOS, and the latest an open source project called OSCAR which runs on any browser based device including any tablet. In 2007, Gerry was named one of the University of Waterloo's distinguished alumni. Gerry's most recent project is EyeXperts, a non-profit organization dedicated to challenging the status quo in eye care— to think differently than corporate entities dedicated to profit first. EyeXperts owns intellectual property which empowers optometry practices of any size with access to world class advisors on branding, marketing, training, finance, HR and IT systems. Thus, independents can compete on a more level playing field.

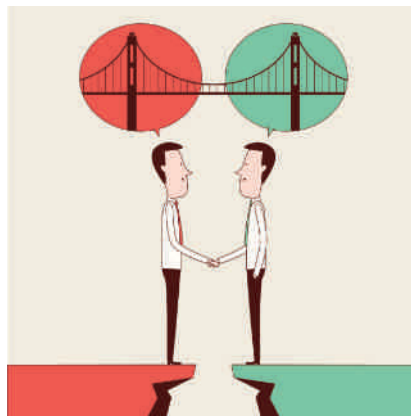


BY/PAR GERRY LEINWEBER, OD, BSc

I would like to thank Dr. Paul Geneau and the CAO for asking me to write this series of columns. I hope to share some of the best ideas I have come across in over 30 years of practice. In my career as a public speaker, I have led or co-presented seminars for eye care professionals across North America and abroad. When I am smart, I schedule speaking engagements in countries that are warm in the winter. When I can, I prefer to present with another speaker because:

- *Humor is easier to present when the speakers interact back and forth*
- *Various views can be presented, which better reflects reality*
- *The audience is more engaged with speaker to speaker debate*
- *Two or more researchers almost always uncover better facts and stories*
- *Different personalities complement each other in research & presenting*

Demographic shifts and changes in business structures have resulted in our profession becoming more fragmented.



In the past decade, our associations and regulatory bodies haven't always seen "eye to eye" (pun intended) and divisive walls have developed between various sub-groups. The predominance of independent private practice has given way to stronger representation of optometry by corporate or buying groups. This is a real challenge for our profession. When the various parties within optometry quit talking and meeting, trust and collaboration is

lost. Let me share a few stories illustrating why it does not have to be.

We all remember Aesop's fable about a dying man and the bundle of sticks. A father had four children, and as he grew old and ill, they began squabbling about who would inherit what when he died. Even on his deathbed, the children continued to quarrel. Finally the father had heard enough. He asked for a bundle of sticks. He tied them together. He then asked each adult child to try and break the sticks. Despite great exertion, none could. He then separated the bundle and asked if they could break the sticks one at a time. They easily could. Snap, snap, snap. The father's last words were, "My children, if we are of one mind and unite, we cannot be broken. But if you are divided amongst yourselves, you will be easily broken like the individual sticks."

In 1981, when federal grants were no longer available, four recent University of Waterloo Optometry grads were asked by the Lions of Montego Bay, Jamaica to arrange a replacement for a charity eye care project that had been cancelled. Gord Hensel, Brad Almond, Andy Patterson and I agreed. Canadian Vision Care (CVC) was born. To date, over \$60 million dollars worth of eye care has been delivered by Optometry, Ophthalmology and Opticianry, working together with optical suppliers. We worked to create a charity with an

administration cost of less than 2%. Over the past three decades, hundreds of volunteers have participated in projects in 30 countries around the world. Looking back, it seemed inconceivable that a group of fiercely independent eye care professionals, with more than just a few strong egos and with no formal chain of command, were able to accomplish so much. When a volunteer helps provide 300 to 400 exams per day in a remote clinic for people who truly need eye care, but can't afford the service — the Why of CVC becomes glaringly apparent. When we understand the power of Why — the purpose, cause or belief that drives us, the outcome of success is inevitable. I urge each of you to watch Simon Sinek explain the power of Why and the "Golden Circle" in his TED talk. Watch it at: www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

Not only can we all learn from Simon's simple idea he calls the "Golden Circle," but we can glean an understanding of how to be inspired leaders. I have learned more about clinical eye care and leadership while on CVC trips with fellow volunteers, than I have at any CE course. A few colleges give CE credits for being a mission volunteer. They all should, as we intrinsically know, humans learn best by doing, not listening. Real life experience confirms what Mother taught us, "you only get by giving." Mutual experience of sweating through 400 patients is a great team builder. This evolves into further bonding and genuine dialogue after work hours.

I appreciate charity work is not for everyone. So get a group of like-minded OD's to hold a study session on new diagnostic technology or a management course. With tools like FaceTime, Skype or GoTo Meeting, you don't even have to meet in the same room. A great study session web resource is Dr. Larry Alexander's **eyelessons.com**. Another hands-on interactive business education website (but you have to pay for it) is **coachingourselves.com** created by Henry Mintzberg, a business educator at McGill University. This world-acclaimed resource is available to small groups of managers who are managing, NOT in a MBA program. In fact, Henry feels it is

impossible to train good managers within a MBA school. He believes that only on-the-job experience and shared lessons combined with deep reflection on the challenges faced, will lead to real learning. If you check out the website, you will quickly find this is affordable for a group, yet someone has to have the facility and resources to organize it. This is where a structure like EyeXperts has real potential. EyeXperts is a non-profit network of various highly qualified advisors who have adapted their expertise to a web-based environment. On the lighter side, maybe you have heard why many people distrust any expert. "Ex" means "a has-been." "Spurt" is a drip under pressure. So an expert is just a drip that has seen better days.

Seriously, the fact is none of us are as smart as **all of us**. To face the challenges of the 21st century, optometrists and their suppliers must learn new skills.

It is my deeply held opinion, that despite all the doom and gloom stories I have heard of optometry's imminent demise in the past 37 years (Imperial Optical, laser eye surgery, one hour opticals, sight testing and now internet opticals), our future is indeed bright. BUT, only if we focus on what we can accomplish together, not complain about forces we have no control over. In fact, our future is limited only by our ability to create our own future. I look forward to continuing this discussion online and in future articles.

My blog is called EyeXperts Collaborate. It can be found by clicking on blog at: www.eyexperts.net
or
<http://oscarcvc.blogspot.ca/>
None of us are as smart as all of us.

« Personne parmi **nous** n'est aussi intelligent que le tout que **nous formons** »

PRÉSENTATION PAR LE DR PAUL GENEAU

Cet article est le premier d'une série qui portera sur la gestion de la pratique. Les articles destinés à la Revue canadienne d'optométrie seront rédigés par le Dr Gerry Leinweber. Gerry a obtenu son diplôme de Waterloo en 1980. Il a créé une pratique de deux cliniques et de quatre docteurs en optométrie dans le centre de l'Alberta. Gerry est fier de son épouse Jennifer qui travaille fort et de ses quatre enfants qui réussissent. Il est aussi voué à la famille de l'optométrie. En 1981, Gerry a cofondé Canadian Vision Care (CVC), organisme de bienfaisance qui fournit des soins oculovisuels aux moins fortunés. En 1986, Gerry a organisé une réunion de DO chefs de file de l'Alberta, groupe qui est devenu Docteurs en optométrie du Canada, et ensuite Independent Visioncare Associates, qui s'est joint à des DO de la Colombie-Britannique et de l'Alberta. Prenant de l'expansion en Saskatchewan et au Manitoba, le groupe est devenu Doctors Eyecare Network, coopérative de DO indépendants à l'échelon national (qui offre maintenant ses services sous la bannière Eye Recommends). Président sortant du Collège d'optométrie de l'Alberta, Gerry est cocréateur de quatre progiciels intégrés, le premier en 1984 en MSDOS et le dernier, outil en exploitation libre appelé OSCAR qui tourne sur n'importe quel dispositif à base d'explorateur, y compris n'importe quelle tablette. En 2007, Gerry a été nommé un des anciens distingués de Waterloo. Le projet le plus récent de Gerry, EyeXperts, est un organisme sans but lucratif voué à remettre en question le statu quo en soins oculovisuels – à penser différemment des entités corporatives qui visent les profits d'abord. EyeXperts possède une propriété intellectuelle qui donne aux cabinets d'optométrie de n'importe quelle taille accès à des conseillers de calibre mondial en image de marque, marketing, formation, finances, RH et systèmes TI. Les indépendants peuvent ainsi faire concurrence à chances plus égales.

Je remercie le Dr Paul Geneau et l'ACO de m'avoir demandé de rédiger cette série de chroniques afin de partager certaines des grandes idées que j'ai vues en plus de 30 ans de pratique. Au cours de ma carrière de conférencier public, j'ai dirigé ou coanimé des séminaires à l'intention de professionnels des soins oculovisuels dans sept provinces et quatre États américains. Lorsque je serai intelligent, je prévoierai des conférences dans des pays où il fait chaud l'hiver. Si j'ai le choix, je préfère présenter un exposé avec un autre conférencier pour les raisons suivantes :

- *L'humour est plus facile lorsque les conférenciers échangent.*
- *Il est possible de présenter des opinions diverses, ce qui reflète mieux la réalité.*
- *Le débat entre les conférenciers capte davantage l'attention de l'auditoire.*
- *Deux chercheurs ou plus découvrent presque toujours des anecdotes et des faits meilleurs.*
- *Des personnalités différentes se complètent sur les plans de la recherche et de la présentation.*

Les forces du changement qui agissent sur la démographie et les structures commerciales fragmentent davantage notre profession. Au cours de la dernière décennie, nos associations et nos organismes de réglementation n'ont pas toujours été sur la même longueur d'onde (jeu de mot volontaire) et les murs qui entourent les divers sous-groupes sont devenus de plus en plus hauts. La pratique privée autonome auparavant dominante a cédé la place à une représentation plus puissante de l'optométrie par des entreprises ou des groupes d'achat. Il s'agit là d'un véritable défi pour notre profession. Lorsque ses divers éléments constitutifs cessent de se parler et de se rencontrer, la confiance et la collaboration disparaissent. Permettez-moi de vous présenter quelques anecdotes pour démontrer pourquoi il n'est pas nécessaire qu'il en soit ainsi.

Nous nous rappelons tous la fable d'Ésope au sujet d'un homme à l'agonie et de la liasse de branches. Un père avait quatre enfants et lorsqu'il a vieilli et est tombé malade, ils ont commencé à se disputer pour savoir qui hériterait de quoi à son décès. Même lorsqu'il s'est retrouvé sur son lit de mort, les enfants continuaient de se disputer. Le père a fini par en avoir assez. Il a demandé une brassée de branches et après les avoir attachées, il a demandé à chaque enfant adulte d'essayer de casser les branches. En dépit de leurs meilleurs efforts, aucun d'entre eux n'y est parvenu. Il a ensuite défait la liasse et demandé à ses enfants s'ils pouvaient casser les branches une à la fois. Ils ont pu facilement le faire. Les derniers mots du père ont été les suivants : « Mes enfants, si nous pensons de la même façon et restons unis, rien ne peut nous briser. Divisés, vous serez faciles à casser comme chacune des branches. »

En 1981, les Lions de Montego Bay en Jamaïque ont demandé à quatre nouveaux diplômés en optométrie de l'Université de Waterloo d'organiser un projet caritatif sur les soins oculovisuels afin de remplacer celui qu'avait annulé l'U de W lorsque les subventions fédérales sont disparues. Gord Hensel, Brad Almond, Andy Patterson et votre humble serviteur ont accepté et Canadian Vision Care a vu le jour. Jusqu'à maintenant, les optométristes, ophtalmologistes et opticiens ont fourni plus de 60 millions de dollars de soins oculovisuels avec l'aide de fournisseurs de produits d'optique. Ensemble, nous avons créé un organisme de bienfaisance dont l'administration coûte moins de 2 %. Depuis 30 ans, des centaines de bénévoles ont participé à des projets dans le monde entier sur au moins quatre continents et dans 30 pays. Cet effort de collaboration a abouti à des réalisations étonnantes sans qu'il n'y ait de hiérarchie structurée entre des professionnels des soins oculovisuels qui protègent farouchement leur indépendance dont beaucoup ont un gros égo! Je suis convaincu que c'est parce que la « raison d'être » de CVC a toujours été bien comprise lorsqu'un bénévole

aide à fournir de 300 à 400 examens par jour dans une clinique éloignée pour des personnes qui ont vraiment besoin de soins oculovisuels mais qui ne pourraient jamais se payer ce service. J'exhorte chacun d'entre vous à regarder Simon Sinek expliquer le pouvoir du POURQUOI et le cercle d'or dans son exposé sur TED que vous pouvez visionner à : http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

Nous pouvons non seulement tous tirer des leçons du concept simple de Simon qu'il appelle « Cercle d'or », mais aussi comprendre un peu comment être des chefs de file et des organisations inspirés. J'ai appris plus au sujet des soins oculovisuels cliniques et du leadership pendant des voyages effectués pour CVC avec des collègues bénévoles que j'en ai appris pendant n'importe quel cours de formation continue. Quelques collègues accordent des crédits de FC pour bénévolat en mission. Ils devraient tous le faire, car nous savons de façon intrinsèque que le meilleur moyen pour l'être humain d'apprendre, c'est d'agir et non d'écouter. L'expérience de la vie réelle confirme ce que notre mère nous a toujours appris : « pour obtenir, il faut donner ». En soins oculovisuels, nous avons besoin de plus de structures qui nous mettent au défi de travailler fort et de réaliser en équipe ce que nous ne pourrions jamais faire seuls. L'expérience mutuelle qui consiste à traiter 400 patients est un excellent moyen d'édifier une équipe, resserre davantage les liens et suscite un dialogue véritable après les heures de travail.

Je comprends que le bénévolat, ce n'est pas pour tous. Réunissez donc un groupe de docteurs en optométrie d'optique commune pour tenir une séance d'étude sur une nouvelle technologie de diagnostic ou présenter un cours de gestion. Avec des outils comme FaceTime, Skype ou GoTo Meeting, il n'est même pas nécessaire d'être dans la même pièce. Un des meilleurs éducateurs du Canada, Henry Mintzberg de l'Université McGill, a créé un site Web,

Coaching Ourselves, à l'adresse : coach-ingourselves.com/. Cette ressource est mise à la disposition de petits groupes de gestionnaires à la fois et non dans le cadre d'un programme de MBA. En fait, Henry est d'avis qu'il est impossible de former de bons gestionnaires dans une école de MBA. Il croit que seule l'expérience pratique et les leçons partagées, conjuguées à une profonde réflexion sur les défis à relever, maximiseront l'apprentissage.

Si vous consultez le site Web, vous constaterez rapidement que c'est abordable pour un groupe, mais il faut que quelqu'un ait les installations et les ressources nécessaires pour organiser le groupe. C'est là qu'une structure comme EyeXperts offre un réel potentiel. EyeXperts est un réseau sans but lucratif constitué de divers

conseillers très qualifiés qui ont adapté leur savoir-faire à un environnement Web. Sur un ton plus léger, vous avez peut-être entendu dire pourquoi beaucoup de gens ne font pas confiance à un expert. « Ex » veut dire « dépassé », et « perd » désigne quelque chose qui disparaît sous la pression. Un expert c'est donc quelqu'un qui a connu de meilleurs jours.

Sérieusement, il reste que personne parmi nous n'est aussi intelligent que le tout que nous formons. Pour relever les défis du XXI^e siècle, les optométristes et leurs fournisseurs doivent acquérir de nouvelles compétences spécialisées en travaillant ensemble. Je suis optimiste et je crois que l'ACO nous guide dans cette voie.

Je suis profondément convaincu qu'en dépit de tout ce que j'ai entendu

dire au sujet de la disparition imminente de l'optométrie depuis 37 ans (Imperial Optical, chirurgie oculaire au laser, produits optiques de lunetterie en une heure, tests de la vue et maintenant, produits optiques de lunetterie par Internet), notre avenir s'annonce vraiment brillant. MAIS seulement si nous nous concentrons sur ce que nous pouvons faire ensemble, au lieu de nous plaindre au sujet de forces sur lesquelles nous n'avons absolument aucun contrôle. En fait, seule notre capacité de créer notre propre avenir limite celui-ci. J'ai hâte de poursuivre cette discussion en ligne et dans des articles à venir. Pour trouver mon blogue intitulé EyeXperts Collaborate, cliquer sur Blogue à eyexperts.net



You understand what it takes to be an independent eye care professional. We help you succeed as a business owner.

Only Vision Source® offers all the tools you need to enter and succeed in private practice – to not just survive, but to thrive. We do it with:

- consultative member services program
- marketing tools
- practice support programs
- lowest cost of goods

All so you can provide the absolute best care. We are single-mindedly committed to the success of independent optometry – this is why we are proud of our **98% member retention** rate since 1991. So discover what **5300 member colleagues** have come to enjoy – inquire about membership today.

“I find my Vision Source consultants are supportive and provide the motivation to help me excel.”

Huyen Trinh, OD

Now accepting membership inquiries at VSforYou.ca

VISION SOURCE
SIGNATURE EYE CARE

PRESERVING INDEPENDENT OPTOMETRY Since 1991



**33rd BIENNIAL
CAO CONGRESS**
**ED
MON
TON**
JULY 10-13 2013

Welcome to Edmonton from the Co-Chairs

It is our honor and privilege to be your co-hosts for the 33rd Biennial Congress of the Canadian Association of Optometrists. Edmonton promises to be a memorable and exciting Conference in Alberta's Capital.

The Shaw Convention Centre (SCC) is the main venue for the Congress. The SCC recently underwent a multi-million dollar renovation and expansion of Hall D. It will play host for our dual track of 20+ hours of CE, the Optofair and the President's Banquet and Ball. A great facility to host this national Congress, this 82,000 square feet, 10-story complex is nestled right in the river valley with breathtaking views of Edmonton as well as the North Saskatchewan River. Be sure to take a walking tour of the river valley and maybe take a ride on our very own Ferryboat, the Edmonton Queen.

We start the Congress off with the President's Cup Golf tournament on Wednesday, July 10th, at Northern Bear Golf Club. Northern Bear is a Jack Nicklaus Signature Course located in Sherwood Park, just 30 minutes from downtown Edmonton. Built on Jack Nicklaus' legendary tradition of designing prestigious and spectacular courses – Northern Bear is the latest Canadian addition to the Nicklaus family of outstanding golf courses. The "Bear" is a perfect blend of tree lined fairways, strategic bunker placements, five lakes and USGA

standard greens all designed to offer the ultimate in playability to every golf enthusiast.

After a fun filled round of golf, join us at the Hotel MacDonald for the President's Welcome reception. This "come and go" event gives you a chance to catch up with old colleagues and meet new ones all while enjoying delicious food and drinks!

On Thursday, the opening ceremonies will be held at the Westin Hotel and will feature a mélange of Edmonton culture including food, folk dance and music.

Friday night will be available for you to catch up with classmates and colleagues. Please check-in on the CAO website to see where your classmates will be having their reunion.

The grand finale Saturday night will be the President's Ball in Hall D at the Shaw Conference Centre. We will toast the CAO and welcome our new CAO President. Enjoy the RETROFITZ's kickin' rhythm section, groovin' horns and soulful vocals as they grace the stage! Groove to the best dance music in town! They offer a wide range of funk, disco, old school R&B; from James Brown to Justin Timberlake, from Shakira to the Queen of Soul Aretha Franklin, and from George Michael to Black Eyed Peas. So, from fast to slow, from old school to new, they do it all!

Programming has been arranged for both children and companions and includes a fun-filled trip to Edmonton's world renowned West Edmonton Mall (WEM). WEM is home to more than 800 stores and services including 10 world-class attractions, such as The Waterpark and an indoor amusement park, two hotels, over 100 dining venues, the widest variety of one-of-a-kind retailers, and entertainment for all ages. The kids can take in a canoe trip at Elk Island Park and companions can have a private cooking lesson with wine pairing or enjoy a day of botanical browsing at Lois Hole's new 'Enjoy Centre' in St. Albert. A day at Fort Edmonton Park can help you re-live the life of an Edmontonian circa 1900. Fort Edmonton Park is named for the first enduring European post in the area of modern-day Edmonton and is the largest living history museum in Canada.

Every Canadian has to make a trip to Edmonton once in their life – so there is no time like the present to ***"Escape to Edmonton... and Experience it All!"***

We hope to see you all soon in Edmonton, July 10-13, 2013!

– *Dr. Larry Gies and Dr. Femida Visnani*
2013 CAO Congress Co-Chairs



EDMONTON.COM



EDMONTON.COM

Escape to Edmonton Experience it all!

EDMONTON, Canada's Festival city is home to over 30 annual festivals. Celebrating sports, culture, music, visual arts and theatre. Edmonton's summer sizzles with its internationally renowned folk, fringe and street performers festivals. Visit Klondike Days – the city's oldest festival, featuring midway rides and games, world-class shows, musical entertainment and trade displays. Edmonton offers all of this and more at affordable prices.

From the magnificent green ribbon of the river valley to North America's largest indoor shopping experience, Edmonton is a magical destination. Some call it the world's best-kept secret, as this surprising metropolis combines urban excellence with the perfect dose of small-town friendliness. The fun starts with Edmonton's crown jewel, its river valley park system, an area 22 times larger than New York's Central Park, beckoning with trails and sights to explore!

Then there's Canada's largest living history museum, Fort Edmonton Park, displaying four different eras in time, including a historical reproduction of a 1920s midway and exhibition.

Named one of Canada's top five shopping districts, Old Strathcona – the city's historical hub dating back to 1891 – is a revitalized neighbourhood with unique shops, heritage buildings and a thriving entertainment scene. West Edmonton Mall, North America's largest shopping and entertainment centre comes with more than 800 stores, 100-plus dining options and 10 attractions.

Edmonton is also proud of its professional sports heritage with the Edmonton Oilers, the Edmonton Eskimos, the Edmonton Rush lacrosse team as well as the Edmonton Oil Kings junior hockey team. Want more? There are more than 84 golf courses within an hour of downtown Edmonton – including Northern Bear, a Jack Nicklaus Signature course.

Head to the Downtown Arts District in the city's core where Edmonton's cultural centre bustles with world-class venues such as the Francis Winspear Centre for Music, the Citadel Theatre and the breathtaking Art Gallery of Alberta. As Alberta's capital city,

the Alberta Legislature Building is an architectural treasure. Built from 1907 to 1912, the province's foremost historic structure is set amidst beautiful gardens and fountains.

You can stroll down tree-lined boulevards in one of Edmonton's most distinctive neighbourhoods, 124th Street, which offers an eclectic blend of one-of-a-kind shops, art galleries and fine restaurants plus the Gallery Walk—the first of its kind in Canada, with over nine galleries within a 12-block radius.

Hungry? World-renowned Alberta beef can be found in a cross-section of Edmonton steak and chop houses, but Edmonton's cuisine scene is much more than great steaks and great steakhouses. Greater Edmonton offers more than 3,500 eating establishments serving every type of international flavour imaginable and often featuring regional cuisine.

Take a scenic drive just outside the city limits where there are many exciting and informative attractions such as Elk Island National Park, Kalyna Country (Canada's largest eco-museum), Devonian Botanic Garden, Ukrainian Cultural Heritage Village and the Canadian Petroleum Interpretive Centre.

The majestic Canadian Rockies are just a few hours' drive from Edmonton. Jasper offers shimmering glaciers, abundant wildlife, crystal clear lakes, thundering waterfalls, deep canyons and evergreen forests surrounded by towering, rugged mountain peaks! Be sure to visit Maligne Lake, along with the pristine natural beauty of Spirit Island, which is not only the oldest attraction in Jasper National Park but also the largest lake in the Canadian Rocky Mountains.

EDMONTON... See you here!



ROBERT LEMERMAYER



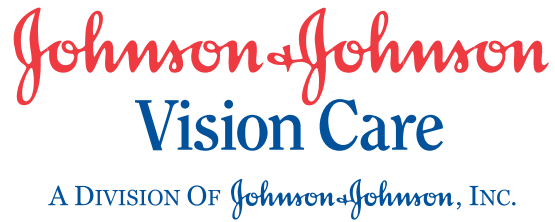
TRAVELALBERTA.COM



Thank you for your support

If you are interested in sponsoring CAO Congress please contact: info@opto.ca

Diamond



Platinum



Gold



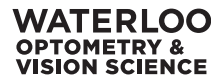
Silver



Breakfast CE Sponsor



Bronze



Patron

Supporter



Congress at-a-glance

TUESDAY, JULY 9

Evening	Congress Attendees Arrive	Hotel MacDonald and Westin Hotel
---------	---------------------------	----------------------------------

WEDNESDAY, JULY 10

10:00 am – 5:30 pm	President's Cup Golf Tournament Shotgun Start – <i>Sponsored by Carl Zeiss Canada</i>	Northern Bear Golf Course Sherwood Park, AB
6:15 pm	Golfers arrive back at hotels	Hotel MacDonald and Westin Hotel
3:00 pm – 7:00 pm	Registration – <i>Sponsored by Bausch + Lomb</i>	Shaw Conference Centre
7:00 pm – 11:00 pm	President's Welcome Reception	The Fairmont Hotel MacDonald Empire Ballroom

THURSDAY, JULY 11

6:15 am – 7:15 am	Morning Run with the Running Room	Meet in lobby of the Westin
7:00 am – 4:30 pm	Registration – <i>Sponsored by Bausch + Lomb</i>	Shaw Conference Centre
8:00 am – 8:50 am	Sponsored Breakfasts and Regular Breakfast	Shaw Conference Centre
9:00 am – 12:00 pm	Optometrist CE Sessions	Shaw Conference Centre
12:00 pm – 1:20 pm	Lunch	Shaw Conference Centre
1:30 pm – 4:30 pm	Optometrist CE Sessions	Shaw Conference Centre
7:00 pm – 11:00 pm	Opening Ceremonies – <i>Sponsored by Johnson & Johnson Vision Care</i>	Westin Hotel, Grand Ballroom

FRIDAY, JULY 12

6:15 am – 7:15 am	Morning Yoga	TBA
7:00 am – 12:00 pm	Registration – <i>Sponsored by Bausch + Lomb</i>	Shaw Conference Centre
8:00 am – 8:50 am	Sponsored Breakfasts and Regular Breakfast	Shaw Conference Centre
9:00 am – 12:00 pm	Optometrist CE Sessions	Shaw Conference Centre
9:00 am – 12:00 pm	Optometric Staff CE Sessions – <i>Sponsored by Hoya</i>	Shaw Conference Centre
12:00 pm – 4:00 pm	OPTOFAIR (Includes lunch) – <i>Lunch sponsored by Essilor</i>	Shaw Conference Centre, Hall A
Evening	Individual Class Reunions	

SATURDAY, JULY 13

6:15 am – 7:15 am	Morning Run with the Running Room	Meet in Lobby of the Fairmont Hotel MacDonald
7:00 am – 4:30 pm	Registration – <i>Sponsored by Bausch + Lomb</i>	Shaw Conference Centre
8:00 am – 8:50 am	Sponsored Breakfasts and Regular Breakfast	Shaw Conference Centre
9:00 am – 12:00 pm	Optometrist CE Sessions	Shaw Conference Centre
9:00 am – 12:00 pm	Optometric Staff CE Sessions – <i>Sponsored by Hoya</i>	Shaw Conference Centre
12:00 pm – 1:20 pm	Lunch with comedian Dr. Rachel Sommer – <i>Sponsored by Nikon Optical Canada</i>	Shaw Conference Centre
1:30 pm – 3:00 pm	CAO Business Meeting	Shaw Conference Centre
3:00 pm – 4:30 pm	Optometrist CE Sessions	Shaw Conference Centre
1:30 pm – 4:30 pm	Optometric Staff CE Sessions – <i>Sponsored by Hoya</i>	Shaw Conference Centre
6:00 pm – Midnight	President's Banquet and Ball – <i>Sponsored by Alcon Canada</i>	Shaw Conference Centre, Hall D

Continuing Education Sessions

The Canadian Association of Optometrists and the Alberta Planning Committee are proud to provide you with an exciting lineup of CE speakers. We have incorporated a wide variety of topics and an all-star cast of world renowned speakers that are your key to excellent educational information!

Sponsored Breakfasts – Everyone has to eat . . . so you might as well get some CE credit while you do it! Each morning there are a variety of sponsored breakfasts for you to learn from. These breakfasts have limited seating, so be sure to register early to get your spot!

OPENING EVENTS – WEDNESDAY, JULY 10

TIME	EVENT	PLACE
10:00 am – 5:30 pm	President's Cup Golf Tournament <i>Sponsored by Carl Zeiss Canada</i>	Northern Bear Golf Course
7:00 pm – 11:00 pm	President's Welcome Reception	The Fairmont Hotel MacDonald Empire Ballroom

OPTOMETRIST SESSIONS – THURSDAY, JULY 11

8:00 am – 8:50 am C.E. – 1 hour <hr/> Dr. Scot Morris	Allergan Sponsored Breakfast Developing the Ocular Surface Disease Practice Learn the strategies and secrets of developing an ocular surface disease practice. Discover the tools, the philosophy and the strategies of developing this integral part of your practice.
8:00 am – 8:50 am C.E. – 1 hour	Carl Zeiss Sponsored Breakfast
8:00 am – 8:50 am C.E. – 1 hour	Novartis Sponsored Breakfast
8:00 am – 9:00 am	General Breakfast
9:00 am – 10:30 am C.E. – 1.5 hours <hr/> Dr. Murray Fingeret	Glaucoma – New Techniques in Diagnosis and in Evaluating Progression New imaging devices objectively analyze the optic nerve, macula and retinal nerve fiber layer in evaluating the eye for glaucomatous damage. Also, recent perimetric advances such as flicker defined form hold the promise of detecting early changes to the visual system. This course will review the different types of instruments, how they work and illustrate their importance in the diagnosis and management of glaucoma.

Please consult opto.ca for Continuing Education Course updates.

OPTOMETRIST SESSIONS – THURSDAY, JULY 11	
9:00 am – 10:30 am C.E. – 1.5 hours <hr/> Dr. Matthew Tennet & Dr. Mark Greve	Optical Coherence Tomography – Clinical Review This presentation will provide an overview of optical coherence tomography (OCT) as a tool for retinal assessment in clinical practice. Attendees will gain a better understanding of what retinal and choroidal features can be identified by OCT. Correlation will be made with a large number of clinical cases.
10:30 am – 11:00 am	Coffee Break
11:00 am – 12:00 pm C.E. – 1 hour <hr/> Dr. Karim Damji	Interpretation of Interesting Optic Nerves and Teleglaucoma The objectives of this session will be to illustrate the principles of the optic nerve and retinal exam in the context of glaucoma. A novel teleglaucoma model which provides access to specialized glaucoma care from a distance will also be described.
11:00 am – 12:00 pm C.E. – 1 hour <hr/> Dr. Thomas Freddo	Radiological Imaging for the Practicing Optometrist With the advent of disease management responsibilities for optometrists, comes the need for a better understanding of certain radiological studies that could be required in the medical work-up of a patient with a red eye. This course provides an overview of the most basic radiological methods from X-Ray to CT, to MRI, providing advantages and disadvantages of each in a given clinical scenario. It also illustrates some of the more common findings that would be expected in conditions where an optometrist would want to have imaging done, especially in red eye cases.
12:00 pm – 1:20 pm	Lunch
1:30 pm – 3:00 pm C.E. – 1.5 hours <hr/> Dr. Murray Fingeret	Glaucoma Therapies – What's New, What's Best This course will describe methods used to treat glaucoma, juxtaposing therapy today with where it may be in the foreseeable future. It will describe the concept of risk as well as new medical and surgical interventions. Explain different classes of drugs; identify evolving methods to deliver medications to the eye; recognize new complications of medications; explain new glaucoma surgical techniques; explain new clinical trials that illustrate methods to manage ocular hypertension; describe non-medical approaches to manage glaucoma.
1:30 pm – 3:00 pm C.E. – 1.5 hours <hr/> Dr. Thomas Freddo	Understanding the Clinical Impressions of Common Retinal Lesions The focus of this lecture is to provide the optometrist with an in-depth understanding of the pathobiology of common retinal lesions, including cotton-wool spots, hard exudates, drusen, white centered-hemorrhages and microaneurysms. The goal is to use this information to be able to anticipate and predict why certain lesions occur in certain retinal locations and in certain diseases and not others.

OPTOMETRIST SESSIONS – THURSDAY, JULY 11

3:00 pm – 3:30 pm	Coffee Break	
3:30 pm – 4:30 pm C.E. – 1 hour	Orbital Pain – A Clinical Approach To review the typical causes of ocular and orbital pain, and to present a useful, safe, and novel/unexpected clinical approach for a significant proportion of patients.	
Dr. Royce Johnson		
3:30 pm – 4:30 pm C.E. – 1 hour	Macular Health – Is Something Fishy Going On? The dry form of AMD comprises 90% of all AMD cases and is untreatable. The standard of care for dry AMD consists of a daily intake of anti-oxidants and the omega-3 DHA. This presentation will review the rationale of using this approach to delay dry AMD progression.	
Dr. Yves Sauvé		
7:00 pm – 11:00 pm	Opening Ceremonies <i>Sponsored by Johnson & Johnson Vision Care</i>	Westin Hotel, Grand Ballroom

OPTOMETRIST SESSIONS – FRIDAY, JULY 12

8:00 am – 8:50 am C.E. – 1 hour	Alcon Sponsored Breakfast New Era in Contact Lenses	
8:00 am – 8:50 am C.E. – 1 hour	Lasik MD Sponsored Breakfast Treatment for Keratoconus and Postoperative Ectasia: Topography-Guided Excimer Laser (TCAT) with Corneal Collagen Cross-Linking (CXL) Discussions on Keratoconus and possible causes of this progressive eye disease. The diagnosis of the disease and common Keratoconus treatments and their limits will also be reviewed, along with the treatment process entitled Corneal Collagen Cross-Linking (CXL): history of the procedure, candidacy criteria, risks and possible side effects, how it can be combined with a topography-guided excimer laser and the advantages of such a treatment. The talk will be closed with an analysis of clinical results of the combined treatment.	
Dr. Michael Dorey		
8:00 am – 8:50 am C.E. – 1 hour	Optos Inc. Sponsored Breakfast Fundus Autofluorescence and Its Practical Applications This course will discuss the basics of fundus autofluorescence and how it can be used. Examples of patient images will be shown and compared to more traditional forms of imaging including widefield imaging and OCT. Discussions of the findings will demonstrate why this now accessible technology is practical and will change patient management.	
Dr. Jeffry Gerson		

OPTOMETRIST SESSIONS – FRIDAY, JULY 12

<p>8:00 am – 8:50 am C.E. – 1 hour</p> <hr style="width: 20%; margin-left: 0;"/> <p>Ben Szirth PhD</p>	<p>Canon Canada Sponsored Breakfast Fundus Autofluorescence and High Resolution OCT Technology for Novel Detection of Vision Threatening Disease</p> <p>Advances in imaging technologies such as fundus autofluorescence enable more sensitive and accurate detection of vision threatening disease. Fundus autofluorescence measures lipofuscin, a biomarker of aging and some pathologies. Integration of high resolution (HR-) OCT, including HR-OCT registration and color fundus photo overlay, enables precise analysis of the posterior pole.</p>
<p>8:00 am – 9:00 am</p>	<p>General Breakfast</p>
<p>9:00 am – 10:00 am C.E. – 1 hour</p> <hr style="width: 20%; margin-left: 0;"/> <p>Dr. Lyndon Jones</p>	<p>What’s New and Sexy in Contacts?</p> <p>Contact lens manufacturers continue to develop ever more sophisticated lenses and solutions for the contact lens market, with dozens of new products being released each year. However, in order for these products to be accepted by practitioners and patients alike, practitioners have to decide to utilize these products on patients. This presentation will provide an overview of the latest developments in contact lens materials, care systems and designs and update delegates on how best to use these technologies to better serve their patients' needs. It will also provide a brief glimpse of the contact lens practice of the future, to look at the sorts of revolutionary products that practitioners may be dispensing in 2020.</p>
<p>9:00 am – 10:00 am C.E. – 1 hour</p> <hr style="width: 20%; margin-left: 0;"/> <p>Dr. Yves Sauvé</p>	<p>Ocular Nutrition & AREDS 2 Update</p> <p>Age-Related Eye Disease Study 2 is an ongoing Phase III multi-center trial (up to 100 clinics in the U.S.A.) evaluating the efficacy of lutein, zeaxanthin, EPA and DHA in reducing the risk of progression from dry to wet AMD. This presentation will provide an update of this study.</p>
<p>10:00 am – 10:30 am</p>	<p>Coffee Break</p>
<p>10:30 am – 12:00 pm C.E. – 1.5 hours Cope # 35040-CL</p> <hr style="width: 20%; margin-left: 0;"/> <p>Dr. Stephen Byrnes</p>	<p>Fitting Beyond the Limbus – Evolving Designs</p> <p>This course presents strategies for fitting rigid lenses that fit beyond the limbus, to include corneo-scleral, mini-scleral and scleral lens designs. Perspective is gained with historic video excerpts of PMMA cast molded and trial fit scleral lens demonstrations. Current lens materials, lens designs and lens fitting strategies are reviewed. Unique complications related to use of these lens designs and steps for remediation are examined.</p>
<p>10:30 am – 12:00 pm C.E. – 1.5 hours</p> <hr style="width: 20%; margin-left: 0;"/> <p>Dr. Michael Johnson</p>	<p>Optic Neuropathy – When It’s Not Glaucoma</p> <p>In this session you will learn how to recognize key features on history, examination and visual field analysis to suggest when an optic neuropathy is not glaucoma.</p>
<p>12:00 noon – 4:00 pm</p>	<p>OPTOFAIR - Lunch included <i>(Lunch sponsored by Essilor)</i></p>
<p>Evening</p>	<p>Individual Class Reunions</p>

OPTOMETRISTS SESSIONS – SATURDAY, JULY 13

<p>8:00 am – 8:50 am C.E. – 1 hour</p>	<p>Alcon Sponsored Breakfast Current Advancements and Management in the Treatment of Age-Related Eye Disease</p>
<p>8:00 am – 9:00 am</p>	<p>General Breakfast – <i>Sponsored by FYI Doctors</i></p>
<p>9:00 am – 10:30 am C.E. – 1.5 hours COPE #36238-GL</p> <hr/> <p>Dr. Blair Lonsberry</p>	<p>New Imaging Technologies The following interactive course will review the latest imaging equipment and their application in the diagnosis, treatment and management of glaucoma and other ocular diseases. Case examples will highlight the capabilities and application of these imaging technologies, and enhance the participant's experience.</p>
<p>9:00 am – 10:30 am C.E. – 1.5 hours COPE #36325-AS</p> <hr/> <p>Dr. Ron Melton & Dr. Randall Thomas</p>	<p>Current Trends in Medical Management of Anterior Segment Disease This course presents numerous clinical cases of common and not so common anterior segment disease entities seen in our practices. The differential diagnosis and medical management options will be discussed in a clinical, practical manner. Clinical application of the relevant pharmaceuticals is stressed. <i>Speakers sponsored by Bausch + Lomb</i></p>
<p>10:30 am – 11:00 am</p>	<p>Coffee Break</p>
<p>11:00 am – 12:00 pm C.E. – 1 hour</p> <hr/> <p>Dr. Lyndon Jones</p>	<p>Contact Lens and Dry Eye – Can We Help? There have been tremendous advances in understanding “dry eye” over the last ten years, including enhanced insights into its impact on the contact lens wearer. Without question, the biggest challenge to wearing contact lenses remains the elusive search for longer “comfortable” wearing times. Historically, practitioners have advised patients who develop end-of-day dryness to either remove their lenses earlier or to instill wetting agents directly into the eye when the lenses feel dry. This presentation will review the differences in approaches used to manage dry eye and will describe the science behind these approaches.</p>
<p>11:00 am – 12:00 pm C.E. – 1 hour COPE # 36327-AS</p> <hr/> <p>Dr. Ron Melton & Dr. Randall Thomas</p>	<p>Lightening Rounds Buckle your seat belts for this “fast-pace” course that presents an array of clinical case presentations which have been selected to be instructive, enlightening, and occasionally entertaining. The differential diagnosis and medical management options of each case will be discussed at a lightening pace. <i>Speakers sponsored by Bausch + Lomb</i></p>
<p>12:00 pm – 1:20 pm</p>	<p>LUNCH with Comedian Dr. Rachel Sommer <i>Sponsored by Nikon Optical Canada</i></p>

OPTOMETRISTS SESSIONS – SATURDAY, JULY 13

<p>1:30 pm – 3:00 pm C.E. – 1.5 hours</p>	<p>CAO Business Meeting</p>
<p>3:00 pm – 3:30 pm</p>	<p>Coffee Break</p>
<p>3:30 pm – 4:30 pm C.E. – 1 hour COPE #34258-AS</p> <hr/> <p>Dr. Blair Lonsberry</p>	<p>Uveitis: Systemic and Ocular Approaches to Management Diagnosing and managing a patient with a uveitis is much like finding a needle in a haystack. The various presentations of uveitis combined with the numerous underlying etiologies makes the diagnosis and ultimate treatment of the patient a clinical jigsaw puzzle. The following presentation utilizes the latest in interactive technology to examine the various presentations of a patient with uveitis, the diagnosis and management and an exploration of the various etiologies that underlie uveitis.</p>
<p>3:30 pm – 4:30 pm C.E. – 1 hour</p> <hr/> <p>Dr. Karim Damji</p>	<p>New Surgical Options in Glaucoma The field of glaucoma has seen an explosion of exciting new surgical techniques in the past decade. These are generally referred to as MIGS (micro-invasive glaucoma surgery). Each of these techniques will be reviewed briefly including a short description, efficacy and safety, indications and potential complications. <i>Sponsored by Nikon Optical Canada</i></p>
<p>6:00 pm – midnight</p>	<p>President’s Banquet and Ball Shaw Conference Centre, Hall D <i>Sponsored by Alcon Canada</i></p>

OPTOMETRIC STAFF SESSIONS – FRIDAY, JULY 12 – C.E. lectures sponsored by Hoya

<p>8:00 am – 8:50 am C.E. – 1 hour</p>	<p>Sponsored Breakfasts – Optometric staff may register for sponsored C.E. breakfasts. See the <i>Optometrists Sessions</i> for more information.</p>
<p>8:00 am – 9:00 am</p>	<p>General Breakfast</p>
<p>9:00 am – 10:00 am C.E. – 1.0 hour</p> <hr/> <p>Dr. Stephen Byrnes</p>	<p>Care and Handling of Large Diameter Rigid Contact Lenses This course examines contact lens care systems and their application with large diameter gas permeable contact lenses and accessory devices. Lens surface examination strategies for the clinician and the patient will be described. In office and home lens surface care will be discussed. Lens application and removal strategies will be discussed and demonstrated. Release of bound lenses will also be discussed. Measurement of lens parameters will be reviewed.</p>
<p>9:00 am – 10:00 am C.E. – 1.0 hour</p> <hr/> <p>Dr. Michael Johnson</p>	<p>Pupil Assessments In this session you will learn about the function of the pupil, including the afferent and efferent pupillary pathways, how to properly assess the pupil's response to light and near stimulation, how to assess anisocoria, and the important causes for pupil abnormalities.</p>
<p>10:00 am – 10:30 am</p>	<p>Coffee Break</p>
<p>10:30 am – 12:00 pm C.E. – 1.5 hours</p> <hr/> <p>Dr. Lyndon Jones</p>	<p>Contact Lens Complications: You Solve the Problem! This presentation uses a quiz-based format to discuss common contact lens complications encountered in clinical practice. It outlines the prevalence, appearance, etiology and management of these complications using case histories, video footage and an interactive discussion format, where the audience form teams to compete with one another for the opportunity to be the most knowledgeable.</p>
<p>10:30 am – 12:00 pm C.E. – 1.5 hours</p> <hr/> <p>Dr. Troy Brady</p>	<p>See What the Doctor Sees This presentation will include a brief review of optometric equipment and anatomy of the eye. The emphasis of the discussion will centre around descriptions of various types of ocular diseases commonly seen in optometric practice with photographs to allow attendees to “see what the doctor sees”.</p>
<p>12:00 pm – 4:00 pm</p>	<p>OPTOFAIR – Lunch Included (<i>Lunch sponsored by Essilor</i>)</p>

OPTOMETRIC STAFF SESSIONS – SATURDAY, JULY 13 – C.E. lectures sponsored by Hoya

<p>8:00 am – 8:50 am</p>	<p>Sponsored Breakfasts – Optometric staff may register for sponsored C.E. breakfasts. See the <i>Optometrists Sessions</i> for more information.</p>
<p>8:00 am – 9:00 am</p>	<p>General Breakfast <i>Sponsored by FYI Doctors</i></p>
<p>9:00 am – 10:30 am C.E. – 1.5 hours _____</p> <p>Dr. Chris Rudinsky</p>	<p>Complicated Cataract Surgery Although cataract surgery is the most common procedure performed in North America, it's not always routine. Complications can arise due to pseudo-exfoliation, floppy iris syndrome, and small pupils, sometimes leading to posterior capsular rupture. This goal of this lecture is to provide background information to optometric assistants so as to improve downstream patient care.</p>
<p>9:00 am – 10:30 am C.E. – 1.5 hours _____</p> <p>Dr. Roxanne Arnal</p>	<p>It's Only an Eyeball – Ocular Anatomy This 90 minute lecture is designed to teach you basic ocular anatomy in a fun and entertaining fashion. Through interactive sessions, you will gain a better understanding of the ocular structures, their function, and the impact of contact lens wear. Leave the course, being able to handle the dreaded patient call: "I need to come in right away – my eye is bleeding!"</p>
<p>10:30 am – 11:00 am</p>	<p>Coffee Break</p>
<p>11:00 am – 12:00 pm C.E. – 1 hour _____</p> <p>Dr. Blair Lonsberry</p>	<p>Low Vision Is Not Slow Vision The management of a patient with low vision is often seen as a challenge requiring special testing equipment and most importantly, a lot of time! This course will assist you in incorporating low vision into your practice going step by step through what constitutes low vision, addressing acuity and visual field measurement, determination of appropriate devices and low vision management.</p>
<p>11:00 am – 12:00 pm C.E. – 1 hour _____</p> <p>Dr. Roxanne Arnal</p>	<p>The People Your Momma Warned You About This one hour lecture takes a comical look at different behaviour tones. You will learn how to recognize major tones and how you can best interact with them. Turn the scared patient into a loyal consumer! Learn the skills needed to diffuse the angry, belligerent client, and ensure they don't ruin your business.</p>
<p>12:00 pm – 1:20 pm</p>	<p>LUNCH with Comedian Dr. Rachel Sommer <i>Sponsored by Nikon Optical Canada</i></p>
<p>1:30 pm – 3:00 pm C.E. – 1.5 hours _____</p> <p>Trudi Charest</p>	<p>Social Media for Eye Care Professionals There is no way to avoid the influence that the internet and social media have on the eye care business. Your patients are online and therefore your eyecare business must be as well. Your competitors may already be involved in online conversations and interactions with your patients. It is time to develop, grow and retain your optometric business by creating online relationships through your website and social media channels. This lecture will discuss website optimization and getting connected online. In today's competitive market it's time to get social and to learn techniques for connecting and conversing with patients. Topics: Overview of internet and online statistics; What happens on my website?; Getting social with Facebook, Twitter, Pinterest & LinkedIn; Eyecare success stories using social media. <i>Speaker sponsored by JOBS4ECP's</i></p>

OPTOMETRIC STAFF SESSIONS – SATURDAY, JULY 13 – C.E. lectures sponsored by Hoya

<p>1:30 pm – 3:00 pm C.E. – 1.5 hours</p> <hr/> <p>Dr. Nohad Teliani</p>	<p>Advancements in Refractive Surgery This course will provide a template for screening and follow-up care of potential refractive surgery candidates as well as outline advancements in refractive technology. The main objectives will be to recognize who may benefit from refractive surgery, review the principles and types of refractive surgery as well as highlight potential risk factors/complications of refractive surgery.</p>
<p>3:00 pm – 3:30 pm</p>	<p>Coffee Break</p>
<p>3:30 pm – 4:30 pm C.E. – 1 hour</p> <hr/> <p>Dr. Ordan Lehmann</p>	<p>Genes and Sight: Where We Are At and Where Are We Going The genetics field is advancing at an increasingly rapid pace, dramatically increasing our understanding of the cause of visual disorders. The presentation reviews developments with some of the most common ophthalmic disorders, and how this is accelerating design of novel therapies.</p>
<p>3:30 pm – 4:30 pm C.E. – 1 hour</p> <hr/> <p>Trudi Charest</p>	<p>Selling Sunglasses – The Missed Opportunity Sunglasses have become a must have accessory equally as important as the right pair of shoes or handbag. Total sales in the sunglass industry are over four billion and growing. This training session will discuss sunglass statistics and alarming facts that show we are still not educating patients enough on ultraviolet damage to the eye and the need for UV protection. Why do they leave our practice and buy at the sunglass store down the street? At the department store? We will show easy solutions to start conversations regarding eye protection that lead to prescription and plano sunglass sales. Join us to find out how to capitalize on this often missed opportunity to increase sales in your practice and protect your patients' eyes at the same time. <i>Speaker sponsored by JOBS4ECP's</i></p>
<p>6:00 pm – midnight</p>	<p>President's Banquet and Ball Shaw Conference Centre, Hall D <i>Sponsored by Alcon Canada</i> <i>(This event is not included in registration. Tickets can be purchased separately.)</i></p>



TRAVELBERTA.COM

Our Speakers



Roxanne Arnal, OD

Dr. Arnal spent the last 17 years in private practice. As a business owner, she learnt first hand what it was like to manage a growing staff of 12 and became proficient in her techniques using common language and demonstration to maximize learning potential. In the 15 years she ran her business she grew a well established practice from 1 doctor to 2.5 doctors and grew revenue 5.5 times! She brings her vast experience from association work, business immersion programs, and speaking engagements to teach you the tricks you need to know for independent practice success. Currently, Dr. Arnal heads up an optometric consulting and coaching business where she helps other offices realize their dreams.



Tory Brady, OD

Dr. Brady graduated from the University of Waterloo School of Optometry in 1999 at which time he began practicing with a large group practice in Edmonton. He has been active in the promotion of Optometry and is currently a council member for the Alberta Association of Optometrists. He has a special interest in ocular disease and family practice.



Stephen P. Byrnes, OD, FFAO

Dr. Stephen P. Byrnes maintains a primary care private practice with specialization in contact lenses in Londonderry, NH. Dr. Byrnes is a consultant for Bausch + Lomb, Blanchard Contact Lens Co., Menicon Co. Ltd, and Viscon Contact Lens Mfg. Ltd. He lectures internationally on RGP Contact Lens topics. Dr. Byrnes graduated from The New England College of Optometry in 1977. He was a member of the clinical faculty at New England Eye Institute for 25 years and was a clinical preceptor at Manchester VA Medical Center for 16 years. Dr Byrnes has been a clinical investigator for numerous contact lens companies. Dr. Byrnes is a Fellow of the American Academy of Optometry, and past president of the New England Council of Optometrists, past president and member of the New Hampshire Optometric Association. He is a member of the American Optometric Association.



Trudi Charest

Trudi is one of the most popular industry speakers in Canada. Her fun, interactive sessions leave participants always asking for more. She has presented keynote speeches and breakout sessions for, optometric buying

groups, optician associations, optometric associations, optical chains, Vision Expo East & West as well as several supplier events. Trudi is currently the Director of Training, HR & Events for Eye Recommend, one of Canada's leading optometric buying groups. Her extensive industry background includes President of JOBS 4 ECP's, President/Trainer for Total Focus Training & Consulting, Clinical Consultant for Optos North America, Territory Manager for Bausch & Lomb and Corporate Training and Recruiting for one of Canada's largest optical chains. Trudi is a Licensed Optician in Canada and is ABO certified in the United States. She also has a Human Resource Management Certificate from the University of Calgary. Her passion is helping eye care practices build their business and her topics are relevant practice management and business workshops.



Karim Damji, MD, FRCS, MBA

Dr. Damji is a professor at the University of Alberta and Director of Residency Training. He completed his residency at the University of Ottawa and fellowship training in glaucoma at Duke University. He has a passion for developing institutional capacity to enhance quality of glaucoma care in underserved areas within Canada and Africa and is currently developing a model for teleglaucoma. Dr. Damji has authored over 100 peer review publications, contributed to Canadian and Kenyan evidence based guidelines on glaucoma, and co-authored recent editions of Shields' Textbook of Glaucoma. He has received numerous awards for excellence in teaching, research and humanism.



Murray Fingeret, OD, FRCS

Dr. Murray Fingeret, a graduate of the New England College of Optometry, completed a residency at the Joseph C. Wilson Health Center in Rochester, New York. Dr. Fingeret is Chief of the Optometry Section, Brooklyn/St. Albans Campus, Department of Veterans Administration New York Harbor Health Care System. Dr. Fingeret is a Clinical Professor at the State University of New York, College of Optometry and a fellow of the American Academy of Optometry. He is on the Board of Directors of the Glaucoma Foundation and is a member of the American Glaucoma Society, the American Optometric Association, and the National Academies of Practice and is also a founding member and past president of the Optometric Glaucoma Society. Dr. Fingeret was the recipient of the 2008 Distinguished Service Award Optometric Glaucoma Society, 2005 Carel C. Koch Memorial Medal from the American Academy of Optometry, 1996 Otsuka Glaucoma Educators Award from the American Academy of Optometry and 1999 AMSUS Federal Service Optometrist of the Year award. He sits on the editorial boards for the Journal of Glaucoma, International Glaucoma Review, Glaucoma Today, Primary Care Optometry News, Optometry Times and Review of Optometry. He has authored numerous articles and co-authored the texts "Atlas of Primary Eyecare Procedures" and "Primary Care of the Glaucomas". Dr. Fingeret sits on the advisory boards for Carl Zeiss Meditec, Merck, Topcon, Heidelberg Engineering, Optovue, Pfizer, Alcon, and Allergan. He receives research support from Heidelberg Engineering, Carl Zeiss Meditec, Topcon, Merck, Canon and Optovue.



Mark Greve, MD, FRCS

Dr. Mark Greve graduated from medical school at the University of Saskatchewan. He continued at the U of S doing his ophthalmology residency. He then completed his retinal fellowship at Louisiana State University under the tutelage of Dr. Gholam Peyman. Dr. Greve later returned to Canada in 1994 to accept a clinical retinal position at the University of Alberta. In 1998, along with Dr. Brad Hinz, they formed Alberta Retinal Consultants which operates in Edmonton, AB. Currently, Dr. Greve is an Associate Clinical Professor at the University of Alberta and Chief of Retinal Surgery – Edmonton Zone.



Michael Johnson, MD, FRCS

Dr. Michael Johnson was born and raised in Taber, Alberta. He was the valedictorian of W.R. Myers High School in Taber. He completed his Bachelor of Medical Science, Doctor of Medicine and Ophthalmology residency at the University of Alberta. He then completed a fellowship in neuro-ophthalmology at the University of Iowa. He is currently an Assistant Professor

in the Department of Ophthalmology at the University of Alberta. His practice is based at the Royal Alexandra Hospital where he specializes in neuro-ophthalmology and also performs cataract surgery.



Thomas F. Freddo, OD, PhD, FAAO

Before coming to the University Waterloo School of Optometry as Director of the School in 2006, Dr. Freddo served for 25 years as Professor of Ophthalmology and Pathology at Boston University School of Medicine where he also served as Director of the Eye Pathology Service and maintained a hospital-based practice of optometry. He also directed an NIH-funded research program in anterior uveitis and glaucoma for over 20 years. He has served on the editorial boards of several top journals, on several federal and foundation grant review boards and is the Immediate Past President of the International Society for Eye Research. He has won numerous teaching awards at Waterloo and The New England College of Optometry and was the 1992 recipient of the Glenn A. Fry Award for excellence in eye/vision research. He has served on the Board of the American Academy of Optometry and in 2010 was honored by the Academy with the Carel Koch Medal for his contributions to the enhancement of relationships between optometry and other professions. He has received honorary doctorates from the State University of New York and the Université de Montréal and was most recently appointed to the Board of Regents of Beta Sigma Kappa, the international academic optometric honor fraternity.



Royce Johnson, MD, FRCS

Raised in Regina, and still spending vacations in southern Saskatchewan. Dr. Johnson has practiced Oculoplastic Surgery in Edmonton since 1984, having trained in Ophthalmology at UBC (1978-1982) and Oculoplastics at Moorfields Eye Hospital, London, UK (1982-1984). As President of Medical Staff at the Charles Camshell and Royal Alexandra Hospitals, Dr. Johnson was Chief of Ophthalmology at the Royal Alex for the development, design, and implementation of the Regional Eye Center. He has been president of the Canadian Oculoplastic Society, and has been involved with every facet of Ophthalmology in Edmonton and across Alberta. He was the only subspecialist for Oculoplastic, Lacrimal, and Orbit care for Edmonton and northern Alberta for almost 25 years. Dr. Johnson operates at the Royal Alex Hospital and has an extensive cosmetic and reconstructive surgery practice in his operating rooms at his downtown Edmonton office.

**Lyndon Jones, PhD,
FCOptom, FAAO**

Lyndon Jones is a Professor at the School of Optometry and Vision Science, Director of the Centre for Contact Lens Research and holds the position of University Research Chair at the University of Waterloo. He is also cross-appointed to the Departments of Physics, Biology, Chemistry and Chemical Engineering at the University of Waterloo and an Adjunct Professor in the Biomedical Engineering Department at McMaster University, Ontario. He is a Fellow and Diplomate of the American Academy of Optometry (AAO) and the immediate Past Chair of the Research Committee of the AAO. His research interests primarily focus on the interaction of novel and existing contact lens



**Blair Lonsberry, MSc, OD,
MEd, FAAO**

Dr. Lonsberry obtained his Optometry degree from the University of Waterloo in 1996 after completing a Bachelor of Science and Master of Science in Physiology from the University of Manitoba. He completed his residency in Primary Care Optometry from the Illinois College of Optometry in 1997, then joined the faculty at Southern College of Optometry in Memphis, TN. During his time at SCO, he completed a Masters in Education degree with an emphasis in Post-Secondary Education. Currently, Dr. Lonsberry is a Full Professor and the Clinic Director for the Portland Vision Center associated with Pacific University in Portland, Oregon. Dr. Lonsberry is a Diplomate, American Board of Optometry, a Fellow of the American Academy of Optometry, the Optometric Retinal Society and the Optometric Glaucoma Society, and is on the executive board of the Ocular Surface Society of Optometry.

materials with the ocular environment and ocular drug delivery. He has authored over 250 refereed and professional papers, one textbook and given over 650 invited lectures at conferences worldwide.



Ordan J. Lehmann, MD, PhD

Dr. Lehmann is a clinician-scientist, integrating a glaucoma clinical practice with investigating the molecular basis of inherited ocular disorders. Particular interests include the way that different mutations in the same gene induce a diverse spectrum of congenital and late-onset disease. Dr. Lehmann receives grant funding from the Canadian Institutes of Health Research and Foundation Fighting Blindness, and was awarded a Canada Research Chair in 2004. Dr. Lehmann serves as a reviewer for multiple funding agencies and journals, and at the University of Alberta leads an inter-disciplinary team of vision scientists.



Ron Melton, OD, FAAO & Randall Thomas, OD, MPH, FAAO

Drs. Melton and Thomas have lectured nationally and internationally on ocular disease and pharmacology at over 300 continuing medical education meetings. They sit on the editorial boards of *Optometric Physician* and *Primary Care Optometry News* and are contributing editors to *Clinical and Refractive Optometry*. Both Drs. Melton and Thomas have each authored or co-authored over 100 papers on optometry and are the co-authors of the popular annual "Clinical Guide to Ophthalmologic Drugs" for *Review of Optometry*. Dr. Melton has acted as an investigator in more than 50 clinical research trials and is currently in a group practice in Charlotte, NC, where he has staff privileges at Presbyterian Hospital. Dr. Thomas is in a group practice in Concord, NC, and is on the hospital staff at Northeast Medical Center, where he serves as the Ophthalmic Consultant to the Diabetes Management Committee, and actively teaches as part of the Cabarrus Family Medicine Residency Faculty.



Christopher J Rudnisky, MD, MPH, FRCSC

Dr. Rudnisky is an Associate Professor with the University of Alberta, Department of Ophthalmology. He completed both his

MD (with distinction) and a residency in Ophthalmology at the University of Alberta. In 2009, he completed a Master of Public Health at the Harvard School of Public Health in Boston. He is co-Director of the University of Alberta Teleophthalmology Reading Centre, and Chair of the Ophthalmology Undergraduate Medical Education Committee. He has published 32 peer-reviewed articles and received awards for surgical teaching in 2011 and 2012.

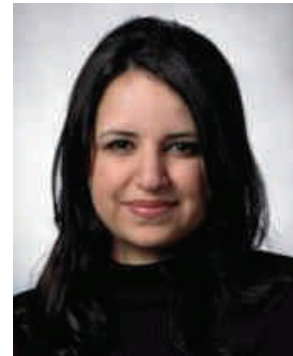


Yves Sauvé, PhD

Dr. Sauvé is a visual electrophysiologist who obtained a Bachelor in Biochemistry followed by a Master in Neuroscience (under the supervision of the late Dr. Tom Reader), both at Montreal University. Then, as part of his PhD, under the supervision of Dr. Michael Rasminsky at McGill University, he studied optic nerve regeneration. He then did his post-doctoral training on retinal degenerations and related therapies at the Institute of Ophthalmology (London, UK) and at the Moran Eye Center (Utah). He was recruited to the University of Alberta in 2005, where he is an Associate Professor.

Nohad Teliani, OD

Born and raised in Edmonton, Alberta, Dr. Nohad Teliani completed a Doctor of Optometry at University of Waterloo in 2006. Dr. Teliani currently works as an optometrist handling pre- and post-operative care for refractive and cataract patients at the Gimbel Eye Centre. She also spends time in dispensing practices performing routine eye exams, contact lens fittings and treatment of various eye diseases. She has been involved in three recent volunteer trips overseas to provide eyecare for those in need, including dispensing glasses and post-operative care for cataract surgeries. She is currently starting



up a VOSH Alberta chapter and is a board member on various committees including the Eye See Eye Learn Program. In her spare time she enjoys snowboarding, travelling and spending time with her large family including 18 nieces and nephews.



Matthew Tennant, BA, MD, FRCSC, Dip ABO

Dr. Matt Tennant is an associated clinical professor at the University of Alberta. He grew up in Vancouver where he completed Medical School at UBC in 1996. He completed a residency in Ophthalmology at the University of Alberta in 2001, followed by a two-year fellowship in the management of medical and surgical vitreoretinal disease at Wills Eye Hospital in Philadelphia. Dr. Tennant returned to Edmonton in 2003 to join Alberta Retina Consultants. His areas of interest include complex retinal detachments, macular disease, diabetic retinopathy, retinopathy of prematurity, posterior and intermediate uveitis, and teleophthalmology.



Where to Stay

Hotel Key Cards Sponsored by
 CooperVison Canada

The Fairmont Hotel Macdonald

10065—100th Street,
 Edmonton, AB, T5J 0N6

The only Four Diamond-rated luxury hotel in Edmonton, Alberta!

Standing high on the bank overlooking the largest urban parkway in North America, the North Saskatchewan River Valley, the Fairmont Hotel Macdonald's charm and classic elegance have made this Edmonton's place for every occasion since 1915.

The hotel's distinctive guestrooms are well-appointed with state-of-the-art amenities. The Fairmont Hotel Macdonald in Edmonton offers exquisite dining opportunities that will tempt your palate with Canadian-style dishes that boast regional influences. Stroll through the splendid gardens or visit our well-equipped Macdonald Health Club for a workout.

Steeped in history, the Fairmont Hotel Macdonald in Edmonton will become part of yours.

Reservations can be made by calling **(780) 424-5181** or **1-800-441-1414** or at <https://resweb.passkey.com/go/cao2013> Please quote the "Canadian Association of Optometrists" group. Room block will be held until June 9, 2013. To book Deluxe and Executive Suite rooms, please call the reservation phone number.

Room Rates are:

Fairmont Room	\$219.00
Fairmont View	\$249.00
Deluxe	\$249.00
Deluxe View	\$279.00
Executive Suites	\$469.00

Rates are based on single or double occupancy. Each extra person sharing a room will be charged an additional \$20 per night. No charge for children up to and including the age of 18 years who share with their parents. Max. 4 persons per room.



The Westin Edmonton Hotel

10135—100th Street,
 Edmonton, AB, T5J 0N7

The Westin Edmonton Hotel is the perfect place to relax and unwind in the heart of downtown Edmonton. Situated in the city center and connected to the Shaw Conference Centre, The Westin Edmonton is only a few steps away from the best shopping, dining, arts, entertainment, and things to do in Edmonton.

After a long day of exploring Edmonton, re-energize in the WestinWORKOUT® Gym or swim a few laps in our indoor, heated pool. Then join us for Unwind, a Westin evening ritual, where you can reflect on the day, transition into night and enjoy food, drink and the company of fellow guests of The Westin Edmonton Hotel. Each of our smoke-free guest rooms and suites is designed to provide the utmost in comfort for our guests, with a generous workspace and the Westin Heavenly Bed.

Reservations can be made by calling **1-800-WESTIN(937-8461)** or at <https://www.starwoodmeeting.com/>

StarGroupsWeb/booking/reservation?id=1302193815&key=38803

Please quote the "Canadian Association of Optometrists" group. Room block will be held until June 9, 2013.

Room Rates are:

Traditional	\$219.00
Deluxe	\$249.00

Rates are based on single or double occupancy. Each extra person sharing a room will be charged an additional \$25 per night.

Both hotels are 2 minutes walking distance to the Shaw Conference Centre

Getting Around

Skyshuttle:

Skyshuttle provides easy and comfortable travel to and from Edmonton's International Airport. Adult round trip is about \$30. Trips to and from the airport must be booked by phone at (780) 465-8515.

Taxi:

Approximately \$55-\$62 one way from the Edmonton International Airport.

Limousine:

Approximately \$65-\$70 one way between hotel and airport.
 Prestige Limousine – (780) 463-5000

Rental Cars:

Edmonton International Airport is served by six rental car companies:

Alamo	(800) 222-9075
Avis	(800) 879-2847
Budget	(800) 661-7027
Enterprise	(800) 261-7331
Hertz	(800) 263-0600
National	(800) 227-7368

All car rental companies are located in the Airport Parkade, Level P1.



Shaw Conference Centre

9797 Jasper Avenue,
Edmonton, Alberta, T5J 1N9

Opened in 1983, and managed by Edmonton Economic Development Corporation since 1993, the Shaw Conference Centre (SCC) has established itself as one of Canada's premier meeting, entertainment, and convention venues. The SCC has won recognition for its architecture, and environmental stewardship. Built into the side of the riverbank in the heart of downtown Edmonton, the SCC provides access to over 2,000 downtown hotel rooms plus shopping, entertainment, dining, and North America's largest urban park system. SCC hosts approximately 650 events and attracts over half a million attendees per year.

Fast Facts

- *Approximately 70% of the building is built into the hillside above the river, which disguises how very large the building is. It is actually more than 10 stories from bottom to top.*
- *Built into the side of Grierson Hill, the SCC is supported in place by a "tieback" system. Holes were drilled at 45 degrees along a 225 foot section of the river bank and were filled with reinforced concrete to anchor the structure.*
- *In 2010, the Shaw Conference Centre created 459,228 lbs of waste and 63.8% of that waste was diverted from the landfill through cardboard and plastics recycling programs and the SCC's compostable waste program.*



President's Cup Golf Tournament

Join CAO President, Dr. Lil Linton, for the annual Canadian Association of Optometrists President's Cup Golf Tournament. On Wednesday, July 10th, 2013, The Northern Bear Golf course, a Jack Nicklaus Signature Course, will host this esteemed tournament.

The tournament is open to all, including CAO members, optometric staff, companions and suppliers. The format will be a Texas scramble, which will accommodate both high and low handicappers. The tournament will surely be a memorable way to kick off the 2013 CAO Congress!

The Ultimate Golf Experience

Northern Bear Golf Club, a Jack Nicklaus Signature Course located in Sherwood Park, Alberta, just 30 minutes from downtown Edmonton. Built on Jack Nicklaus' legendary tradition of designing

prestigious and spectacular courses – Northern Bear is the latest Canadian addition to the Nicklaus family of outstanding golf courses.

Northern Bear is Nicklaus' third Canadian Signature daily fee course, preceded by Toronto's Glen Abbey and Whistler's Nicklaus North. The "Bear" is a perfect blend of tree lined fairways, strategic bunker placements, five lakes and USGA standard greens all designed to offer the ultimate in playability to every golf enthusiast.

Despite his stature as a player – Nicklaus designs his courses for players of all skill levels. "Golf is a game of precision not strength" explains Nicklaus. That's why the course offers five sets of tees ranging from 5,800 to 7,400 yards and is designed to entice novices and experts alike.

Golf Itinerary – Wednesday, July 10

8:30 am	Bus leaves for Northern Bear
9:00 am	Arrive at Northern Bear Golf Course, Approx. 30-40 minute bus ride
10:00 am	Shotgun Start
4:00 pm	19th Hole Refreshments, Dinner and Prizes
5:30 pm	Bus leaves Northern Bear Golf Course
6:15 pm	Arrival back at hotels
7:00 pm	President's Welcome Reception

President's Welcome Reception

Join CAO President, Dr. Lil Linton, for a "come-and-go" reception at the Fairmont Hotel MacDonald. Come catch up with old colleagues and meet new ones from across Canada, all while enjoying delicious food and drinks. Step out on to the patio, and view Edmonton's magnificent river valley!

Opening Ceremonies

Join us at the Westin Edmonton for the Opening Ceremonies. Enjoy the traditional flag ceremony and greetings from respective dignitaries. Experience the tastes, smells, sights, and sounds of a diverse array of Alberta's vibrant multicultural heritage! Sample culinary delicacies and see creative performances of Alberta's cultural roots in the company of your colleagues!

Optofair

Friday afternoon, join us for the ever popular Optofair. Come and see all the latest and greatest products and services that the optical suppliers have on display. Optofair is a meeting place for business, making contacts and for discovering new market trends. With over 100 booths, lunch and various prizes, we expect the show floor to be busy as always! Enjoy a beverage and lots of delicious food while browsing around the booths! *Only those in attendance will be eligible for prizes!*

Class Reunions

Friday evening has been reserved for individual class reunions. CAO Congress is the perfect opportunity to visit with fellow alumni. Specific year of graduation/school will be available at the Congress Registration Desk.

President's Banquet and Ball

This elegant black tie event will be celebrated at the Shaw Conference Centre in Hall D. The dramatic glass wall opens this great room to the natural light and the picturesque North Saskatchewan River Valley. Enjoy Edmonton's fine dining as in-

house Executive Chef, Simon Smotkowicz and his staff create a world-class meal for you. After dinner, shake your booty with Western Canada's latest and greatest all-star dance band!! THE RETROFITZ's kickin' rhythm section, groovin' horns and soulful vocals make any event a party worth

having! Groove all night long to the best dance music in town! This funkacious 11-piece crew is jam-packed with some of Edmonton's finest musicians. *Don't miss out on a great evening to close out the Congress!*



EDMONTON.COM

Companion Off-site Programs

For those who are not attending the continuing education programs — check out these great activities that Edmonton has to offer! If these great activities don't tickle your fancy, feel free to stop by the Edmonton Tourism booth at the Congress to find your interest!

Shop 'Til Ya Drop

**Thursday, July 11th,
 9:00am-5:00pm**

Board the Congress Express to the largest shopping mall in North America! West Edmonton Mall remains the ultimate shopping destination with hundreds of retailers ranging from brand name, to

boutique, to one-of-a-kind stores. We are the only place you can shop at the most exclusive stores, all in one day and all under one roof! If shopping isn't your thing, the mall also has Galaxyland, the World Waterpark, Sea Life Caverns, Sea Lion Rock, the Ice Palace, Professor Wem's Adventure Golf, a variety of special theatres, Ed's Rec Room and much, much, more. There is something for everyone!

What's Included:

- Transportation to and from West Edmonton Mall
- WEM Super Saving Coupon Book

Cost: \$20.00

Epicurious and Lifestyle

**Friday, July 12th,
 9:00am-2:00pm**

Want an experience? That's what you will find at the Enjoy Centre: a restaurant, liquor store, bakery and garden centre. Everything you need to reflect, relax and reconnect! Nine-meter-high glass ceilings treat guests to a starlit roof with breathtaking views of the prairie sky. The Enjoy Centre is definitely more than just cool stores – it's a destination!

The day begins with a tour of the centre, followed by a hands-on floral demonstration (each person will take their own unique creation with them). A hot lunch will be served with a wine-pairing to compliment. Everyone will get a small gift and a 10% off coupon . . .and of course there will be time for shopping!

What's Included:

- Transportation to and from The Enjoy Centre
- Full program of activities as described above

Cost: \$100.00



A Step Back in Time . . .

Saturday, July 13th, 9:00am-1:30pm

Fort Edmonton Park is a place where time has stopped and is waiting for you to experience life as it was through four historical periods between 1846 and 1929. Go back in time more than 150 years and walk through the days of the fur trade, and the pioneer years of 1885, 1905 and 1920. Costumed interpreters bring the past to life, answer your questions and invite you to experience the best of the period. Take a ride on a steam train, shop or hit the Midway for rides, games and more fun. Don't forget to get your old-time picture taken at Ernest Brown, see "Northern Light" at the Capitol Theatre or stay for lunch at the Hotel Selkirk. It's all right here waiting for you!

What's Included:

- Transportation to and from Fort Edmonton Park
- Entrance into Fort Edmonton Park

Cost: \$30

Weeeee . . . Look At Me Go!

**Saturday, July 13th, 10:00am-11:30am,
 or 11:30am-1:00pm**

Segway Edmonton's tour of the Edmonton River Valley is the first of its kind. This all inclusive 90 minute experience begins with a very thorough training program for riders of all experience levels. Upon arrival to Louise McKinney Park you will watch a safety video about the operation of the Segway.



CHRIS SZYDLOWSKI

- One Segway certified guide per group
- Cost:** \$75.00

Chef for a Day

Saturday, July 13th, 12:00 pm-4:00 pm

The best parties always take place in the kitchen! Join passionate foodie, Kathryn Joel, as you "get cooking" with the best and freshest local ingredients available in Edmonton. Seduce your taste buds with the aromatic herbs and spices of Southeast Asia as you learn to cook simple salads, stir-fries and curries for a royal Thai feast you can make at home. You will enjoy 4 hours of professional instruction in Kathryn's purpose-built gourmet kitchen, including a substantial meal as you taste all of the dishes that you have made. And while you eat, you'll get to sample wines selected by the sommeliers at Vines, Riverbend Wine Merchants, to match the menu. You'll take home printed copies of all the recipes that you make, as well as a resource list to help you find the ingredients. Finally, once you're at home trying those recipes by yourself, you can contact Kathryn any time for ongoing advice as you "get cooking" on your own.

Cost: \$105.00

An instructor will then conduct a Segway Training Clinic to cover all of the skills required to safely operate it. The remainder of the time you will be enjoy touring the river valley with short stops to talk about the river valley and the Segways. There will be a couple points where the top speed of the Segway in a safe, controlled environment will be demonstrated. *This activity goes rain or shine and is limited to 16 spots.*

What's Included:

- Segway Training Clinic
- One Segway PT per person
- Helmet
- Photo Op

Other adventures for you to check out are:

- The Alberta Art Gallery – www.youraga.ca
- Whyte Avenue – www.oldstrathcona.ca
- Edmonton International Street Performers Festival – www.edmontonstreetfest.com
- Muttart Conservatory – www.muttartconservatory.ca
- Edmonton River Queen – www.edmontonqueen.com
- The Francis Winspear Centre for Music – www.winspearcentre.com
- Alberta Legislature Grounds – www.assembly.ab.ca
- Devonian Botanic Garden – www.devonian.ualberta.ca
- High Level Bridge Street Car – www.edmonton-radial-railway.ab.ca/highlevelbridge
- Edmonton Tourism – www.edmonton.com



TRAVELALBERTA.COM

Children's Activities

Bring the family to the 2013 Congress and keep them busy with these great activities that Edmonton has to offer! All children attending these activities must be accompanied by a parent. A fee will apply to the accompanying parent.

Splash or Play – It's Your Choice

Thursday, July 11th, 9:00am-5:00pm

Board the Congress Express to the largest shopping mall in North America! West Edmonton Mall remains the ultimate shopping destination with hundreds of retailers and home to the world's largest indoor attractions! Receive a Choice Pass and choose your activities!

Your Choice Pass will allow you to do **ONE** of the following:

- Day pass to the World Waterpark

This tropical paradise boasts the world's

largest indoor wave pool and tallest indoor permanent bungee tower, as well as more than 17 unique water slides and play features.

- Day pass to Galaxyland

The world's largest indoor amusement park features more than 24 spectacular rides and play areas for all ages

OR any **TWO** of the following:

- Day pass to the Ice Palace (skate rentals not included)
- Day pass to Marine Life (including Sea Life Caverns and Sea Lions' Rock)
- One Round (18 holes) at Professor Wem's Adventure Golf
- One Round (18 holes) at Putt 'n' Glow
- Two games of bowling (shoe rental not included), or one hour of billiards at Ed's Rec Room
- One admission to Ropes Quest

What's Included:

- Transportation to and from West Edmonton Mall
- WEM Super Saving Coupon Book
- One Choice Pass

Cost: \$30/Child \$35/Adult

Paddle It Up

Friday, July 12th, 8:30am-4:00pm

Let your kids burn some energy. Hop on the bus and head out to Elk Island Park! Here, they will provide you with a unique opportunity to enjoy nature at its best. Enjoy half a day of paddling in a canoe around Lake Astowin. You may have the privilege of encountering bison, white-tailed deer, red-necked grebes, common loons, American white pelicans, double-crested cormorants, great blue herons, and a multitude of ducks. For your second half of the day, enjoy time on the playground, playing field games and doing crafts.



EDMONTON.COM

Other adventures for you to check out are:

Edmonton International Street Performers Festival – www.edmontonstreetfest.com

High Level Bridge Street Car – www.edmonton-radial-railway.ab.ca/highlevelbridge

Royal Alberta Museum – www.royalalbertamuseum.ca

Telus World of Science – www.edmontonscience.com

Edmonton Valley Zoo – www.valleyzoo.ca

Jurassic Forest – www.jurassicforest.com

Ukrainian Cultural Heritage Village – www.ukrainianvillage.ca

Edmonton Corn Maze – www.edmontoncornmaze.ca

Edmonton Tourism – www.edmonton.com/for-visitors.aspx

Travel Alberta – www.travelalberta.com

What's Included:

- Transportation to and from Elk Island Park
- Entrance into Elk Island Park
- Guided Tour in Canoes
- Lifejacket, canoe, whistle, paddles, bailers and throw ropes
- Subway lunch

Cost: \$60/Child \$60/Adult

games and good food while you enjoy your time at the President's Banquet and Ball!

What's Included:

- Child care from 5:30pm-11:30pm
- Supper for your child
- Games, movies and popcorn
- Peace of mind while you enjoy your evening!

Cost: \$45/Child

A Step Back in Time . . .

Saturday, July 13th, 9:00am-2:30pm

Fort Edmonton Park is a place where time has stopped and is waiting for you to experience life as it was through four historical periods between 1846 and 1929. See full event description under Companion programs.

What's Included:

- Transportation to and from Fort Edmonton Park
- Entrance into Fort Edmonton Park

Cost: \$25/Child \$30/Adult

A Kid's Night Out

Saturday, July 13th, 5:30pm-11:30pm

Every child deserves his or her night out! On Saturday, July 13th from 5:30pm – 11:30pm, at the Shaw Conference Centre, let your child have an evening of fun,



EDMONTON.COM

What's Included?

Optometrists

Full Package – fee includes all CE sessions, breakfasts, coffee breaks, lunches, President's Welcome Reception, OPTOFAIR, Opening Ceremonies and the President's Banquet and Ball

Thursday Only – fee includes all Thursday CE sessions, breakfast, coffee breaks, lunch for Thursday only, President's Welcome Reception and Opening Ceremonies.

Friday Only – fee includes all Friday CE sessions, breakfast, coffee breaks and lunch for Friday only, OPTOFAIR, President's Welcome Reception and Opening Ceremonies.

Saturday Only – fees includes all Saturday CE sessions, breakfast, coffee breaks and lunch for Saturday only, President's Welcome Reception and Opening Ceremonies.

(The President's Welcome Reception is on Wednesday and Opening Ceremonies are on Thursday)

Optometric Assistants

Full Package – fee includes all CE sessions, breakfasts, coffee breaks, lunches, President's Welcome Reception, OPTOFAIR, Opening Ceremonies

Friday Only – fee includes all Friday CE sessions, breakfast, coffee breaks and lunch for Friday only, OPTOFAIR and President's Welcome Reception and Opening Ceremonies

Saturday Only – fees includes all Saturday CE sessions, breakfast, coffee breaks and lunch for Saturday only, President's Welcome Reception and Opening Ceremonies

Companion/Industry Partners/ Association Staff/Executive Directors

Full Package - President's Welcome Reception, Opening Ceremonies, OPTOFAIR, President's Banquet and Ball, Breakfasts and Lunches

Fees

Congress Fees for: OPTOMETRISTS	Full Package	Thursday Only (July 11th)	Friday Only (July 12th)	Saturday Only (July 13th)
CAO Member – Early Bird (by May 21st)	\$525	\$275	\$275	\$275
CAO Member – After Early Bird (May 22nd - July 10th)	\$575	\$300	\$300	\$300
Non CAO Member	\$1500	\$700	\$700	\$700
Optometry Students (CAO Student Members Only)	\$0	\$0	\$0	\$0
Congress Fees for: OPTOMETRIC STAFF	Full Package	Friday Only (July 12th)	Saturday (July 13th)	
Early Bird (by May 21st)	\$225	\$125	\$125	
After Early Bird (May 22nd - July 10th)	\$250	\$150	\$150	
Congress Fees for: OTHER	Price			
President's Golf Tourney – Early Bird (By May 21st)	\$165			
President's Golf Tourney – After Early Bird (May 22nd -July 1st)	\$180			
Companion / Executive Director / Association Staff / Industry Partners	\$275			

REGISTER ONLINE AT: OPTO.CA

Additional Tickets – À LA CARTE

President's Welcome Reception	\$65
Opening Ceremonies	\$75
OPTOFAIR	\$55
President's Banquet and Ball	\$125

Additional Activities – Companions

Shop Til' Yah Drop	\$20
Epicurious and Lifestyle	\$100
A Step Back in Time ...	\$30
Weeeee ... Look at Me Go!	\$75
Chef for a Day	\$105

Additional Activities – Children

	Children	Parent (s)
Splash or Play	\$30	\$35
Paddle it Up	\$60	\$60
A Step Back in Time	\$25	\$30
A Kid's Night Out	\$45	

(All activities are subject to 5% GST)

Make your 2013 Congress experience one of the BEST!!

If you're attending the CAO Biennial Congress in Edmonton, AB July 10-13, it's a wonderful opportunity to extend your time in Alberta. Why not make the Calgary, Banff, Jasper, Edmonton loop part of your trip?

Consider taking in The Greatest Outdoor Show on Earth— The Calgary Stampede – runs from July 5th to the 14th. Arrive in Alberta in advance and spend a few days celebrating western style. See famous attractions such as the Rangeland Derby, the nightly Grandstand Show, the various shows at Nashville North, or the rides and games for kids and adults alike. Also, the Calgary Zoo and the Calgary Telus Spark Science Centre will keep you and the kids busy for hours.

Nestled amongst the peaks of the Canadian Rockies, 90 minutes west of Calgary, Banff National Park is known as a traveler's Mecca for good reason. As the first national park established in Canada and a UNESCO World Heritage Site, what makes Banff National Park so special is its combination of vast unspoiled wilderness, mountain lakes like Lake Louise, and the gateway to it all – the Town of Banff. With 1,600 kilometres of trails, two gondolas, three ski areas, an exciting heritage and more dining options and activities than you'll have time for, Banff National Park is a premier destination for authentic hospitality and outdoor exploration.

The 290 km drive from Banff to Jasper was rated by National Geographic as one of the top 10 drives in the world. Among the most impressive features is the Athabasca Glacier, near the boundary of Banff and Jasper National Parks. From there north to Jasper, you will be treated to some of the best mountain scenery. Right away you enter Sunwapta Valley, with seven peaks over 3,000 metres high and seven major glaciers coming off them. There are also three waterfalls, each worth a stop to stroll and snap photos.

The Calgary, Banff, Jasper, Edmonton loop may be taken with your own vehicle or with an escorted group tour. Whatever option you choose, the loop is but one of the great options available to Congress delegates. Make your visit a memorable one.



Calgary Stampede

July 5 – 14, 2013

Eight seconds. Hold your breath. Grip the rail. Time stops. Eight seconds is how long the cowboy must stay on the back of the 1,800 pound, seriously annoyed bull, madly thrashing beneath him. The buzzer sounds, the champ leaps clear of the flying hooves and tips his hat to a crowd gone wild. Welcome to rodeo, Alberta style.

Countless rodeos take place throughout the province. The granddaddy of them all is the annual Calgary Stampede, the richest rodeo competition in the world with more than \$2 million in prizes to be won in calf roping, steer wrestling, bronco and bull riding, and barrel racing. Oh and let's not forget the famed chuckwagon races. There is nothing to compare to the thrill of horses, wagons and outriders thundering down the homestretch, dirt flying, the ground literally shaking under your feet.

The biggest rodeo also means Calgary's biggest party. For 10 days, one million visitors get roped into Stampede



TRAVELALBERTA.COM

fever. So grab your boots and Stetson, 'pardner', and cowboy up! Check out: cs.calgarystampede.com and vacation-scanada.travel for customized Calgary Stampede Packages

Banff National Park

Everywhere you look is a perfect picture from a glossy travel book. The elements that make the Rockies a year-round dream destination – dazzling glaciers, big animals, alpine meadows and emerald lakes – are right here in Banff National Park.

A scenic hour and a half drive west of Calgary leads to one of the most popular national parks in the world. Nestled in superb natural settings, the charming towns of Banff and Lake Louise have all the comforts of the big city. Over 7,500 people call the park home, so you're as likely to encounter the locals as you are the resident wildlife.

After an invigorating day of alpine adventure, nourish your body and soul in the soothing natural waters of the outdoor hot springs. See for yourself why UNESCO declared Canada's original national park a World Heritage Site. Big peaks. Big elk. Big caves. Big festivals. Here's your insider Banff National Park checklist!

Soothing springs – Slip into warm natural hot springs all year at Banff Upper Hot Springs.

Flyin' high – For a bird's eye view of endless peaks and valleys, ride to the top of Sulphur Mountain on the Banff Gondola.



EDMONTON.COM

Fore! – Tee off in the alpine paradise of the Fairmont Banff Springs Golf Resort.

Alpine arts – Take in the Banff Summer Arts Festival, with over 200 events by local and international artists, unfolding over the summer months.

Take a hike – Choose from 1,600 km (1,000 mi) of glorious alpine trails. Local favorites include Plain of 6 Glaciers – Lake Agnes Teahouse, Sunshine Meadows, Larch Valley and Sentinel Pass and Sunshine to Mt. Assiniboine.

Boating in Banff – Cruise Lake Minnewanka, the biggest in the park. Canoe to the far shores of Lake Louise, just as the Aboriginals and early explorers did.

Hit the road – See for yourself why National Geographic rated the Icefields Parkway one of the “10 Greatest Drives in the World”.

Jasper National Park

Picture yourself in a mountain getaway surrounded by towering peaks, untouched wilderness and turquoise lakes tucked into alpine valleys. Jasper National Park is the stuff that postcards are made of.

Blow a farewell kiss to the prairies as you cruise West through rolling foothills and into Jasper’s iconic Rocky Mountains. 370 km (192 mi) west of Edmonton and 404 km (256 mi) northwest of Calgary, the

spectacular drive is an adventure in itself. The town of Jasper is an authentic mountain community where the locals welcome you as a long lost friend. You will find all the comforts you could wish for, from luxury accommodation to charming cabins and fully serviced campsites, to eclectic dining options. Wildlife is abundant, even right in town. Where else will you find a herd of elk napping on the lawn?

The park has its share of secrets. Patricia Lake hides the remnants of an aircraft carrier made of ice! Dive the wreck and see one of WWII’s weirdest top secret projects. Unravel the mysteries of the people and the places, past and present, of Canada’s largest Rocky Mountain national park. Icefields. Glaciers. Famous Islands. Dark Skies. Here’s your insider Jasper National Park checklist!

Nocturnal thrills – Jasper National Park was recently designated a Dark Sky Preserve. See the backbone of the Milky Way appear to rise directly out of the centre of the Athabasca Glacier. Take in the Dark Sky Festival every year in October. Chill out – visit the glaciers of the Columbia Icefield that formed during the last Ice Age. Take a snow coach to the Athabasca Glacier and walk on ice more than 365 m (1,200 ft) deep.

Some like it hot – Ease into Miette Hot Springs, the hottest in the Canadian Rockies.

Top of the world – Discover the alpine tundra with a bird’s eye view of glacial lakes and six mountain ranges on board the Jasper Tramway.

Hit the links – Swing the day away in a fairy tale mountain setting at the **Jasper Park Lodge Golf Course** – See for yourself why SCORE Golf Magazine rated it the #1 Best Golf Resort in Canada.

Take a hike – Wander 1,200 km (746 mi) of alpine paradise. Download the new Parks Canada Jasper Summer Hikes Guide. Favourite trails include the Patricia Lake loop, Mount Edith Cavell Meadows, and Valley of the Five Lakes.

Heavenly highway – No wonder National Geographic rated the Icefields Parkway one of the “10 Greatest Drives in the World.” Start in Jasper, “Mile Zero” of the famous Highway 93.

Boating bliss – Glide through emerald waters on the Maligne Lake boat tour. Snap a picture of Spirit Island, one of the most photographed islands in the world.

Fab falls – Witness the towering waterfalls at Maligne Canyon. Athabasca Falls is one of the most powerful in the Canadian Rockies.

MULTIPLY YOUR PATIENT BASE



You and Sally

+ **ACUVUE**[®]
BRAND CONTACT LENSES =
INNOVATION FOR HEALTHY VISION™



Sally



Sally's Co-worker



Sally's Electrician



Sally's Mechanic



Sally's Hairstylist



Sally's Dentist



Sally's Brother



Sally's Yoga Instructor



Sally's Neighbor



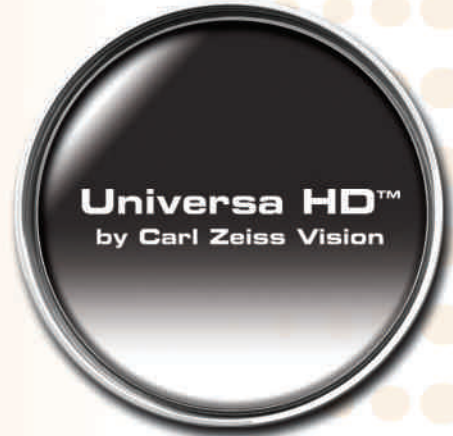
Sally's Niece

Your ACUVUE[®] patients are not only happy, they refer:
on average, they've already told 6.5 people about you.
Grow your practice with happy patients. Fit more ACUVUE[®].

ACUVUE[®] Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Division of Johnson & Johnson, Inc., by calling 1-800-267-5098 or by visiting www.acuvueprofessional.ca.

ACUVUE[®] and INNOVATION FOR HEALTHY VISION™ are trademarks of Johnson & Johnson, Inc. ©Johnson & Johnson, Inc. 2013 December 2012

Exclusively yours...



Since the CAO ENCORE frame line was launched in 2007, it has proved to be a WIN/WIN/WIN program for all participants.

Encore, Encore Sophisticate and Encore kids provide excellent choices and value for the entire family. Also available is an aggressively priced Lab Pak combining Encore frames with a wide selection of lenses including the Universa HD customized progressive By Carl Zeiss Vision.

The Encore frame line, Universa HD lenses and the Lab Pak provide CAO members with exclusive private labelled frames and lenses at competitive prices. The programs also provide CAO with non dues funds to support its efforts to represent Optometry in Canada. It is no surprise that this important member program continues to grow.

For more information contact your Centennial / Centoptic sales representative 1-800-561-6284