

PRESIDENT'S MESSAGE



CALIFORNIA STATE BOARD OF OPTOMETRY



Greetings Board Members,

January/February 2018

I'm combining the January and February messages, allowing the influx of new year "true north" memorandums to pass. In its place, I invested the time developing an expanded Executive Officer evaluation, with input from Board Members.

So, what's up next? In the month ahead, I thought it would be helpful to look at our committee objectives holistically and the high-level focus of each by outlining their top strategic objectives. As you review these, please think about where collaboration across the committees might strengthen an outcome or move a milestone/deliverable forward.

- **Consumer Protection Committee** - Reviewing the enforcement lifecycle, potential updates to disciplinary guidelines, and identification of methods to reduce unlicensed sale and distribution of cosmetic contact lenses.
- **Dispensing Opticians Committee** - Delivering guidelines and strategies for foundational licensee education, regulatory compliance standards development, and clarification or definition of terminology specific to business relationships.
- **Legislation and Regulation Committee** - Forging ahead with delivery on Children's Vision legislation, mobile clinic service model review, and emerging technology framework development.
- **Practice and Education Committee** - Holding regular meetings to review continuing education course requests, re-architect the approval process to gain consent, and coursework categorization when requested by the Board's Audit Program.
- **Public Outreach Committee** - Implementing a twice yearly newsletter, participating in outreach events to promote BreeZe and educate licensees about laws/regulations, and a refresh of our external facing website.

Further, I am pleased to announce the addition of Mark Morodomi to the Mobile Clinics Workgroup, which the Board has decided to roll into the Legislative and Regulations Committee. Together, the full committee will address this important issue. The broader committee will be getting together in the weeks ahead to establish and advance their key objectives and results.

As stated in the past, yet it cannot be repeated enough, thank you for your volunteer hours as we advance consumer protection.

Cyd