



THE EXAMINER

The Examiner

The Bi-monthly newsletter of the College of Optometrists of British Columbia

February 2023 | From Rick C Gambrel, Registrar.

Professional Enhancement Program

The new PEP (Professional Enhancement Program) is now in operation. You will have received an email from CSC with your log in particulars. As a new component of the Quality Assurance Program, this is MANDATORY.

You must complete your Self-Assessment by July 31, 2023, followed by your Professional Development (PD) plan by October 31, 2023. At the end of the registration year, as with CE requirements (which continue to be in effect) the College will audit registrants to ensure that they have completed these requirements by October 31, 2023. The information that a registrant uploads into the PEP Portal is confidential. Each registrant will have their own PEP profile and account, and the information registrants upload will be available only to them. The only information that the College will receive is whether or not a registrant has completed these two components of the PEP.

Place of Practice and display of registrant names

Pursuant to Bylaw 116(1)(d) each place of practice *must prominently display signage visible from the exterior of each place of practice containing the name of each registrant who practices there.*

Advertising and social media language

Pursuant to section 124(2) of the bylaws marketing (including social media) *must not imply that the registrant can obtain results not achievable by other registrants, or compare the quality of services provided by the registrant with those provided by another registrant, a person authorized to provide optometric services under another enactment, or another health profession.* The College reminds registrants that superlative language such as a “best” is not permitted in any form of advertising.

As well pursuant to section 128 of the Bylaws, *a registrant must not advertise or otherwise hold out to the public that he or she is a specialist in a particular aspect of the practice of optometry. A registrant may*



Our Mandate

Our mandate is to serve and protect all British Columbians, ensuring that regulated Optometrists deliver qualified, safe, and ethical care to their patients.

Holiday Closure

The College office will be closed February 20, 2023.

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advertise that the registrant restricts his or her practice to specified aspects of the practice of optometry and may advertise their professional qualifications.

Meeting

Next meeting:
March 13, 2023

Peer Circle

On May 12, 2023 at the BCDO Conference a one hour Peer Circle will be conducted. Registration may be made through the BCDO conference website. Seats are limited. (64 max)

College Of Optometrist of BC

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