

THE 3YE OPENER



Spring / Summer 2011



HIGH STYLE HIGH PERFORMANCE

WITHOUT COMPROMISE

NEW

ESSILOR
WRAP DS

optimized for wrap frames

Essilor Wrap DS - Advanced digital lens optimized for wrap frames

For the first time, it is now possible to offer high-base curve lenses with an excellent wide field of vision without compromising optical quality thanks to:

- B and B lens base curves to fit most wrap around frames
- An Essilor patented process of calculation
- Essilor Digital surfacing technology
- Compensated Rx using average fitting parameters



Without
Essilor Wrap DS



With
Essilor Wrap DS



SPRING/SUMMER 2011

Issue # 6



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!!! CONGRATULATIONS !!!
It's been a long time coming !



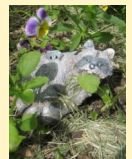
/ don't know about you but I know that I am glad to see something other than white on the ground. It's been a long one. The snow drifts in our yard were so deep this year . . . **And then** the flooded fields and washed out roads . . . It's **SUPER** to be outside; finally. You feel revitalized playing in the dirt, listening to the birds whistle and chatter to each other excitedly and watching the daily green growth and early flowers popping up; It's amazing really. **Love the Green !**

Another **Unbelievable "Telemiracle"** again this year (over 4.6 million dollars raised by donations, etc). I have to say for a province of only 1,052,050 people (Jan 2011) Saskatchewanians sure have big hearts♥. Hats off to all the people that are involved: donors, organizers, entertainers and of course the thousands of volunteers who proudly give freely of their time to such an amazing outpouring of Humanity.

Speaking of **Volunteers**, I want to **Thank Everyone from SODA who has helped** with the student seminars, conventions and anywhere else where they are needed. Remember this is Your Association so if you can spare any of your time please contact us, we love to hear from you. Volunteering is an altruistic activity that makes one feel great to be a part of, helping out with their special interest group, making any event a stronger one. Without them a lot of things would be left undone. MMMM . . . I think it's time that I get out my Volunteer hat once again.

Chris Raqué, Editor raque@sasktel.net 306-874-5797

P.S. Remember to Hug Someone Today !



Notice

My sincere apologies for the delay in this issue's publication. Council asked that we hold for important news pertaining to our new bylaws, which have now been made public. Sorry for any inconvenience our late release may have caused you.

*** * * Please note that "The Eye Opener" will now be published as a Spring/Summer and Fall/Winter Edition * * ***



FROM THE REGISTRAR'S DESK

Welcome to spring everyone !
After such a long cold and snowy winter is nice to see the warmer weather finally return.

I am pleased to finally be able to congratulate the membership on their new *Act* and regulatory bylaws. I know it's been a never-ending story, but the bylaws have finally been approved by the Minister and are now in the process of being proclaimed.

It has without a doubt, been a long and at times very frustrating process with many unexpected holdups and roadblocks encountered along the way. However, that's behind us now and members will soon be able to familiarize themselves with their new *Opticians Act* and regulatory bylaws.

Your legislative committee and your council, have worked long and hard and given literally hundreds of hours of their time, to provide opticians with the new and improved *Act* and a great set of bylaws, including a soon to be announced new professional logo.

I would like to offer my congratulations to the council and legislative committee for a job well done.

Ken Sorensen REGISTRAR

A promotional advertisement for 20/20 Metro. The background is a stylized, high-contrast black and white image of a city street with buildings and cars. In the upper left, the '20/20' logo is written in a large, elegant script, with 'twenty' in a smaller font below it. In the upper right, the word 'METRO' is written in a large, bold, distressed font. Above 'METRO', the text 'ACETATE/METAL COMBINATION READER' is written in a smaller, sans-serif font. In the center, three pairs of rectangular reading glasses are displayed horizontally, one above the other. The top pair has blue frames, the middle pair has gold frames, and the bottom pair has brown frames. At the bottom, the text 'BREAKTHROUGH PRICE of \$12.00/reader {before discount}' is written in a bold, sans-serif font. Below this, the contact information '20/20 Accessory Source Ltd. | 800-265-3937 | www.2020as.com' is written in a smaller, sans-serif font.



May 16, 2011

It is a new day for the Opticians of Saskatchewan.

I am very pleased to publicly announce that the Opticians Act known as bill 134 will be proclaimed as law on June 18, 2011.

This proclamation enacts a new *Act*, and a new set of regulatory bylaws, and incorporates the standards of practice that we set out a few years ago. It also paves the way for future expansion of the scope of practice for opticians in Saskatchewan.

The SODA has always been an important part of the Saskatchewan Health Care circle of organizations. Being a College gives our members the professional respect you deserve. These changes will give us a much stronger and respected voice when dealing with government, and other organizations. As a college, our main focus will continue to be on protecting the public interest. We will do this by ensuring that our membership abides by the Act, bylaws and standards of practice and by continuing to ensure that our membership is properly educated.

As the legislation becomes law, the office will send out a package to each member. This package will contain - The *Opticians Act*, the regulatory and the administrative bylaws, as well as a copy of the Standards of Practice.

It is your responsibility to understand your legal limitations and the standards our college will hold you accountable to. There will be a few key changes that you must be aware of. We encourage each of you to read through these very important documents.

Please contact the College office with any questions you might have.

Sincerely;

Paul Johnson, President

Suite 306 – 1114 – 22nd Street West Saskatoon, Saskatchewan S7M 0S5
Phone: 652-0769 Fax: 652-0784 email: sk.opticians@sasktel.net www.opticians.sk.ca

Congratulations !

It has been a long time coming - many hours and years have passed since council started working with legislation to change our “Opticians Act” along with the “Regulatory Bylaws”. With many ups and downs, aggravation, frustration and disappointments Council has worked through it all and persevered to make this happen.

The day has finally arrived; June 18th is a magic day - a new day for Opticians. Joining forces across Canada and getting the respect we all deserve and have worked so hard for. Thank you to the Legislative committee and Council in a job well done !

We also want to congratulate the **College of Opticians of Alberta** who were proclaimed under HIPA March 23rd of this year.





on the World



LIBERATION FOR SASKATCHEWAN MS PATIENTS

This is Maria Billay's Story

I have had relapsing / remitting MS for 27 years. It started with retro bulbar neuritis (inflammation of the nerve in the back of the left eye). Within a couple of days I was totally blind in that eye . . . after 1 month most of the sight came back.

I saw 'through a cloud' though and had red-green blindness. This 'cloud' would move around a little and it would move away from my center of vision for a few seconds and then return.

By the way an aside note . . . the colours came back one at a time, starting with yellow, then blue and I can't remember the rest of them.

I asked the doctors what caused it and how to stop it from happening – none of them had an answer. This really bothered me because going blind is very scary and it would have been nice to know something . . . anything.

Ten years later my 'good eye went bad' and I saw white all of the time. Over a period of a few months, I could see through the white and it seemed like I was wearing a pair of white sunglasses. As time went on, the white seemed to liken to a fog and I could see everything through it, though the colours were not true. Also, when I went inside any room or even into a large building for that matter, it would seem to close in on me. If I were claustrophobic I'm sure it would drive me nuts!

In December, I went to Merida, Mexico and had the liberation procedure done.

I had 4 blockages – one on the right jugular vein and three on the left. When I came out of the anaesthetic, I found that I could see clearly.

This seems to answer the question of what the neuritis was – an overabundance of blood in the brain. Once the blood was allowed to flow properly again, there was no more inflammation behind the eyes. I hope that the doctors learn from this so that they can help others who have to go through it.

After speaking with Maria recently she shared the good news: her vision is improving all the time, a cataract has been removed on one eye and the other eye is scheduled for surgery in the next few weeks. She is one happy person with her colours and sight back.

more on MS News page 17

The following website has been created to unite Canadians into action to help expedite testing and treatment of chronic cerebrospinal venous insufficiency (CCSVI), a recognized vascular condition, that has been shown to be prevalent in people with Multiple Sclerosis.

http://www.msliberation.ca/MS_Liberation_Group/Welcome.html

EVENTS for 2011

S.C.O. Dates

Council Meeting:
(subj. to change)

September 26th

November 26th

2011 Convention:
AGM

October 1st & 2nd
October 2nd

Parktown Hotel, Saskatoon
Parktown Hotel, Saskatoon

Students Welcome !

INTERNATIONAL Dates

Visions Canada 2011

Oct. 14 - 16 2011

Vancouver, BC

International Vision Expo West Sept. 21 - 24 2011

Las Vegas, Nevada

International Vision Expo East March 22 - 25 2012

New York, New York

NACOR 2011 Practical Examination Dates

June	4 - 5	Saskatoon, Sask.	S.C.O. Office
June	11 - 12	Saint John, New Brunswick	TBA
June	11 - 12	Winnipeg, Manitoba	Red River Community College & Contact Lens Service, Winnipeg
June	24 - 26	Edmonton, Alberta	NAIT, Main Campus
October	1 - 2	Coquitlam, B.C.	Douglas College
October	21 - 23	Barrie, Ontario	Georgian College
November	5 - 6	Halifax, Nova Scotia	TBA
November	12 - 13	Winnipeg, Manitoba	Red River Community College & Contact Lens Service, Winnipeg



Notice

It has come to the attention of council that unlicensed opticians have been practicing in the province and that members are reminded that all opticians practicing in Saskatchewan, no matter what the duration are required to be licensed in accordance with the Act.

Reminder Please advise S.C.O. office of any changes to your employment, addresses etc.

STUDENTS STUDENTS Bursaries & Scholarships etal.

Carpe Diem !

WAL-MART **\$ 3000.00**

Top overall written mark in *2nd year Contact Lenses*

LASIK MD **\$ 750.00**

High academic achievement - Highest overall class average in *Eyeglasses Program*

High academic achievement - Highest overall class average in *Contact Lens Program.*

SCO **\$ 200.00**

Top overall written mark in *2nd Year Dispensing*

Top overall written mark in *2nd Year Contact Lenses*

THANK YOU ! !

Lisa Fox, Robert Morrow & Carol Stobbe

for sharing your time helping with the Contact Lens Seminar.

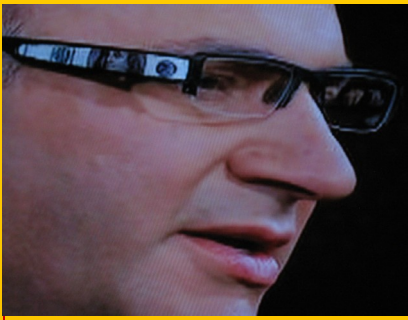
A great learning time was had by all.

Heather Power and Sandra Blanchette of Contact Lens Services in Winnipeg,
facilitated the seminar again this year.

Their specialization in fitting RGP (rigid gas permeable) contacts helps our students get the practical and theoretical experience with hard lenses, as RGP fitting is becoming a lost art, it is still a part of the students' required knowledge for their practicums.
and final examinations.

I would like to thank SODA for the invitation to the Student Contact Lens Seminar. Sandra and Heather conducted the discussion and I found them to be very knowledgeable, thru the use of real life case scenarios this created an atmosphere for learning. Some of the suggestions from this forum, I have personally added to my contact lens business. But most importantly I was able to participate in the development of our students. I strongly encourage all contact lens technicians to take advantage of this wonderful resource.

Robert Morrow, Prince Albert



Dragon's Den

March 23, 2011, CBC

Entrepreneur and industrial designer **Louis-Martin Beauséjour of Swap Eyewear Montreal**, presented a unique idea, customizing eyewear to showcase personal style.

He chose the right design for each Dragon: \$\$\$\$ for Kevin, Mr. Lube for Jim and complementing colours for Arlene, Robert and Brett. An interesting and intriguing fashion statement.

With over 150 different styles to choose from plus custom options and downloads to harmonize one's attire or mood, this interchangeable temple slide system . . . a clever innovative fashion statement would seem to be a no brainer at 25% for \$500,000.00 . . .

Check out what happened at . . .

<http://www.cbc.ca/dragonsden/pitches/swap-eyewear.html>





The Making of an Eye



Have you ever wondered what happens when a person loses an eye through an accident or tumours such as childhood cancers like retinoblastoma or optic pathway glioma? The turmoil must be unbelievable, a thousand questions and emotions must deluge their mind, their family's and others that are closely connected.

Where do you turn for help: **Artificial Eyes** is a web site dedicated to supplying "Information and resources about artificial eyes, finding an Ocularist and dealing with eye loss." providing support in many facets.

It's amazing that the realistic enhancement prosthetic process takes usually only one week, from paste casting to hand painting and fitting the cavity, changing the patient's appearance and self esteem forever.

This site is a cornucopia of information: interesting, organized and comprehensive.

Check it out at: <http://artificialeyes.net/>



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CALGARY, AB T1Y 6R6

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FAX: 1-800-661-9175 (403)285-1487

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Supply diagnostic/testing equipment
Pharmaceuticals and medical supplies.



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WWW.WHITEOP.CA

or call to request your free catalog at:

1-800-661-1562





13 year old Taylor Bley from
Anaheim raises \$ 4,027.00
singing
'The Best Day' by Taylor Swift

Isabella, the
youngest of the
Skorobohach
Family dance
troop from
Yorkton
dancing in
traditional



Rebecca Duncan, 6 year old Estevan
fundraiser singing 'Somewhere Over the Rainbow'



Where Miracles



Victoria Banks laughs with an Oliver Place resident of
Saskatoon where the Average age of seniors is 91,
fundraised by sitting in front of the apartment
elevator to make sure "no one got away".
Residents have donated \$ 165,000.00 over the years.

Bob McGrath & Beverley Mahood announce an
unbelievable bequest of \$ 575,000.00, from
Karen Walters, "a devoted nurse who took
pride in her work" She had a 30 year career at
the Saskatoon Regional Psychiatric Centre





Bob sings 'Rainbow Connection' Kermit style with his brood of yellow ducklings from the Saskatoon branch of Music For Young Children, led by teacher Della Roy.

They raised \$2,226.01 through recitals and a dime a day donation matched by their teachers. MFYC is a worldwide program dedicated to kids and music



Happen

Telemiracle
has generated almost \$86 Million since 1977.
Always Helping Those in Need

Three Amigos
Erbin Donlevy, 1st.
Kinsmen Telemiracle
Chairman,
Peter Kilburn,
1st Foundation
Chairman and
Bob McGrath who
hosted 34 of 35
years the telethon
has been on air,
celebrate their Hal
Rogers Fellowship
Award for foresight
and leadership. !



NEEDS-BASED SOLUTION SELLING PROGRAM



Dear Member

The Opticians Association of Canada is happy to propose to you a new, exciting, result-driven program, guaranteed to help your office become more successful, and delivered via dedicated Essilor Need Based Solution Consultants

Needs-Based Solutions (NBS) is Essilor's ground-breaking technique of dispensing lenses to patients. This comprehensive training program is founded on consumer purchasing research and has proven to be very successful for the last two years in the Canadian market.

Instead of selling individual products, NBS trains dispensers to provide visual solutions that will meet their wearers' needs. Ultimately, this process saves the dispenser time, creates a comfortable conversation at the dispensing table, enables wearers to feel they are receiving personalized service, and most importantly, provides them with lenses that will generate the best vision possible in their daily lives.

An important aspect of NBS is the premium and value no-glare offering. If price is a serious concern for a wearer, the dispenser will learn how to move from the premium to the value solution, without losing a sale.

NBS delivers impressive results immediately after training and is proven to be a sustainable program that becomes a permanent, natural part of an office. Practices have experienced increased sales, productivity, and office morale, in addition to happier patients.

Essilor/OAC is committed to invest the necessary time, effort and hands-on resources that will ensure the success of the Need Based Solution Selling Program in your office.

Should you be interested in participating, please, contact the OAC that will ensure you will have priority access to the Need Based Solution Selling Program via the OAC reserved spots!

Best regards,

Dalie Schellen
President
Opticians Association of Canada



MESSAGE FROM OPTICIANS ASSOCIATION OF CANADA



Breton Communications' is no longer (of their choice) the publisher of the official magazine of *The Opticians Association of Canada*. We have asked that the data base be returned to the OAC and that it not be used to distribute any material in any form to Opticians. The data base has not yet been returned. This concerns the OAC and we believe that it could have legal consequences. I would ask that no College or

Association provide a data base of any sort to the company in question as we are uncertain of how that information may be used in the future. Understand that the OAC fiercely protects the information both public and private of Opticians and does not share any information unless authorized directly by the Opticians. This is truly an unfortunate situation. If Colleges/Associations so chooses to inform Breton not to use any information received through the OAC of your member/registrants feel free to do so.

As for the Publication of Vision Magazine and La Revue will publish on time, and with the help of our industry partners it will be a success. Welcome to the Opticians Association of Canada

Opticians Respond to the Call

Engaging Opticians in the national brand is critical to its success. While we can raise public awareness about our profession, it's the Opticians who deliver the brand promise, assuring customers that they are dealing with a knowledgeable, trained, professional who helps them see better.

For the past few months we've focused our efforts in reaching out to Opticians from coast to coast to understand what they know about the Licensed Optician brand, if they support it and what's needed to make it work for them.

Participation in the research was very positive. Over 1300 Opticians took the online survey and a further 300+ participated in focus groups, interviews and regional events. Most Provinces were well represented and we learned a lot.

Research Highlights

- 88% of Opticians surveyed were aware of the Licensed Optician brand, 12% were not.
- Only 50% of the surveyed Opticians had signed up on www.licensedoptician.ca to access brand tools and information.
- 83% said that the brand would help people understand what an Optician does
- 83% said the brand would have a positive effect on the profession overall
- 66% display the Licensed Optician decal in their place of work
- 88% said they identify themselves as a Licensed Optician to customers

"If we (Opticians) don't add value to the eyewear process then how are we different from an online sale? We have to distinguish ourselves."

Survey participant

Top 10 Observations from Research

- #10 Opticians love the brand, think it's valuable and see it as critical to protecting the profession
- #9 Many Opticians simply haven't heard about the brand and tools available on licensedoptician.ca. More communication is needed.
- #8 Apathy. Not all Opticians see themselves as health care professionals or part of a community - engagement is a challenge. Opticians need to be inspired.
- #7 Opticians want to see associations, colleges and schools supporting and communicating the brand more.
- #6 Continuing education credits increase participation in brand activities, but making activities mandatory decreases participation.
- #5. There's no easy way (i.e. central database) to communicate to Opticians across Canada on a regular basis.
- #4. Participating and supporting the brand must be made easy for Opticians.
- #3. Opticians want to see more public awareness education and /advertising. This is critical to their support.
- #2. Employers (including Optometrists) and Opticianry students need to hear about the brand so they can support it.
- #1. Opticians believe they have a role to play in supporting and building the brand.

We also gathered some great ideas, quotes and insights which have helped shaped the go forward strategy. Expect further updates, new tools and education in the coming months. If you are among the 50% who have not signed up on Licensed Optician you're missing out on great tools and information to get you going. **[Sign up today!](#)**

"Licensed Opticians have been shy and meek about what they do. Now we've been given an avenue to express the work we do - loud and proud!"

Survey participant

A Guide for the Road of Life

Excerpts from Life's Little Instruction Book vol. 1-3 by H Jackson Brown, Jr.

- 
- Take time to smell the roses
 - Take a nap on Sunday afternoon
 - Keep your promise
 - Never deprive someone of hope - it might be all they have
 - Be thankful for every meal
 - Don't be afraid to say - I'm sorry
 - Improve your performance by - improving your attitude
 - Listen to your children
 - Leave everything a little better than you found it
 - Keep it simple
 - Keep good company
 - Be kinder than necessary
 - Take good care of those you love
 - Make a habit to do nice things for people who will never find out
 - Wear outrageous underwear under the most formal business attire
 - Be romantic
 - Judge your success by the degree that you're enjoying peace, health and love
 - Be a good loser - be a good winner
 - Never refuse homemade brownies
 - Remember other peoples' birthdays
 - Sing in the shower
 - Don't nag
 - Be forgiving of yourself and others
 - Never give up on anyone - miracles happen
 - Don't gossip
 - Be someone's hero
 - Whistle
 - Admit your mistakes
 - Say thank you and please - a lot
 - Never cheat
 - Don't rain on other peoples parades
 - Don't postpone joy
 - Think big thoughts - but relish small pleasures
 - Never resist a generous impulse
 - Become the most positive, enthusiastic person you know
 - Have a firm handshake
 - Treat everyone you meet like you want to be treated
 - Stop blaming others - take responsibility for every aspect of your life
 - Take care of your reputation - it's your most valuable asset
 - Count your blessings
 - Be tough minded but tender hearted
 - Smile a lot - it costs nothing and is beyond price
 - Marry only for love
 - Call your mother
 - Do more than is expected
 - When you care about others - reach out to others - give of yourself to others - you make a difference
 - Don't interrupt
 - Laugh a lot, a good sense of humour cures almost all life's ills
 - Don't expect money to bring you happiness
 - Live so that when children think of fairness, caring and integrity - they think of you
- more: <http://homslife.info/upload/uploads/bab16b4313.pdf>



JAMES PRESLEY

It is with great sadness that I announce the passing of a fellow Optical Industry Sales Rep. and a dear friend. James Presley who passed away on December 21, 2010 in Calgary at the age of 63. James was born in Winnipeg and started his career as a member of the Winnipeg Police department and after retiring from protecting the people of Winnipeg in the late 80's he joined the Optical world as a Sales Representative for Viva Optical covering Sask./Man. He then went on to New Millennium Eyewear where his territory grew to covering all 4 western provinces, and as his territory grew so did Jim's wonderful zest for life. Jim then went on to a position with Opal Optical and Vision Optical. Jim graced the entire Optical Industry's with his presence and no matter how tired of being on the road Jim became he never let his customers down, always showing up with a smile on his face, and

some smart remark. Jim will be sorely missed by all the people from Manitoba to British Columbia that he came to visit three or four times a year.

Rest in Peace, My Dear Friend.

Brenda Hredil

I who am blind can give you one hint to see : use your eyes as if tomorrow you would be struck blind.

Helen Keller

SUPPLEMENTARY HEALTH AGREEMENT

On April 5, 2011, the Supplementary Health/Family Health Benefits Programs distributed *Ophthalmic Dispenser Benefits Schedules* with new rates effective April 1, 2011. Invoices with service dates on or after April 1, 2011 submitted with old rates have been adjusted to the new rates.

Invoices with service dates on or after June 1, 2011 will be processed at the rates submitted and will no longer be adjusted.

Questions : Contact the Supplementary Health office at (306) 787-3125 or toll free 1-800-266-0695

Update on MS Liberation Treatment

cont. from page 7

Saskatchewan and Manitoba Join Hands

It's a relief to finally see the beginning of hope for the people of Saskatchewan and Manitoba that are suffering from this debilitating disease. We pray the clinical trials will be conducted thoroughly, yes, but also expediently, so those affected don't have to go through all the anxiety, the waiting, worry, cost and all the other negatives involved when they have to travel all over the world to get treatment.

from the **Saskatchewan Health Research Foundation**

April 5, 2011 Manitoba announced that it will also invest \$5 million in MS research and follow SHRF's protocols in a complementary process in Manitoba. It is expected that this multi-site clinical trial approach will strengthen the research conclusions by providing a larger sample size and the ability for research teams to pool their results.

Oct. 19, 2010 the Government of Saskatchewan made \$5M available to SHRF to fund clinical trials for the MS liberation treatment. At that time SHRF outlined a three-step process for moving forward on the call for MS Clinical Trials.

for more info: <http://www.shrf.ca/> and <http://www.mhrc.mb.ca/programs/MS.initiative.asp>



2011 CONVENTION
"NEW NAME - NEW LOOK"
Parktown Hotel - Saskatoon Saturday & Sunday Oct 1st & 2nd

Formerly S. O. D. A

PLEASE COMPLETE AND RETURN DEADLINE: AUGUST 31ST, 2011

(enclose) **CHEQUE, MONEY ORDER or VISA (No MC or AMEX)**

PLEASE MAKE YOUR CHEQUES PAYABLE TO: SASKATCHEWAN COLLEGE OF OPTICIANS

306 – 1114 – 22nd Street West, SASKATOON, SK S7M 0S5

PRE-REGISTRATION is encouraged to TAKE FULL ADVANTAGE OF THE REDUCED RATES.

S.C.O. CONVENTION:

PRE-REGISTRATION FORM: (1 SCO MEMBER)

PLEASE PRINT

Surname _____ First Name _____

Spouse _____

Home Address _____

City _____ Province _____

Phone: _____ Home _____ Business _____

Please MARK the appropriate space for the Functions you wish to attend

		PRE-REGISTRATION	CONVENTION
FULL CONVENTION	1 SCO MEMBER	\$ 125.00 _____	\$ 150.00 _____
All Seminars & Lunches	1 SCO STUDENT	\$ 75.00 _____	\$ 85.00 _____
SATURDAY SEMINARS	1 SCO MEMBER	\$ 80.00 _____	\$ 90.00 _____
Includes Lunch	1 SCO STUDENT	\$ 45.00 _____	\$ 55.00 _____
SATURDAY LUNCH	NON-SCO MEMBER / STUDENT	\$ 10.00 _____	\$ 10.00 _____
	SPOUSE ATTENDEE		
SUNDAY SEMINARS	1 SCO MEMBER	\$ 80.00 _____	\$ 90.00 _____
Includes Lunch	1 SCO STUDENT	\$ 45.00 _____	\$ 45.00 _____
SUNDAY LUNCH	NON-SCO MEMBER / STUDENT	\$ 10.00 _____	\$ 10.00 _____
	SPOUSE ATTENDEE		

EARLY-BIRD DEADLINE: JULY 31ST

CHANCE TO WIN YOUR CONVENTION FEES BACK PLUS \$100.

TICKETS PRESENTED AT ALL FUNCTIONS WILL BE COLLECTED AND ENTERED INTO DRAW FOR

FABULOUS DOOR PRIZES

Formerly S. O. D. A

CONTINUING EDUCATION CREDITS: 14 CEC's

CONTINENTAL BREAKFAST Served each morning in MEETING Room

**SATURDAY by
BAUSCH & LOMB**



**SUNDAY by
TRANSITIONS**

SPEAKERS & TIMES subject to change due to travel schedules

Saturday, October 1 st		Sunday, October 2 nd	
9:00am – 10:00am (1 CL)	BAUSCH & LOMB	9:00am – 11:00am (2 OD or 2 CL) Special Facilitator	The Great Internet Sales Debate TRANSITIONS Ed de Gennero
10:00am – 11:00am (1 OD or 1 CL)	CANADIAN UPDATE Robert Dalton [OAC]	11:00am – 12:00pm (1 CL)	JOHNSON & JOHNSON
11:00am – 12:00pm (1 CEC)	TBA	12:00pm – 1:00pm Sponsored by	LUNCH JOHNSON & JOHNSON
12:00pm – 1:00pm Sponsored by	LUNCH WAL-MART	1:00pm – 3:00pm (4 OD or 4 CL)	ANNUAL GENERAL MEETING
1:00pm – 2:00pm (1 OD)	COOPERVISION Janice Schmidt		
2:00pm – 3:00pm (1 CEC)	TBA		
3:00pm – 4:00pm (1 OD)	ESSILOR Claude Hazel		
4:00pm – 5:00pm (1OD)	CENTENNIAL Jim McKie		

FOR RESERVATIONS call the **PARKTOWN HOTEL @ 1-800-667-3999**
mention SASKATCHEWAN COLLEGE OF OPTICIANS 2011 CONFERENCE
or Room Block 032123 for \$139.00 a night
DEADLINE August 31st, 2011

COMPLETE AND RETURN attached **CONVENTION PRE-REGISTRATION FORM** to:
SASKATCHEWAN COLLEGE OF OPTICIANS before **DEADLINE AUGUST 31st**

YOUR CONVENTION FEES BACK PLUS \$100.
EARLY BIRD DEADLINE July 31st



Norma Bastidas "See Her Run"

Among the remarkable people who support **Operation Eyesight** is a tiny woman with a heart of a giant. **Norma Bastidas** is in the Guinness Book of World Records for running terrain – all for the sake of her son and others threatened by blindness and low vision.

- ◆ Every five seconds, one person in the world goes blind.
- ◆ A child goes blind every minute yet for almost three out of four of these people, blindness is completely preventable.
- ◆ Two thirds of the world's blind are women and girls.
- ◆ Without effective major intervention the number of blind people worldwide has been projected to increase to 76 million by 2020.

more . http://calgary.ctv.ca/servlet/an/local/CTVNews/20090119/CGY_Runner_Bastidas_090119/20090119/?



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Operation Eyesight Universal

was established in 1963 to raise funds to reduce the number of people who were avoidably blind from cataracts in India and other countries with high levels of poverty.

Inspired by a Canadian physician working in Sompeta on India's east coast, Dr. Ben Gullison,

Operation Eyesight was formed in Calgary Alberta.

Central to its formation and growth was Arthur Jenkyns, a Calgary businessman who succeeded in marshaling the efforts of others concerned about the eye care needs of people in the developing world.

Operation Eyesight is, in fact, a community of support – people from many nations and walks of life all focused on providing "the best for the poorest."

more:

<http://www.operationeyesight.com/>

Coming down the pike

While cataract patients have long had the option of replacing their damaged lenses with synthetic ones, cornea patients have had to rely on transplantation with corneas from scarce human donors.

But now, Canadian and Swedish scientists have developed a biosynthetic cornea that has the potential to help restore sight to millions of people. The cornea is the thin, transparent film on the eyeball that helps to focus light. Once in place, a synthetic cornea — made of human collagen grown in yeast and moulded into a corneal shape — stimulates the eye to grow new corneal cells on the implant.

In a recent study, nine out of 10 patients treated with the man-made corneas experienced improved vision. “This technique regenerates the cornea from within,” says Dr. May Griffith, a senior scientist at the Ottawa Hospital Research Institute.

More http://www.canadian-health.ca/6_1/12_e.html

Working in an Ophthalmology practice

that specializes in LASIK surgery, one of my duties is to comfort nervous patients. Prior to an operation one day, the patient was so frightened she was actually shaking. Nothing I said seemed to calm her. So after the doctor finished operating on her left eye and before he began on the right, I wanted her to know her surgery was going well.

“There,” I said, patting her hand reassuringly. “Now you have only one eye left!”

Allison Mangin Readers Digest '04

Hhhmmmmm . . . Very Interesting

As I'm always on the lookout for new articles on health pertaining to eyes, I picked up this complimentary paper at a local mall. In the **Health + News (Vol. 17 No 4)** I was amazed to discover, according to the publication, that a new panacea had been discovered, in the form of something called **Alkaline Antioxidant Water**. Apparently after drinking this life altering liquid and only for a few weeks, on average mind you, as the testimonials attest, vast improvements are the norm if not an outright cure, as was the case of one woman suffering from Glaucoma who after only 3 weeks of imbibing this wondrous liquid saw her inner ocular blood pressure go down to normal and her Glaucoma go away.

Other astounding revelations: Cancelled Rotator Cuff Surgery (healing on it's own), Sleep Apnea gone, Weight Loss, Lower Cholesterol, Migraines gone, Gout gone, Blood Sugar reduced, Arthritis pain free, Knee healed itself, after a gallon and a half a day . . . etc. etc.

Placebo effect or “is there more to this water than meets the eye” ????????



Advisory for Saskatchewan Health Trustees for Record Disposition April 12, 2011

All trustees will appreciate that these kinds of incidents reflect badly on health professionals. Tossing patient files in a dumpster or recycling bin contravenes the trustee's obligations imposed by HIPA. We note that some commentators have tried to minimize the problem and have suggested that these problems will be remedied by the advent of electronic medical records and the electronic health record system. The short answer to such a claim is that the problem with the records found in dumpsters and recycling bins reflects a lack of respect for the patient and the patient's right to have their most sensitive personal health information adequately protected until it is safely shredded or the trustee extinguishes its responsibility by the process contemplated by section 22 of HIPA.

Electronic medical records may largely eliminate the prospect of patient files blowing in the wind around dumpsters but pose other significant privacy risks. These include snooping, viewing of personal health information without any appropriate need to know, gossip, and carelessness. Given the huge number of approved users contemplated by the Electronic Health Record and the increase in electronic medical records it is reasonable to expect that the nature of the risk to patient privacy will change but will not be eliminated by technology. A physician, pharmacist or other trustee that has failed to pay attention to HIPA and to align its business practices accordingly will be just as likely to breach HIPA with electronic records as it has with paper records. HIPA compliance will require diligence, appropriate training, and serious consequences for breaches to mitigate those new risks.

In any event, HIPA applies to paper records until we achieve a fully electronic system. Trustees must demonstrate that they take privacy seriously and are taking all reasonable measures to protect patient personal health information.

Our experience is that far too many trustees have failed to take notice that the legal landscape and responsibility for patient files has changed significantly with the proclamation of HIPA on September 1, 2003. Longstanding confidentiality practices may be useful to continue but they are typically insufficient to comply with HIPA.

We therefore recommend that all trustees and trustee organizations IMMEDIATELY implement these procedures: Ensure:

- ◆ that someone in the organization is formally designated as the Privacy Officer with specific responsibility for HIPA compliance, particularly the safe retention and disposition of personal health information.
- ◆ that the trustee organization has written policies and procedures as prescribed by section 16 of HIPA including physical, administrative and technical measures reasonable for the protection of personal health information.
- ◆ that every person in the trustee organization understands the difference between the historic culture of confidentiality and the new requirements of HIPA including the continuing responsibility for patient files pursuant to section 22 of HIPA.
- ◆ that the trustee organization is in compliance with the transparency obligations in sections 9 and 10 of HIPA.
- ◆ that there is a proper record retention and disposition schedule and that it is followed.
- ◆ that all personal health information is properly and safely stored at all times.
- ◆ that when disposing of personal health information all materials are shredded or otherwise completely destroyed.
- ◆ that if the storage or destruction of patient files is outsourced or if an information management service provider is involved that there is a proper agreement that complies with sections 16, 17 and 18 of HIPA.

Individual trustees should consult with their colleges and regulatory bodies for assistance in implementing the foregoing measures. We also encourage all trustee organizations to become familiar with the following resources available at the OIPC website www.oipc.sk.ca **Saskatchewan Information and Privacy Commissioner**



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On the Lighter Side

A Polish immigrant went to the DMV to apply for a driver's license. First, of course, he had to take an eye sight test. The optician showed him a card with the letters

C Z W I X N O S T A C Z

"Can you read this?" the optician asked.

"Read it?" the Polish guy replied,
"I know the guy."



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October 1st**

WHEN IT COMES TO REUSABLE LENSES...

TAKE A FRESH VIEW ON COMPLIANCE

Study shows **modality doesn't drive compliance, the patient does.**

Chances are, it's what you've been suspecting all along—that when it comes to replacement compliance, there is no reusable modality to which patients better adhere: there was **no significant difference regarding compliance with replacement frequency for patients wearing 2-week or 1-month lenses!**

Different reusables, **no significant difference in rate of compliance.**



An ongoing online survey (updated quarterly) of 659 frequent replacement contact lens wearers who answered questions relating to lens replacement frequency. The respondents represented wearers of hydrogel and silicone hydrogel lenses prescribed for two-week or monthly replacement. The results show the 3rd consecutive quarter in which there were no significant differences in rate of wear, based on rolling four-quarter data.

The next time you see patients who have “compliance challenges,” go with what you know: select the freshest lens you have, and make sure they know the importance and value of proper compliance with the recommended wear schedule.

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Reference: 1. Data on file, Johnson & Johnson Vision Care, Inc. 2010.

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