

STANDARD		STATEMENT OF GUIDANCE
1	Act with professional integrity.	By this we mean that in all professional dealings you act with honesty and adhere to moral and ethical principles. You accept responsibility for your actions. You maintain appropriate professional boundaries, and are sensitive to power imbalances. You refrain from engaging in behavior that may harm anyone or damage the reputation of the profession. You avoid conflicts of interest and address them in an appropriate manner if they arise.
2	Communicate effectively.	By this we mean that you provide others with information in a way that they can understand, and with cultural sensitivity. You adapt your language and communication approach as appropriate. You communicate clearly, and take steps to ensure that you are understood. You communicate with empathy. You listen carefully to what others have to say; you are alert to non-verbal signals that suggest unspoken concerns, and address these. You identify and take action to resolve conflicts.
3	Comply with legal requirements.	By this we mean that you comply with laws, rules, regulations and other requirements established by those with authority to govern the practice of the profession and the professional workplace. This includes federal, provincial / territorial, municipal and local governments, regulatory bodies, and professional authorities.
4	Function in a patient-centred manner.	By this we mean that you ensure patients and patient wellbeing are at the centre of your decisions. You give each patient your complete attention and allow sufficient time to fully address their needs. You respect patient uniqueness and take into account patient views, preferences and concerns. You actively involve patients (and others when appropriate) in decision making, ensuring that they are fully informed about their clinical status and care needs. You ensure ongoing informed consent to assessment and management.
5	Integrate patient context, clinical experience, and research, in decision making.	By this we mean that you take an evidence-informed approach in professional decision making. Evidence may include research information, your own professional knowledge and experience, patient perspective, and practice context.
6	Interact effectively with other professionals.	By this we mean that you maintain good working relationships both inter- and intra-professionally. You regularly network with others for professional development purposes. You collaborate to ensure the best interests of your patient.
7	Maintain a safe work environment.	By this we mean that you take action to provide a safe work environment. You promote the physical and emotional safety of all persons involved in patient care. You take action to ensure that all persons treat others in a respectful manner.

8	Maintain and manage accurate, comprehensive records.	By this we mean that you ensure complete, accurate, clear, and legible records are kept of all your professional activities, and are documented in a timely manner. You ensure that records are secure, and maintained for at least the period of time legally required. You make clinical records available to patients, and to others with a legitimate right of access.
9	Maintain personal wellness consistent with the needs of practice.	By this we mean that you maintain your own health and wellbeing to enable safe and effective practice. This includes maintaining your physical, mental and emotional health and refraining from practice when you are unfit to provide optometric services.
10	Manage practice resources effectively.	By this we mean that you optimize the use of physical and human resources. You appropriately and responsibly utilize practice, patient and public resources.
11	Practice in a reflective manner.	By this we mean that you regularly take time to consciously think about your work, analyse your decisions, and evaluate your overall effectiveness. You obtain feedback from others, and you draw on external information, to achieve continuous learning and quality improvement.
12	Remain current with developments in optometry.	By this we mean that you take regular, active steps to keep your knowledge and skills up to date. You utilize diverse resources (both formal and informal) such as: reading professional literature, participating in peer review groups, workshops, and consulting with colleagues.
13	Treat others respectfully.	By this we mean that you recognize and value the uniqueness of others as individuals. You treat others with respect and fairness, and in a manner that is consistent with your obligations to respect human rights and to act in a non-discriminatory fashion. You ensure that your own beliefs and values do not prejudice the services you provide.
14	Work within areas of individual professional knowledge and skills.	By this we mean that you clearly identify the parameters of your work, based upon a realistic understanding of the extent of your knowledge, skills and experience. You recognize the limits of your experience and expertise and seek assistance or refer patients to others when their needs exceed your level of knowledge and skills.