



ISSUE MEMORANDUM

DATE	March 11, 2022
TO	Members, California State Board of Optometry (CSBO)
FROM	Terri Villareal, Lead Enforcement Analyst
SUBJECT	Agenda Item #11A – Enforcement Program Review Quarter 2, FY 2021 / 2022

Enforcement statistics for Quarters One and Two of Fiscal Year 2021-2022 are included as Attachment i.

Staff collaborated with the Department's communications unit to create the first edition of the Enforcement Bulletin.

As a part of the Board's 2021 / 2025 Strategic Plan, the Enforcement Bulletin was created to disseminate enforcement actions more easily to licensees and the public. Board members have requested this information be readily available rather than someone having to search for it on the Board's website. In addition to enforcement actions, the Enforcement Bulletin provides other information that cannot easily be added to the website. The Enforcement Bulletin is included as attachment ii.

The Enforcement Bulletin also contains information regarding how to stay compliant with license requirements and what to do if you are contacted by the Board. So far, the feedback on the Bulletin has been positive. Check it out when you have a moment!

As a bonus, two PowerPoint presentations will be presented today – Violations of Advertisement Laws and why the Board Issues Citations. As with the other PowerPoint presentations presented at prior Board meetings, today's presentations will be included in onboarding packets that are provided to new board members.

Below are the enforcement and disciplinary actions taken for the second quarter of 2021/2022:

Alpha Viana Inc. (RDO 71017) - El Monte, CA

Effective December 2, 2021, a \$2,500 citation was issued to Alpha Viana Inc., (RDO 71017) for engaging in the practice of optometry without a license (BPC § 3040).

Huang, Andy Chien Hsun (OPT 11308) - Marina Del Rey, CA

Effective December 16, 2021, a \$2,500 citation was issued to Andy Chien Hsun Huang (OPT 11308) for operating a business under a Fictitious Name Permit that is expired

and practicing optometry under false or assumed names without first obtaining a written permit from the Board. (BPC §§3078 and 3110(a)).

Nabhan, Sara (OPT 33790) - Granite Bay, CA

Effective December 16, 2021, a \$1,000 citation was issued to Sara Nabhan (OPT 33790) for actions leading to the unlicensed practice of Optometry (BPC § 3110(a)).

Sire's Crown, Luxury Eco Optical LLC dba Sire's Eyewear (Unlicensed) - Baldwin Park, CA

Effective October 27, 2021, a \$5,000 citation was issued to Sire's Crown, Luxury Eco Optical LLC dba Sire's Eyewear, (Unlicensed) for failure to obtain an RDO registration before opening for business, failure to display each certificate in a conspicuous place at the certified place of business, and for engaging in the business of filling prescriptions of physician and surgeons or optometrists prior to obtaining a registration (BPC §§2551, 2553, and 2556.5).