

Eight national health organizations call on Minister Kenney to rescind planned cancellation of health benefits to refugee claimants

On Friday, May 18th, the Canadian Association of Optometrists along with seven other national health organizations, sent a joint letter to the Minister of Citizenship and Immigration, the Hon. Jason Kenney, asking him to rescind the planned cancellation of supplemental health benefits, including vision benefits, to refugee claimants under the Interim Federal Health Program (IFHP). Concern from the medical community over IFHP changes prompted nationwide rallies on June 18th to display opposition to the proposed cut backs.

In addition to vision care benefits, the services that will no longer be covered include; dental care, devices to assist mobility, hearing aids and testing, interpretation services, oxygen supplies, psychotherapy and counselling, rehabilitation services (physiotherapy and hospital charges), home care and long-term care and a reduction in prescription drug coverage.

The letter sent from health organizations pointed out that the planned cancellation of supplemental health care benefits would not save government money; rather, it will add to public health expenditures. More importantly, the measure will put at risk the health of refugees, future new Canadians and all Canadians from a public health standpoint.

Signatories to the letter included the Canadian Association of Optometrists,

Canadian Association of Social Workers, Canadian Dental Association, Canadian Medical Association, Canadian Nurses Association, Canadian Pharmacists Association, the College of Family Physicians of Canada, and the Royal College of Physicians and Surgeons of Canada.

Optometrists need to be aware that vision care services for refugees in the IFHP will no longer be covered after June 29. Blue Cross, as an IFHP insurer, is preparing for the end of the program by issuing notification that all service providers treating anyone eligible for benefits from the IFHP program will have six months to make any claims. Claims after that six month period will not be accepted.

IFHP beneficiaries will be covered for doctor and hospital services if those services are needed to prevent or treat a disease posing a risk to public health or a condition of public safety concern.

For additional information on the changes to the IFHP, please visit the Citizenship and Immigration Canada (CIC) website at www.cic.gc.ca/ifhp.

For more details on the health care coverage benefit grid visit: www.provider.medavie.bluecross.ca. If you have any questions on coverage, please call the Medavie Blue Cross Contact Centre at 1-888-614-1880.

Internet Reminders

CAO members are reminded to ensure you are current with CAO websites and services.

- Do you know your password to the member only portal?
- Are you receiving the INTouch newsletter and other communication from CAO at the correct email address?
- Is your practice website listed on the 'find an OD' feature on the CAO website?

If you answered 'no' to any of these questions, contact info@opto.ca and advise. We will be happy to update your records.

Rappels Internet

Nous rappelons aux membres de l'ACO de s'assurer qu'ils sont à jour en ce qui concerne les sites web et les services de l'ACO.

- Connaissez-vous votre mot de passe pour accéder au portail réservé aux membres?
- Recevez-vous le bulletin Contact et les autres communications de l'ACO à la bonne adresse électronique?
- Le site Web de votre pratique figure-t-il au service « Trouvez votre optométriste » du site Web de l'ACO?

Si vous avez répondu « non » à n'importe laquelle de ces questions, veuillez communiquer avec info@opto.ca et nous en informer. Nous nous empresserons de mettre vos dossiers à jour.

Erratum

In the Volume 74, No. 1 issue of the Canadian Journal of Optometry, Thomas Xie, OD & Ety Bitton, OD, MSc, FAOO, were the authors of "An atypical case of HLA-B27-associated uveitis with hypopyon and posterior segment involvement", page 47. The author was incorrectly listed as Paul Chous, MA, OD, FAAO in the Table of Contents, page 1.

The author of *Remembering Fred Kahn*, page 6 was Scott D. Brisbin, OD, LLD, FAAO. It was not written by Dr. Scott Mundle as published.

The managing editor regrets these errors.



Facebook and Twitter

Did you know CAO is on Facebook and Twitter?



Follow us:

facebook.com/opto.openyoureyes
twitter.com/CanadianOpto

TELUS to Provide Sun Life with National eClaims Solution for Extended Healthcare Providers

TELUS Health Solutions has announced that Sun Life Assurance Company of Canada has signed an agreement with TELUS to offer benefit plan members an easy way to submit their claims electronically, right from the offices of their healthcare providers. This electronic choice for physiotherapists, chiropractors and optometrists will result in plan members receiving their benefits payments faster. Providers will be able to use their own management system or a portal on a website managed by TELUS to submit eClaims. TELUS Health eClaims, launched in 2010, has experienced rapid adoption by the extended healthcare community with over 10,000 providers now on board. For more information, visit: www.telushealth.com.

TELUS fournira à Sun Life une solution nationale électronique pour les fournisseurs de soins de santé

Solutions en santé de TELUS a annoncé que Sun Life du Canada, compagnie d'assurance-vie, a signé une entente avec TELUS pour offrir aux participants au régime de prestations une solution facile pour transmettre en ligne leurs demandes de règlement, à partir du cabinet même de leurs fournisseurs de soins de santé. Grâce à cette solution électronique pour les physiothérapeutes, les chiropraticiens et les optométristes, les participants au régime recevront leurs remboursements plus rapidement. Les fournisseurs seront en mesure d'utiliser leur propre système de gestion ou un portail sur un site Web géré par TELUS pour présenter en ligne leurs demandes de règlement. Lancé en 2010, TELUS Solutions de demandes de règlement en ligne a été rapidement adopté par le milieu étendu des soins de santé, plus de 10 000 fournisseurs ont signifié leur adhésion. Pour en savoir plus, rendez-vous sur www.telushealth.com.

Enter the Around the World with \$30,000 Contest from The Personal

Shopping for home and auto insurance is easier than you think. In just a few minutes, you can compare The Personal's preferred rates against what you're paying now and ensure you're getting the best price possible. As a CAO member, you could be a winner in the *Around the World with \$30,000 Contest* just by getting a quote or providing your current insurance expiry date. And when you provide your renewal dates online, you could also win one of 40 instant prizes of \$500! Call **1-888-476-8737**.

Already insured with The Personal? As a client, you have already been entered in the grand prize draw.

Participez au concours Autour du monde avec 30 000 \$ de La Personnelle

Il est plus facile que vous ne le croyez de magasiner pour trouver de l'assurance résidentielle et automobile. En quelques minutes seulement, vous pouvez comparer les tarifs privilégiés de La Personnelle à ce que vous payez maintenant pour vous assurer d'obtenir le meilleur prix possible. Comme membre de l'ACO, vous pourriez gagner le concours *Autour du monde avec 30 000 \$* simplement en demandant une estimation ou en fournissant la date de fin de votre assurance actuelle. Lorsque vous fournissez vos dates de renouvellement en ligne, vous pouvez aussi gagner un des 40 prix instantanés de 500 \$!

Téléphone : **1-888-476-8737**.

Vous avez déjà de l'assurance avec La Personnelle? Comme client, votre nom est déjà inscrit au tirage du grand prix.

Member Program – Vision Care Newsletters

The Canadian Association of Optometrists (CAO) is pleased to announce our new agreement with Vision Care Newsletters

as the preferred provider of practice-to-patient newsletters.

"Done-for-you" newsletters keep you in the minds of your patients between scheduled visits. Regular, scheduled delivery of best practice eye-care information prompts greater interaction by patients with the practice if and when issues arise. Newsletters increase referrals to new patients and inform patients of relevant eye care topics. Customized with your practice name and logo, sent directly from your email address to your patients, the service includes a monthly email newsletter with three themed, eye-related articles.

For all the details and to get started, see our Member Discount programs or please visit their website at: <http://visioncarenewsletters.com/cao/>.

Questions? Call: 1-855-726-2244

Nouveau programme pour les membres – Bulletins sur les soins oculovisuels

L'Association canadienne des optométristes (ACO) est heureuse d'annoncer qu'elle a conclu une entente avec Vision Care Newsletters comme fournisseur privilégié de bulletins. Ces bulletins mensuels personnalisés portant le nom de votre pratique et son logo, sont envoyés directement de votre adresse électronique à vos patients et ils comprennent trois articles thématiques sur les yeux. Les bulletins « Produits pour vous » vous gardent présents chez vos patients entre les visites périodiques. La diffusion régulière d'information sur les meilleures pratiques en soins oculovisuels accroît les échanges entre les patients et la pratique lorsqu'il surgit des problèmes. Les bulletins augmentent le nombre d'aiguillages dans le cas des nouveaux patients et informent les patients sur des sujets pertinents des soins oculovisuels.

Pour obtenir tous les détails et commencer, consultez nos programmes de rabais aux membres ou visitez le site Web à : <http://visioncarenewsletters.com/cao/>.

Des questions? Composez le **1-855-726-2244**.

CMA Infobase

The Canadian Medical Association (CMA) has been active in the promotion of clinical practice guidelines for several years. The CMA maintains a database of guidelines developed or endorsed by Canadian national or provincial health organizations or expert groups. This database, named the CMA Infobase, is available on the Internet at: <http://cma.ca/infobase>. Since its inception in 2000, it has grown to be a highly regarded and highly valued clinical electronic resource on the cma.ca web site by the CMA physician membership. The CMA recently reviewed the CAO clinical practice guideline Frequency of Eye Examinations: An evidence-based approach. The CMA already entered preliminary information about this guideline in the database. To ensure that the information is complete, accurate and up-to-date, the next step involves contacting the guideline developers to request information on the guideline and the development process. This step is underway.

Infobanque de l'AMC

L'Association médicale canadienne (AMC) fait depuis des années la promotion active des guides de pratique clinique. L'AMC tient une banque de guides produits ou approuvés par des organisations nationales ou provinciales du secteur de la santé ou des groupes d'experts du Canada. Cette base

de données appelée Infobanque AMC est disponible sur internet à <http://amc.ca/ressourcescliniques/guidepratique>. Depuis sa création en 2000, la banque a pris de l'expansion et est devenue une ressource électronique clinique à laquelle les médecins membres de l'AMC attachent une grande valeur sur le site Web amc.ca. L'AMC a revu récemment le Guide de pratique clinique de l'ACO sur la Fréquence des examens de la vue : Approche factuelle. L'AMC a déjà entré de l'information préliminaire sur le guide dans la banque de données. Pour veiller à ce que l'information soit complète, exacte et à jour, l'étape suivante consiste à communiquer avec les auteurs du guide pour leur demander de l'information sur le guide et le processus de production. Cette étape est en cours.

Rule Change - Tinted Visors

Football Canada announced effective April 9, 2012, that the use of a tinted helmet visor is prohibited, with no medical exemptions allowed. The rule change was in large part due to the CAO position paper on tinted visors prepared in 2011 and circulated to Football Canada. The CAO position is that tinted helmet visors present considerable difficulties for on-field medical assessment and should not be used. The infrequent need for filtering bright light can be addressed through appropriate tinted contact

lenses or sunglasses. The use of clear visors is supported and recommended for the protection of the eyes and to facilitate on-field assessments when necessary. Football Canada announced this change on its website www.footballcanada.com which includes a link to the CAO position paper.

Changement de règlement - Visières teintées

Football Canada a annoncé qu'à compter du 9 avril 2012, les visières teintées pour casque étaient interdites et qu'aucune exemption médicale n'est autorisée. Le changement de règlement est attribuable en grande partie à l'énoncé de position de l'ACO sur les visières teintées produit en 2011 et distribué à Football Canada. L'ACO est d'avis que les visières teintées posent d'énormes difficultés lorsqu'il faut procéder à un examen médical sur le terrain et qu'il ne faudrait pas les utiliser. Il est possible de répondre au besoin peu fréquent de filtrer une lumière brillante en portant des lentilles cornéennes ou des lunettes soleil teintées appropriées. On appuie et recommande le port de la visière claire pour la protection des yeux et faciliter les examens sur le terrain au besoin. Football Canada a annoncé ce changement sur son site Web www.footballcanada.com, qui inclut un lien vers l'énoncé de position de l'ACO.

A vision for the future • Une vision pour l'avenir



CRA Registered Charity / Numéro d'organisme de bienfaisance de l'ARC #118834852

The Canadian Optometric Education Trust Fund (COETF) advances growth, research and education in Canada. This is our charity—a trust fund for the profession, supported by the profession.

Invest in optometry's future. Make a charitable donation today.

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Grâce à votre don de bienfaisance, vous favorisez la recherche, la croissance, l'éducation et le développement de la profession optométrique au Canada.

Faire un don de bienfaisance aujourd'hui.

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FONDS DE FIDUCIE DES
OPTOMÉTRISTES CANADIENS
POUR L'ÉDUCATION

TWECS Volunteer Project for 2012 – TONDO, MANILA PHILIPPINES...

Come join TWECS for an incredibly rewarding experience of service, of nature and camaraderie. **Dates:** November 8-25, 2012
Hosts: Philippine National Railways (PNR) in coordination with the local govt. units along the PNR rail tracks. **Accommodation:** Midas Hotel with full breakfast at a special rate of \$50US/person based on double occupancy. See www.midashotelandcasino.com. **Rest and Relaxation days:** An excursion can be organized to see one of the New7Wonders of Nature, the Puerto Princesa Underground River. A couple of days will also be spent in Makati, a major cultural and entertainment hub in Metro Manila. **Approximate budget:** \$1,900 for airfare, food and accommodations (based on departures from YVR with Philippine Airlines). Space is limited, please contact Dr. Marina Roma-March at twecs@shaw.ca or **604-874-2733**.

Projet de bénévolat TWECS pour 2012 – TONDO, MANILLE, PHILIPPINES...

Rejoignez les rangs de TWECS et profitez d'une expérience extrêmement enrichissante du service, de la nature et de la camaraderie. **Dates :** du 8 au 25 novembre.
Hôtes : Philippine National Railways (PNR) de concert avec les administrations locales le long de la voie ferrée de PNR.
Hébergement : Hôtel Midas avec petit déjeuner complet au taux spécial de 50 \$ US par personne pour une chambre pour deux. Rendez-vous sur www.midashotelandcasino.com. **Journées de repos et de relaxation :** une excursion peut être organisée pour visiter l'une des sept nouvelles merveilles de la nature, en l'occurrence la rivière souterraine Puerto Princesa. Nous passerons aussi quelques jours à Makati, un grand centre d'activités culturelles et de divertissement situé dans la région métropolitaine de Manille. **Budget approximatif :** 1 900 \$ pour

Incident Reporting

CAO reminds members 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 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.

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

*l'avion, les repas et l'hébergement (*si le départ se fait d'YVR sur Philippine Airlines). Les places sont limitées. Veuillez communiquer avec la Dre Marina Roma-March à twecs@shaw.ca ou au **604-874-2733**.

VisionAware Website

The American Foundation for the Blind (AFB) and Reader's Digest Partners for Sight Foundation have launched www.visionaware.org, a free, easy-to-use informational website for adults with vision loss, their families, caregivers, healthcare providers, and social service professionals. The new VisionAware site combines two stand-alone resources from AFB and Partners for Sight (Senior Site and the former VisionAware, respectively) into a single, comprehensive website offering dynamic social networking and customized guidance for adults of all ages with rich content and practical tips on living with vision loss. Although the website is US based, it is a good resource for patients and their families.

Site Web sur la perte de vision

L'American Foundation for the Blind (AFB) et la Fondation Partners for Sight du Reader's Digest ont lancé www.visionaware.org, site Web d'information gratuit et facile à utiliser

pour les adultes qui ont une perte de la vision, les membres de leur famille, leurs aidants naturels, les fournisseurs de soins de santé et les professionnels des services sociaux. Le nouveau site VisionAware combine deux ressources autonomes de l'AFB et de Partners for Sight (Senior Site et l'ancien VisionAware respectivement) en un seul site Web intégré qui offre un réseautage social dynamique et des conseils personnalisés à l'intention des adultes de tous âges, sans oublier un contenu riche et des conseils pratiques sur la vie avec une perte de vision. Même si le site Web est américain, il constitue une bonne ressource pour les patients et les membres de leur famille.

Medical Ophthalmology Practice available in Toronto

Enquiries can be sent to: joshestelle@rogers.com

Please include your phone number.

Schools of Optometry - Awards and Graduation

CAO is pleased to support optometry student members and Schools of Optometry. CAO President, Dr. Lil Linton, was invited to attend Awards Ceremonies and Graduation at Canadian Schools of Optometry in Montreal (June 1) and Waterloo (June 12). In Montreal, CAO contributes to the 'Excellence Awards' which are presented to seven new grads. Six of the winners receive \$1,000 and the seventh receives \$2,000 for maintaining the best overall academic record throughout the program. At Waterloo, Dr. Linton presented the CAO Award of Merit to Ryan Hogan and the Dr. Margaret Hansen Desgroseilliers Award (sponsored by the Canadian Optometric Education Trust Fund) was to Colin Hobson. Congratulations to award recipients and all graduates!

Écoles d'optométrie – Prix d'excellence et collation des grades

L'ACO est heureuse d'appuyer les membres étudiants en optométrie et les écoles d'optométrie. La présidente de l'ACO, la Dre Lil Linton, a été invitée à assister aux cérémonies de remise des prix d'excellence et de collation des grades aux écoles canadiennes d'optométrie à

Montréal (1^{er} juin) et Waterloo (12 juin). À Montréal, l'ACO contribue aux « Prix d'excellence » présentés à sept nouveaux diplômés. Six des lauréats reçoivent 1 000 \$ et le septième, 2 000 \$ pour avoir maintenu les meilleures notes tout au long du programme. À Waterloo, la Dre Linton a présenté le Prix du mérite de l'ACO à Ryan Hogan et le Prix Dre Margaret Hansen des Groseilliers (commandité par le Fonds de fiducie des optométristes canadiens pour l'éducation) a été décerné à Colin Hobson. Félicitations aux lauréats et à tous les diplômés!

Open Your Eyes advertising campaign is a big winner at the 2012 International Summit Awards

The Summit International Awards (SIA), one of the world's most prestigious advertising industry recognition organizations, awarded Ogilvy Health World for the *Open Your Eyes* campaign in May of 2012.

Throughout its sixteen-year history, the SIA has established itself as one of the premier arbiters of creative and communication excellence. Companies and individuals, from more than 20 countries and five

continents, participate in the annual awards programs. This competition was restricted to agencies that have under 30 million dollars in billings per year.

Honouring advertising, design and web creation, the SIA awarded the *Open Your Eyes* campaign with three significant awards:

Best of show – Judged to be the best overall multi-media campaign (TV, print, web and collateral pieces) for a public service message

Sliver – For magazine/print ad category

Bronze – For television ad

This is a big show for creativity — thanks to the National Public Education Committee for making it happen.

Visit: www.summitawards.com/competitions/creative-award/2012-best-of-show.html

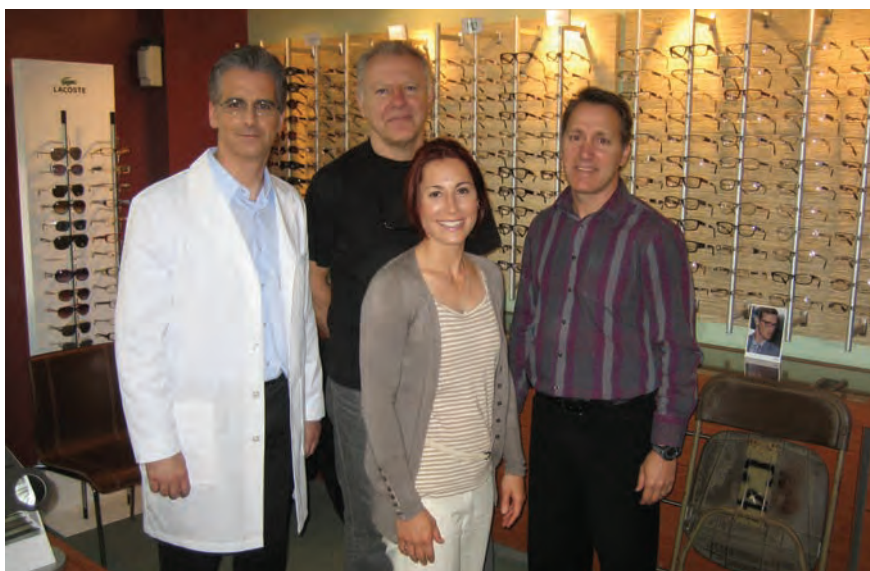


Thank you / Merci!

An overdue thank you to Dr. Daniel Boissy for his generous assistance during the filming of the *Open Your Eyes* National TV ad.

When a problem with the original set location presented itself, Dr. Boissy with very short notice, kindly made his clinic available, rescheduled his patients on the day of shooting and let the film crew take over his reception area and office.

Photo: Dr. Boissy (far right) with the key actors and Cinélande's director, Jean-Michel Ravon.



News from the BCLA | Nouvelles du BCLA



The British Contact Lens Association (BCLA) held its 36th Clinical Conference at the International Conference Centre in Birmingham, UK between May 24 and 27.

This international conference attracts over 1,000 attendees from 45 countries worldwide. In addition to continuing education, hands-on workshops, the scientific section and industry presentations, a large hall exhibited the latest products and equipment related to contact lens fitting.

Candidates who have fulfilled the requirements, can also sit for the fellowship exam, termed an "in viva" conference. This year 19 candidates completed the requirements to become Fellows of the BCLA (FBCLA), including three Canadians; Etty Bitton (Montreal), Kristine Dalton (a UW grad who is presently completing her PhD degree in England) and Jill Woods (Waterloo). Congratulations to the new FBCLA! Next year's meeting is planned for June 6-9, 2013 in Manchester, UK. Mark your calendar!

The British Contact Lens Association (BCLA) a tenu son 36^e congrès au Centre de Conférence International à Birmingham au Royaume Uni du 24 au 27 mai dernier. Cette conférence internationale attire au delà de 1 000 congressistes provenant de 45 pays autour du Monde. Le congrès comporte de la formation continue, des ateliers, des présentations scientifiques ainsi que des présentations par des représentants d'industrie. Il y a également une exposition mettant en vedette les dernières nouveautés de produits et d'équipements dans le domaine des lentilles cornéennes.

Les candidats qui avaient complété les prérequis nécessaires ont eu l'occasion de participer à un examen oral, intitulé « conférence in viva » afin de recevoir leur « fellowship » du BCLA. Cette année, 19 candidats ont complété l'examen avec succès, dont 3 canadiens, soit Etty Bitton (Montréal), Jill Woods (Waterloo) et Kristine Dalton (une diplômée de l'UW qui termine ses études de 3^e cycle en Angleterre). Félicitations aux nouveaux FBCLA! L'année prochaine, le congrès se tiendra à Manchester du 6 au 9 juin 2013. Inscrivez ces dates dans votre agenda!

OPTOMETRYGIVINGSIGHT
Transforming lives through the gift of vision

We believe a child should never be limited by poor vision.

 A woman in a white lab coat is examining a young child's eye. The child is holding a blue object up to their eye. The background is a chalkboard.

WORLD SIGHT DAY CHALLENGE

Please help raise the funds needed to deliver sustainable eye care to those in need.

World Sight Day is October 11.

Take the Challenge during October by:

- Donating a day of eye exam fees
- OR donating \$2 to \$5 per frame sold or exam given during the month
- OR making a personal or practice donation
- AND inviting patients to donate during the month



To register and receive your practice kit, or make a tax-deductible donation today:
www.givingsight.org or call 1-800-585-8265 Ext 4



CNIB and CAO Partnership – Vision Health Month Wrap-up

Partenariat entre l'INCA et l'ACO – Le Mois de la santé visuelle se finalise

The end of May 2012 signified the wrap-up of another successful Vision Health Month. This year for the first time, the Canadian Association of Optometrists joined one of Canada's most trusted charities, CNIB, as its National Vision Health Month Partner for the third annual awareness and public relations campaign.

"We were proud to welcome the CAO as our national partner for Vision Health Month this year," says CNIB president and CEO, John M. Rafferty. "Our missions are closely aligned so the partnership makes perfect sense. Both CNIB and CAO are committed to educating Canadians about the dangers of eye disease and importance of eye exams, and that's what Vision Health Month is all about."

CAO's alignment with CNIB enabled us to leverage the charity's extensive public relations capacity and broad media reach to raise awareness about the need for regular eye exams from an optometrist among millions of Canadians.

With a theme of "eyes are for life," the campaign featured a strong overriding call to action to "visit your optometrist regularly for a complete eye exam," as well as a number of compelling support messages about vision health, vision loss, and the importance of early detection and treatment of eye disease.

In addition to CAO's financial contribution to support the project, participating optometrists took part in the Vision Health Month Toonie Campaign, engaging patients and raising money by collecting \$2 for every eye exam they conducted during the month.

"I can't express how powerful the support of these individual optometrists has been for Vision Health Month and the work that we do at CNIB," says Rafferty. "We are extremely grateful for the support of each and every optometrist who participated across Canada."

Each participating optometrist has been recognized within CNIB's online Optometrist Locator tool, which allows Canadians to find



CNIB's site helped promote eye exams for participating clinics with an Optometrist Locator tool. See: visionhealth-month.cnib.ca.

Le site de l'INCA a aidé à promouvoir les examens de la vue pour les cliniques participantes à l'aide de l'outil « Trouver un optométriste ». Voir : moisdelasantevisuelle.cnib.ca.

optometrists quickly and easily in their local area. The tool was widely publicized throughout Vision Health Month in a range of media – including the websites of the National Post, the Ottawa Citizen, the Vancouver Sun and several other newspapers across the country – and will continue to be promoted by CNIB in the months to come.

CNIB wishes to send a heartfelt thank you to CAO and all optometrists who participated in Vision Health Month 2012. To learn more about Vision Health Month, visit: eyesareforlife.ca.

Un autre Mois de la santé visuelle s'est finalisé avec succès à la fin du mois de mai 2012. Cette année, pour la première fois, l'Association canadienne des optométristes a joint l'une des œuvres de charité les plus dignes de confiance au Canada, l'INCA, en temps que partenaire national du Mois de la santé visuelle dans le cadre de sa troisième campagne annuelle de sensibilisation et relations publiques.

« Nous sommes fiers d'accueillir l'ACO en temps que partenaire national du Mois de la santé visuelle cette année, a dit le PDG de

l'INCA, M. John M. Rafferty. Nos missions sont en étroite harmonie donc le partenariat était parfaitement logique. L'INCA et l'ACO sont tous deux engagés à éduquer les canadiens quant aux dangers des maladies oculaires et l'importance des examens de la vue, et c'est l'essence même du Mois de la santé visuelle. »

L'alliance avec l'ACO nous a permis de mettre à contribution nos importants moyens de relations publiques et notre vaste réseau de médias afin de sensibiliser des millions de canadiens au besoin d'examen de routine chez un optométriste.

Sous le thème « des yeux pour la vie », la campagne avait comme message central « visitez votre optométriste régulièrement pour un examen de la vue complet », auquel se greffent plusieurs messages de soutien importants concernant la santé visuelle, la perte de la vue et l'importance du dépistage et du traitement précoces des maladies oculaires.

Outre la contribution financière de l'ACO au projet, les optométristes participants ont pris part à la Campagne deux dollars pour le Mois de la santé visuelle, impliquant leurs patients à la collecte de fonds puisque 2 \$ ont été recueillis pour chaque examen de la vue qu'ils ont fait durant le mois de mai.

« Je ne peux pas exprimer la puissance du soutien de chacun de ces optométristes tant à l'ensemble de la campagne qu'au travail que nous accomplissons à l'INCA, indique M. Rafferty. Nous sommes extrêmement reconnaissants pour la participation des optométristes à travers le Canada. »

Le nom de chaque optométriste participant a été inscrit sur le site Web de l'INCA avec l'outil « Trouver un optométriste », qui permet aux canadiens de localiser facilement et rapidement des optométristes dans leur région. Cet outil a été largement publicisé tout au long du Mois de la santé visuelle dans une gamme de médias – incluant les sites Web du National Post, Ottawa Citizen, Vancouver Sun et plusieurs autres journaux à travers le pays – et l'INCA continuera d'en faire la promotion dans les mois à venir.

L'INCA souhaite remercier de tout cœur l'Association canadienne des optométristes et tous ses membres qui ont participé au Mois de la santé visuelle 2012. Pour en savoir davantage au sujet du Mois de la santé visuelle, visitez www.desyeuxpouurlavie.ca.

Show, don't tell: iPhone app opens a window into eye disease

It's no surprise that technology is changing the way we look at the world. CNIB has joined the tech movement by developing a tool that enables optometrists and patients to see what the world might look like to someone living with eye disease.

The iSimulator is an app for the iPhone that uses the phone's built-in camera to show how common eye diseases like glaucoma, diabetic retinopathy, age-related macular degeneration (AMD) and cataracts may affect vision. The intensity of the effect can even be adjusted to show the severity and progression of each disease.

Users select one of the four eye diseases on the main screen and the app initializes the iPhone's camera, showing the user how their sight might be affected. A picture can be captured, saved and shared through email, Facebook or Twitter. By clicking on the "Learn More" button, users can get more information about each disease.



Opening your patients' eyes

CNIB knows that optometrists are the first-line of defense against eye disease. A large part of the reason they created the iSimulator app was to help optometrists educate patients about eye care and the importance of booking regular exams.

"The general public remains largely unaware about the need for regular and ongoing management of eye health," says Dr. Keith Gordon, CNIB's vice president of research. "In fact, almost one out of every seven Canadians is living with some form of AMD, diabetic retinopathy, glaucoma or cataracts.

"That's why it's so important that CNIB bands together with optometrists to share the iSimulator and get the word out to Canadians."

Encouraging your patients to download the iSimulator free-of-charge and share it with their friends will help to raise awareness about eye disease to an audience far outside the office walls. The app also links patients to valuable resources provided by CNIB to further their knowledge and understanding of eye disease.

The power of this type of tool is limitless in communicating the importance of regular eye exams and eye health. Patients can see a picture of what the future of their vision could look like if they don't get regular exams, driving the point home of how important it is to see their optometrist.

Patients can download the iSimulator App, in English or French, free from Apple's App Store.



L'INCA a créé une app gratuite pour iPhone intitulée « iSimulator » afin de montrer aux patients les effets visuels de quatre maladies oculaires communes. Cette app a comme rôle d'aider les optométristes à éduquer leurs patients quant à l'importance des soins de la vue et des examens réguliers.

Evaluations of prescriptions and frames purchased from online eyewear vendors

By Dr. Benoit Frenette, M.Sc., Optometrist, Associate Professor at the School of Optometry of the Université de Montréal, assisted by Joseph Vong, optometry student at the School of Optometry of the Université de Montréal, and Geneviève Maher-Laporte, optometry student at the School of Optometry of the Université de Montréal

Background

The purpose of this study was to evaluate the accuracy of online orders of eyewear based on a number of adjustment and suitability parameters of selected frames in comparison with the morphological features of the individuals in the study.

Methods

The study was conducted from September 2011 to January 2012. Four volunteers with only a basic knowledge in optics were selected to represent a set of clients who had previously had an eye exam and were already wearing vision correction devices, but wanted to try purchasing their prescription glasses online. A number of sites were identified, but only four popular sites selling glasses online were selected based on the following criteria: they were well-constructed sites, they were attractive and popular due to marketing and advertising efforts in Canada, and they had been in existence for more than two consecutive years. The four sites selected for the exploratory study were:

Clearly Contacts

(www.clearlycontacts.ca)

Frames Direct

(www.framesdirect.com)

39Dollarglasses

(www.39dollarglasses.com)

Eyebuydirect

(www.eyebuydirect.com)

We asked each participant to order the same specific prescription (lenses and frames) from each of the four sites, matching certain particulars that were provided to them. The participants were then left

on their own during the entire online ordering process. The 16 online purchases (4 participants × 4 sets of glasses) were filmed on video. For each volunteer, the only interference from a member of the research team occurred at the very end of the process, when finalizing the purchase by credit card. The volunteers were given no other details or assistance.

For the study, four prescriptions were specifically prepared to represent a variety of needs from the perspective of lens and frame choice. Two prescriptions were prepared for distance correction (monofocal) and the other two were prepared for progressive (multifocal) lenses. The four sites were analyzed in an exploratory, critical and subjective manner by the research team. After watching all the video recordings of the purchasers, a subjective evaluation of the 16 visits was carried out, based on user-friendliness of the site. Lastly, an analysis of the actual glasses received by the four volunteers was done. In total, 16 frames and 32 lenses were analyzed against professional standards.

Results

Adherence to the prescription: Out of the 32 lenses ordered, considering refractive criteria only, six of them (19%) contained strength errors — that is they did not adhere to the prescription ordered.

Interpupillary distance (PD) measurements: Seven of the 32 frames (22%) did not adhere to the accepted tolerance of roughly 1mm compared to the PD indicated by the subjects when placing their orders. When comparing the filled

prescriptions with the 'patients' actual values, 12 (38%) were faulty. Note that only one observer managed to take his PD measurement correctly.

In total, 13 sets of glasses out of 16 (81%) did not adhere to the prescription or the PD measurement sent when ordering.

Focal height and lens centering: For progressive lenses, six of the eight sets of glasses received should have been redone prior to shipping to the customer. For the monofocal lenses, the decentrations were determined in an entirely random manner by the websites since there was inadequate information requested to enable them to correctly position the lenses. Centration of a monofocal lens reflects head posture, the pantoscopic angle and the prescription; however, two of the three parameters of this measurement are absent from the websites visited.

Frame adjustment: The participants were asked to wear the frames they had ordered for evaluating the adjustment in terms of, among other things, the alignment of the frame on the face, the camber and facet angle of the nose pads, pantoscopic angle, arm spread, ear contour and pressure on the petrous bone, behind the ear. Thirteen out of 16 sets of frames did not receive a passing grade over 70% for meeting basic comfort and position criteria.

The participants were free in terms of choosing frames and were limited by cost. As previously mentioned, we had specified the types of frames and lenses, but nothing more. The average price, based on 16 orders, was \$216 with the average price for

“ In view of the parameters standardized by accredited organizations, we arrive at a 94% failure rate.”

the monofocal lens at \$187, and progressive lenses at \$252. The lowest price was \$26 (simple vision) while the highest amounted to \$495 (progressive).

Conclusion

This report confirms the opinion of a number of stakeholders in the field of oculo-visual care: the public is not well served by online ordering sites for prescription glasses. In addition, this analysis of popular websites clearly shows that, by wishing to circumvent the traditional dispensing process for frames and ophthalmic lenses, in light of the legislation, regulations, standards and tolerances in effect in this field and in this country the

public does not have the professional guarantees they are entitled to.

Products were evaluated using parameters standardized by the American National Standards Institute (ANSI) and the International Organization for Standardization (ISO). In terms of adhering to the prescription, regarding the desired adjustments for minimal wearing comfort, and considering the PD measurement taken by the subjects themselves, we arrive at a 94% failure rate.

Only one single pair of glasses was acceptable according to our reference criteria.

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An Overview of Provincial Health Coverage for Optometric Care in 2012

Province	Health Coverage
British Columbia	The BC Medical Services Plan has limited coverage for optometrists' services, and optometrists may collect a reasonable co-payment from their patients. Routine examinations are covered annually for patients under age 19 and over 64. All patients are covered for clinically required services involving ocular disease, trauma or injury, systemic diseases associated with significant risk to ocular health (e.g. diabetes), and for patients taking certain medications that are associated with significant risk to ocular health.
Alberta	Children and youth under 19 yrs. and adults over 64 yrs. are covered for eye exams, partial exams, and defined procedures based on medical need - patients between the ages of 19 and 64 are covered for clinically necessary care (tear chemistry, anterior chamber, tonometry, colour vision, exam for low vision, computer assisted visual field test).
Saskatchewan	Children and youth under 18 yrs. are covered for one eye exam per 12 months and for repeat and partial exams. For all ages, coverage is provided for initial assessment and follow-up of ocular urgencies and emergencies. Also covered are: supplementary health beneficiaries, Family Health Benefits (FHB) beneficiaries, and seniors (65+) receiving Saskatchewan Income Plan (SIP) supplement.
Manitoba	Children and youth under 19 yrs. and adults over 64 yrs. are insured for one exam every two-year calendar block. Patients between 19 to 64 yrs. are no longer covered, except for clinical reasons. Health coverage includes complete and partial eye examinations; full threshold visual fields; tonometry and dilated fundus exam.
Ontario	The Ontario Health Insurance Plan (OHIP) insures basic eye examinations annually for persons under the age of 20 years and over the age of 65 years. Persons living with diabetes are insured for a basic eye examination annually. Persons between the ages of 19 and 65 are eligible for an insured basic eye examination either through a requisition from a physician or when presenting with an eye disease or disorder that has been designated as meeting the criteria for an insured service. Insured persons are eligible for insured partial assessments when clinically necessary. A clinically indicated automated visual field test is an insured service for a patient whose basic eye examination qualified as insurable
Québec	Coverage is provided for ages 0-17 yrs. and 65 yrs. and over and includes: eye exam, tonometry / biomicroscopy, visual field test, contact lens exam in some circumstances, etc. A new service implemented May, 2009 is dilation of a diabetic patient or myopic patient of 5.00D and over. Ocular emergency covered for all ages but the diagnostic service only: treatment at the patient expenses.
New Brunswick	There is no provincial health coverage for optometric services in New Brunswick, except for those on social assistance. The New Brunswick Association of Optometrists announced a new 3 year Social Development contract which is effective as of June 1, 2012. The contract includes yearly major examinations for patients with diabetes.
Nova Scotia	A Comprehensive Eye Examination (CEE) for routine care is payable once in a two-year period for children under age 10 and those 65 years and older. A CEE is payable once per year for all ages in cases of clinical need e.g. patients with health conditions (such as diabetes), or on medications, that present a risk to ocular health. Partial examinations are covered up to six times per year for the diagnosis and treatment of ocular infection, allergy or inflammation and the removal of foreign bodies from the eye. Additional coverage exists for keratoconus, low vision assessments, punctual plug insertions and lacrimal dilation and irrigation.
Prince Edward Island	Never insured
Newfoundland & Labrador	Coverage was fully de-insured in 1991.

For detailed information about provincial coverage and referral protocol, visit www.opto.ca and click the "Links" button for Provincial Optometric Association contact information.

Une vue d'ensemble de la couverture provinciale des soins optométriques en 2012

Province	Couverture santé
Colombie-Britannique	Le régime d'assurance médicale de la Colombie-Britannique assure une partie seulement des services optométriques, et les optométristes peuvent percevoir un copaiement raisonnable de leurs patients. Les examens courants sont couverts une fois l'an pour les patients de moins de 19 ans et pour ceux de plus de 64 ans. Tous les patients reçoivent sans frais les services cliniques dont ils ont besoin pour le traitement de maladies oculaires, de traumatismes ou lésions ou de maladies systémiques associées à un risque important pour la santé oculaire (p. ex., le diabète); il en est de même des patients qui prennent des médicaments associés à un risque élevé pour la santé oculaire.
Alberta	Les enfants et les jeunes de moins de 19 ans et les adultes de plus de 64 ans sont couverts pour ce qui est des examens de la vue, des examens partiels et des procédures spécifiques reposant sur un besoin médical – les patients âgés de 19 à 64 ans sont couverts pour les soins cliniquement nécessaires (composition chimique des larmes, chambre antérieure, tonomètre, vision des couleurs, examen de la basse vision, périmétrie visuelle assistée par ordinateur).
Saskatchewan	Les enfants et les jeunes de moins de 18 ans sont couverts pour un examen de la vue par période de 12 mois ainsi que pour les examens répétitifs et partiels. Il y a aussi, pour tous les âges, couverture des frais d'une première évaluation et des traitements oculaires urgents qui en découlent, et des visites à l'urgence. Sont également couverts : les bénéficiaires de soins de santé supplémentaires, les bénéficiaires de prestations de santé familiales et les personnes âgées (65 ans et plus) touchant le supplément du régime de revenu de la Saskatchewan.
Manitoba	Les enfants et les jeunes de moins de 19 ans et les adultes de plus de 64 ans sont couverts pour un examen tous les deux ans. Les patients âgés de 19 à 64 ans ne sont plus assurés, sauf pour des raisons cliniques. La protection du régime inclut les examens complets et partiels de la vue, les examens complets du champ visuel, la tonométrie et l'examen du fond d'œil sous pupille dilatée.
Ontario	L' Assurance-santé de l'Ontario couvre les examens annuels de la vue de base pour les personnes de moins de 20 ans et pour celles de plus de 65 ans. Les personnes atteintes de diabète bénéficient d'un examen de base annuel de la vue. Les personnes âgées de 19 à 65 ans peuvent recevoir sans frais un examen de base de la vue soit à la suite d'une demande d'un médecin, soit sur consultation pour une maladie ou un trouble oculaire répondant spécifiquement aux critères d'un service assuré. Les personnes assurées sont admissibles à une évaluation partielle lorsque la situation est jugée cliniquement nécessaire. Un test automatisé du champ visuel indiqué cliniquement est un service assuré chez un patient dont l'examen visuel de base fait partie des services assurés.
Québec	La couverture des soins vise les personnes âgées de 0 à 17 ans et celles de 65 ans et plus et comprend : examen de la vue, tonométrie / biomicroscopie, test du champ visuel, examen spécifique pour évaluation de lentilles cornéennes, etc. Depuis mai 2009, les patients diabétiques ou les patients myopes de 5,00D et plus bénéficient sans frais d'une dilatation des pupilles. À l'urgence, seul le diagnostic de troubles oculaires est couvert, et cela, pour tout le monde; le traitement est aux frais du patient.
Nouveau-Brunswick	Il n'existe aucune provision d'assurance-maladie provinciale pour les services optométriques au Nouveau-Brunswick, à l'exception des bénéficiaires de l'aide sociale. L'Association des optométristes du Nouveau-Brunswick a annoncé un nouveau contrat de trois ans de développement social qui entrera en vigueur le 1 ^{er} juin 2012. Le contrat inclut des examens annuels importants pour les patients diabétiques.
Nouvelle-Écosse	Un examen complet de la vue lors d'une visite régulière est remboursé une fois tous les deux ans pour les enfants de moins de 10 ans et pour les personnes de 65 ans et plus. Les frais de cet examen sont également couverts une fois l'an pour les personnes de tous âges en cas de besoin clinique, par exemple, les patients atteints d'une affection (comme le diabète) ou qui prennent des médicaments susceptibles de présenter un risque pour la santé oculaire. Les examens partiels sont assurés jusqu'à six fois l'an pour le diagnostic et le traitement d'une infection, d'une allergie ou d'une inflammation oculaires ou pour l'enlèvement de corps étrangers de l'œil. D'autres services sont également remboursés, notamment le kératocône, les évaluations de la basse vision, l'insertion de bouchons méatiques et la dilatation et l'irrigation lacrymales.
Île-du-Prince-Édouard	Jamais assurés.
Terre-Neuve-et-Labrador	Désassurance complète des soins en 1991.

Pour des informations détaillées au sujet de la couverture provinciale des soins ou sur le protocole pour diriger les patients vers un professionnel de la santé, visitez www.opto.ca et cliquez sur "hyperliens" pour obtenir les coordonnées des associations provinciales optométriques.