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COLLEGE of OPTICIANS OF BRITISH COLUMBIA

a B.C. Health Regulator

Tools To Help You Educate the Public

Nov 2011

Why Should I Send My Mother to You for Her Eyewear Instead of an Online Supplier?

By: Nick Atkinson, Registrar

Yes you - the Licensed Optician. Why should I send my mother to see you instead of having her buy her eyewear from an online supplier?

Try answering this question in an easy to understand manner that would convince any member of your family that the services you offer are superior to those offered by non-trained and non-certified persons.

I have tried answering the question and find that I often get caught up in using words and descriptions that most people don't understand. I also assume people know about what I see as obvious, yet the consumer has no clue.

Lets take a simple example - progressive lenses. Why should my mother buy progressive lenses from you rather than online? I dare you - take a minute write down five reasons of why my mom would be better off. Are you done?

No doubt you wrote something about how we measure the seg height, take PD's and make sure that the frame is properly adjusted. If you have written down reasons such as these take a minute and think if you would be convinced. More importantly would my mother be sold and agree to pay so much more for the product than from an online supplier.

You know that there are hundreds and perhaps thousands of different progressive lenses. You know that these lenses come in different shapes and sizes and even today lenses are made that will only work for my mother. You know that modern progressive lenses are more complicated than most high priced camera lenses. You know that there is no use buying a high definition TV if you do not have a spectacle lens that can allow you to view the beautiful results of high definition.

You know all of this but my mother does not. So when my mother buys from an online source she does not know what she is missing. She thinks all lenses are the same - that one size fits all. You need to talk about the miracle of modern lenses - because my mom needs to know.

You as a trained and Licensed Optician make the job seem simple to the observer. Yet every time you dispense a pair of eyeglasses you are making up to 32 different decisions about the specifications of the lenses you are ordering for my mother. You are so good at your job you forget to tell my mother about the complexity of what you are doing. Easy equates to cheap in many peoples lives. Making the correct eyeglasses is complex procedure and I haven't even started on the "miracle of contact lenses."



This video is the first in a unique series consisting of eight individual videos which showcase Licensed Opticians from across Canada. Presenting the roles and values of Opticians from various collaborative and independent practices, the videos will be broadcast in the upcoming months on YouTube and will be downloadable to use on your company and association websites.

Susan Feltmate is a Licensed Optician from Halifax, NS.

LicensedOptician.ca



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"A couple of pieces of plastic and a few screws" - yeah right. So lets tell the world about what Licensed Opticians do for a living and how good Licensed Opticians are at making eyewear. It's not about the frames and the fashion. I know that fashion is important and opticians do it well but at the best a frame is an elegant method of carrying and presenting for use an amazing piece of technology - the ophthalmic lens. It's time to tell the world about what's involved in being a Licensed Optician.

So here is an idea: what if we gather a number of amazing opticians from all parts of Canada, fly them to a "central" location, and get them to talk about various aspects of opticianry? What if we hire professional videographers, make up artists, and musicians and shoot 4 hours of footage about each of the opticians? What if we choose the best parts of the interviews and produce a series of amazing videos that tells your mother just how good opticians are? What if we post these videos on YouTube, association and college web sites, and make them available for in store-viewing? What if we tell the world how competent and professional Licensed Opticians are? Does this sound like a good plan?

It did to the Opticians Association of Canada, the College of Opticians of Alberta and the College of Opticians of British Columbia. They pooled their resources and produced eight amazing videos that will tell your mother what to expect from a Licensed Optician. These videos will be released as they are completed and will be available for you to use to help educate the Canadian public about the important role of opticians. The message: "Ask for a Licensed Optician - they make you see."

Continuing Education Opportunities

December 4, 2011 - OBC Online Dispensing Workshop: What about eyeglasses? (worth 3 EC)

This will be a facilitated discussion for the online dispensing of eyeglasses. We will be looking at online business models from other industries, and brain-storming a way forward for opticians to sell online. Please bring your thinking caps to this workshop.

Date & Time: December 4, 2011 at 8:30AM

Speaker: Michael Tsao, MBA, Business Technology Advisor

Location: Granville Island Hotel (1253 Johnston Street, Vancouver, BC)

Registration: [Click here](#) to register through the OBC: Opticians of British Columbia association

December 4, 2011 - OBC: The Fundamentals of GP Fitting (worth 2 CL)

This workshop will review the GP lens fitting methods in modern contact lens practice. Creating the optimal fitting relationship, trouble shooting and follow-up will be reviewed. Additionally, insertion, removal and the role of GP's in todays contact lens practice will be addressed.

Date & Time: December 4, 2011 at 9:30AM

Speaker: Randy Kojima, FAAO, FOAA, Precision Technologies

Location: Granville Island Hotel (1253 Johnston Street, Vancouver, BC)

Registration: [Click here](#) to register through the OBC: Opticians of British Columbia association

December 4, 2011 - COBC Board Meeting (worth 1 EC)

Find out how your regulatory body operates. Meetings of the Board are open to COBC registrants and members of the public on a pre-arranged basis. The objectives of open board meetings are to enhance the Board's accountability to those who have an interest in the organization's affairs and to facilitate understanding of the Board's governance of the opticianry profession in the public interest. Participation in discussions during the meeting is limited to Board members.

Date & Time: December 4, 2011 from 11:00AM - 4:00PM

Location: Granville Island Hotel (1253 Johnston Street, Vancouver, BC)

Registration: Sign-in is required at the meeting

Reminders

December 31, 2011 - Mandatory Continuing Education Submission (Group 2)

Registrants in MCE Group 2, please submit your MCE credits before December 31, 2011. [Click here](#) to download the *MCE credit submission form* to help you count up your credits. Please note you do not have to submit this form with your MCE credits.

For ideas on how to complete your MCE requirements, please visit our [MCE webpage](#).

November 30 - December 31, 2011 - District 1 (Lower Mainland) Board Election

An election is being held for Electoral District 1 (Lower Mainland) from November 30, 2011 to December 31, 2011. All registered opticians in good standing from Electoral District 1 may vote for two candidates in Electoral District 1. Your ballot must be received by the Registrar no later than 11:59 pm on December 31, 2011. Ballots received after the deadline will not be counted. [Click here](#) for more information about the upcoming District 1 Board Election including candidate bios and board terms.

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