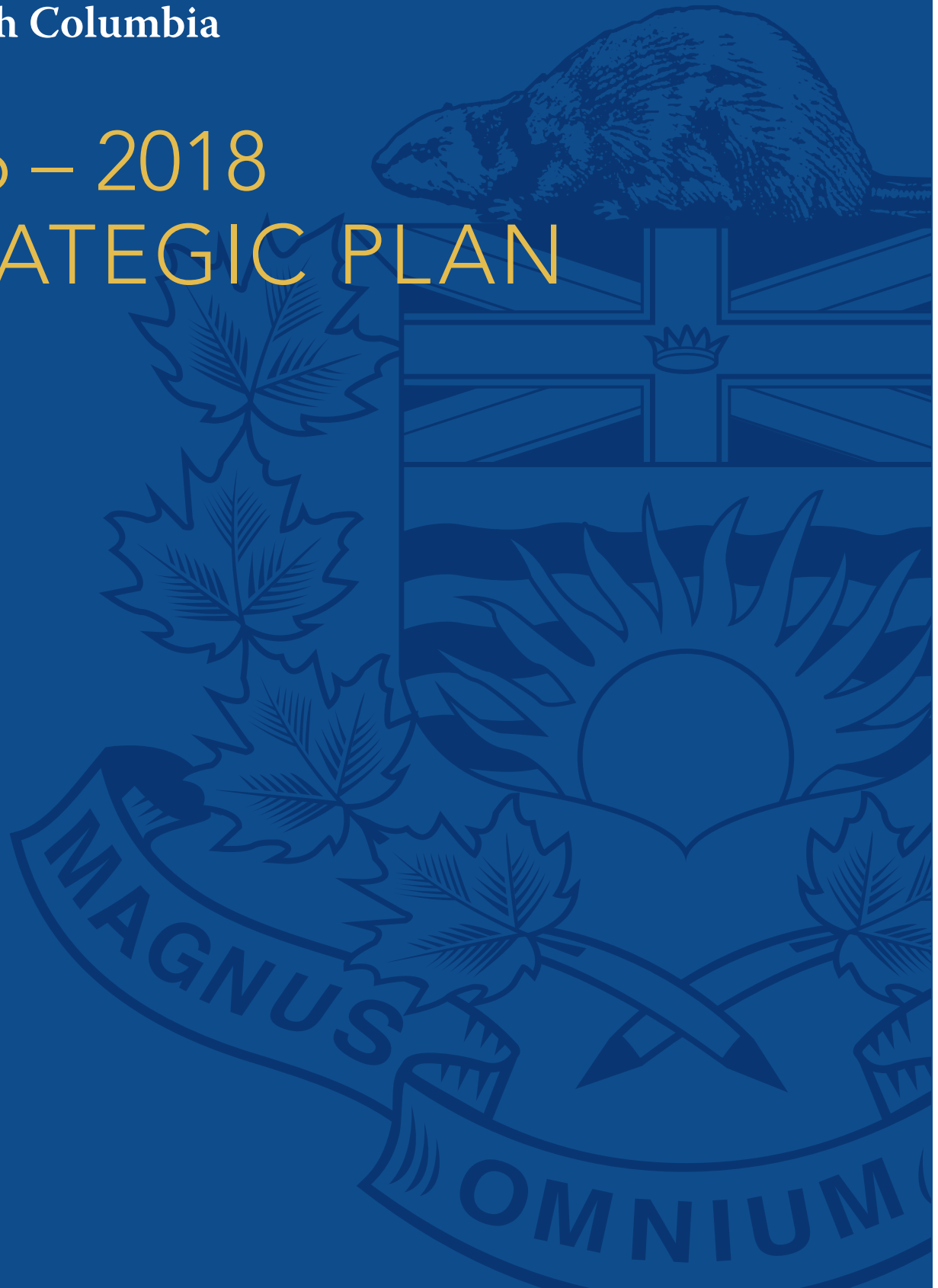


College of Optometrists
of British Columbia

2016 – 2018
STRATEGIC PLAN





Message from the Chair of the Board

The Board of the College of Optometrists of British Columbia is pleased to present its 2016-2018 Strategic Plan. Board members and College staff collaboratively developed the plan, which represents the College's commitment to regulation that engenders appropriate, effective, safe, and ethical optometric care and better lifelong vision for British Columbians.

Building on the accomplishments that arose out of our previous Strategic Plan and with this plan's revised direction, we will continue moving forward as an efficient and effective organization. The document identifies key goals and objectives to be achieved in the next three years. We are confident that the plan will guide our response to the challenges and opportunities that lie ahead.



Dr. Dale Dergousoff
Chair



About the College of Optometrists of British Columbia

OPTOMETRY HAS BEEN A REGULATED PROFESSION UNDER BRITISH COLUMBIA LEGISLATION SINCE 1921.

The profession was regulated under the former *Optometrists Act* before designation under the *Health Professions Act* (the "Act") in 2009. The Act governs more than 20 regulatory colleges that ensure licensed health professionals are qualified to practise.

The mandate of the College is defined in the Act as the duty "to serve and protect the public, and to exercise its powers and discharge its responsibilities under all enactments in the public interest."

HOW DOES THE COLLEGE WORK?

The College regulates and guides the profession through the following core functions:

- Establishing and maintaining education and practice standards for the profession;
- Registering applicants who meet these standards;
- Responding to complaints from patients, the public, and other health care providers, and taking action if a health professional's practice is unsafe or unethical; and
- Providing support and guidance to optometrists regarding practice standards.

A Board oversees the College's activities and is accountable for how the College operates. This oversight and accountability process is at the heart of self-regulation. Government grants the privilege of self-regulation because it recognizes that the profession is best positioned to know what education and practice standards are needed to ensure public safety and high quality care.

The College Board includes six members of the profession elected by their peers and three public members appointed by government. Board members, as well as other members of the profession and the public, are also involved with the College committees. The committees deal with complaints, discipline, quality assurance, and other matters.

The Board monitors the work of the organization through its committees and policies to ensure accountability and achievement of its mission.



2016
Strategic Plan

Mission

To serve and protect the public by guiding and regulating the profession of Optometry in British Columbia.

Vision

Better lifelong vision through excellence in optometric regulation.

Values

INTEGRITY

We are committed to acting in ways that reflect our fundamental beliefs in honesty, respect, trust, and ethical conduct.

PRUDENCE & FAIRNESS

We apply skills and good judgment in our decision-making and at all times operate in a manner that is fair and reasonable.

ACCOUNTABILITY

We operate openly so that stakeholders can trust that we are honest and responsible for our actions.

COLLABORATIVE

We work together with our partners and stakeholders to ensure the highest quality health care.



Strategic Goals

ENHANCE ENGAGEMENT WITH STAKEHOLDERS

- Raise public awareness of the important role that regulation plays in the delivery of quality eye health care.
- Enhance the understanding of registrants' legal and professional responsibilities under the *Health Professions Act*.
- Work with other regulatory bodies, both provincially and nationally, to identify opportunities for collaboration and improvement in health services.

ENSURE HIGH STANDARDS AND ETHICAL PRACTICE

- Continually improve the "Standards of Practice" document to inform the core functions of the College.
- Improve the continuing competency of registrants in order to enhance patient outcomes.

STRENGTHEN COLLEGE CAPACITY AND EFFECTIVENESS

- Develop policies and procedures to increase the professional development of Board members and the functioning of committees, with a focus on roles and responsibilities.
- Develop policies and procedures to increase the professional development and continuous learning of staff.
- Develop a plan to ensure effective succession planning of staff and board members.
- Improve information technology to support all College functions.