



# En.Vision™

## Happy New Year... let's embrace 2012!

Hello ,

Welcome to the January 2012 edition of En.Vision™, the official newsletter of the Opticians Association of Canada.

The Opticians Association of Canada has many projects planned for 2012 and some of these projects are already underway!

The OAC is performing a thorough review of our online continuing education library, which will include adding and removing modules, grouping modules into specialties, and re-scanning existing modules for clarity purposes. The

OAC is advancing technologically by going to the "cloud" with our online services. To you, the member, this means a faster running continuing education site, Member Portal, online membership & insurance purchasing and more effective and timely communication from the OAC as well as those provincial associations who are joining us in this exciting venture.

Speaking of exciting opportunities, stay tuned for the unveiling of the new website [WebSmartOptician.ca](http://WebSmartOptician.ca) it will be host to the Center of Education for Internet and Social Media. Here will be a bevy of tools and consultative services for Opticians to help them drive a marketing plan in today's world of technology. Our major sponsor for the site is Hoya Canada, the OAC is proud to count Hoya as a friend to all Opticians. The OAC continues to approach industry partners for ways that we can collaborate to advance the profession of Opticianry.

Along with these projects, one of the most important to the OAC is to continually offer valuable benefits to our members. **We know what we "think" you want, but is it what you really want? We need your help in answering this question.** As a member of the OAC, what benefits would you like available to you? Is there a benefit that we currently offer that you find extremely beneficial and would encourage others to take advantage of? Email us your feedback to [canada@opticians.ca](mailto:canada@opticians.ca) . We love hearing from you.

The OAC hopes that 2012 has started off on a good foot for all of you and that this "good foot" continues all year long.

## Automated Refracting Course Only 2 More Intakes Available

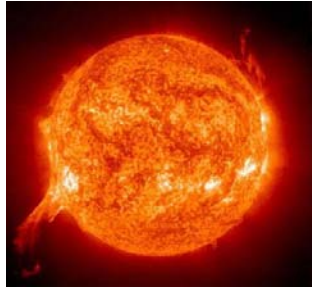


As previously announced, the future of training for Sight Testing is changing. The NAIT/OAC Automated Refracting Theory course has been approved by the College of Opticians of British Columbia (COBC) until December 31, 2012. In 2013, the Automated Refracting Theory course may no longer be the course of choice in B.C. Future Opticians may be required to complete an Advanced Practice Sight Testing program. More details will follow in future newsletters. Due to this change, the OAC may only be offering 2 more intakes of the Automated Refracting Theory course. These intakes will take place starting March 1, 2012 and September 10, 2012. The application deadlines are February 15 & August 15 respectively. *These courses can only be run if there is a sufficient number of applicants.*

**Interested in registering or receiving further information? Contact the OAC Education Department at 1-800-847-3155 or via email at [education@opticians.ca](mailto:education@opticians.ca)**



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## Massive Solar Storm What will you tell Eye Health Consumers?

Canada and parts of the northern United States were hit with radiation from the biggest solar storm in more than eight years. Have you been asked about the solar storm and UV radiation? Do you think it is important to tell your eye health consumer about the effects that this could have on their vision? **Weigh in your opinion on the OAC facebook page!**



## New Jobson Optical Research Survey Shows Online Ordering by ECPs on the Rise

**NEW YORK**—A newly released survey found that more ECPs are going online to facilitate orders of frames, lenses, contact lenses and other products. Some 65.8 percent of respondents reported their online ordering activity increased in 2011 versus 2010, according to Jobson Optical Research, which conducted the survey. [Full article located here: http://www.visionmonday.com/Default.aspx?tabid=211&content\\_id=31974&category\\_id=103](http://www.visionmonday.com/Default.aspx?tabid=211&content_id=31974&category_id=103)



## 4 Being Green

FOUR more months until the OAC hopes to be able to deliver En.Vision via email to all members! *Receiving this newsletter by Canada Post?* We must not have your email address on file. Please send it to us at [canada@opticians.ca](mailto:canada@opticians.ca)



## What's Happening?

Check out the calendar on the front page of the [OAC website \(www.opticians.ca\)](http://www.opticians.ca) for information on all Optical-related events and meetings taking place across Canada!



## I am a Licensed Optician

Find the video on [www.opticians.ca](http://www.opticians.ca)



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