



**2024-2025**  
**IMPACT REPORT**

# **FOCUSED TODAY**

# **READY FOR TOMORROW**



**ONTARIO**  
**ASSOCIATION OF**  
**OPTOMETRISTS**



# TABLE OF CONTENTS

## WELCOME

About OAO ----- 3  
A Message from the President --- 4  
A Message from the CEO ----- 6  
OAO at a Glance ----- 8

## ADVOCACY

Advocacy in Action ----- 11  
Strengthening Government ----- 12  
Relations  
Securing Sustainable ----- 13  
Remuneration  
Modernizing Scope of Practice -- 14  
Mobilizing Members ----- 15

## MEMBERSHIP

Bringing Value to Our ----- 17  
Members  
Exclusive Member Programs --- 18  
Symposium & InfoMart ----- 19  
2025 OAO Award Recipients ---- 21  
Symposium Partners ----- 22

## PUBLIC EDUCATION & AWARENESS

Taking it Public ----- 24  
Expanding Reach and ----- 24  
Engagement  
Driving Direct Action ----- 25  
Equipping Members to Amplify - 26  
the Message  
Children’s Vision and Early Eye -- 26  
Exams

## CLOSING

New Strategy, New Focus ----- 27  
Board of Directors ----- 28  
Committees and Working ----- 30  
Groups

# ABOUT OAO

The Ontario Association of Optometrists (OAO) represents more than 2,000 optometrists across the province. As the voice of optometry in Ontario, OAO advocates for better access to eye care, educates the public about vision health, and supports optometrists in delivering safe, quality care to millions of Ontarians.

## **Our mission**

To be the essential resource for optometrists to thrive in their profession.

## **Our vision**

A future where optometrists are valued as Ontario's trusted primary and frontline eye care provider.

## **Our Qualities**

### **Visionary**

We anticipate the future of eye care and lead with foresight, shaping policies, partnerships, and innovations that keep Ontario optometry at the forefront of healthcare.

### **Powerful**

We are a strong, unified voice for optometrists, influencing change, driving results, and ensuring the profession's priorities are heard and respected across the health system.

### **Credible**

We are trusted experts and evidence-based advocates, guided by data, ethics, and professionalism in every decision, action, and message.

### **Uniting**

We bring the profession together, fostering collaboration, inclusivity, and a shared purpose among members, partners, and stakeholders.

### **Impactful**

We deliver meaningful outcomes, improving patient access, advancing the profession, and strengthening the role of optometry within Ontario's healthcare system.

# A MESSAGE FROM THE PRESIDENT

## *DR. SHAINA NENSI*

In 2025, our members truly became the face of the Ontario Association of Optometrists.

As our public education and awareness initiatives unfolded last year, what stood out for me has been seeing members themselves become the face of our profession - sharing their stories, their expertise, and their commitment to patient care. When optometrists are visible to the public, and when their abilities are explained and celebrated, it builds trust, pride, and a stronger sense of professional identity within our own communities.

This has been a year of significant change and realignment for our association. At the centre of that change has been our new strategic plan, which I see as our guiding star for the next three years. Developed in 2025, it has brought clarity to how we govern, make decisions, and prioritize our efforts. We now have a shared framework that focuses on what we are doing, why we are doing it, and how it serves optometrists across Ontario.

Much of our work in 2025 involved two complex, ongoing, and slow-moving files – scope modernization and remuneration negotiations. What I have learned is that success on initiatives like these requires patience, persistence, and sustained engagement from our profession.



These efforts did not start in 2025, but we had important achievements last year. On scope modernization, we received meaningful engagement from government, including a formal consultation period, a critical step that signals progress. On remuneration, we are deep in negotiations, working to ensure that optometrists are recognized and compensated fairly for the essential primary eye care we provide every day.

# A MESSAGE FROM THE PRESIDENT

## *DR. SHAINA NENSI*

**Unity is strongest when it is built on trust, not just urgency.**

Unity matters deeply in this work. These are multi-year efforts, and they only succeed when the profession moves forward together. This year, I was encouraged to see hundreds of optometrists engage directly in advocacy and consultation processes. That participation strengthens our credibility and reinforces that we are the right providers to meet Ontarians' eye-care needs.

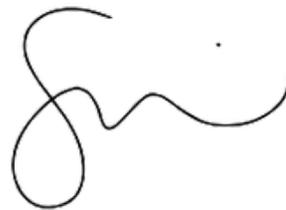
Internally, much of my focus has been on governance, culture, and tone. My goal has been to foster a collaborative and constructive way of working, one that builds trust, clarifies roles and expectations, and supports effective decision-making. This approach is intended to sustain momentum, strengthen alignment across leadership and membership, and ensure that the profession's longstanding concerns are translated into focused, strategic, and purposeful action.

Unity is strongest when it is built on trust, not just urgency.

I am also proud of the work we've done to strengthen relationships — with government, with stakeholders, and with our peer associations across Canada. Learning from one another and sharing best practices has made our advocacy smarter and our organization stronger.

These are still early days in a longer journey, but the direction is clear and we're traveling together. By staying focused, working collaboratively, and supporting one another, we can continue to elevate our profession and secure a more sustainable future for optometry in Ontario.

Thank you for the care you provide to patients every day, and for the trust you place in your association.



Dr. Shaina Nensi  
President

# A MESSAGE FROM THE CEO

## MARK DONNISON

As I look back on 2025, I remember it as the year our association shifted from stabilized to energized. Having spent the year bringing in new people, fresh ideas, and modernizing our technology, we have prepared ourselves to shift into a higher gear.

We have invested in our people, our systems, and our strategy so that we can better support you, your practices, your patients, and your profession. Our goal is to ensure that your membership delivers clear, tangible value to you, and that your association is working as hard for you as you work for your patients.

Advocacy remains our top priority. Last year we continued negotiations with government on remuneration, and made significant progress on scope modernization. These are long, complex processes, requiring sustained engagement and unity in the profession. Our role is to stay in the work, keep building relationships, presenting evidence, and keeping optometry visible and credible at the highest levels of government.

We've expanded our government relations efforts dramatically, meeting with senior officials, elected representatives, and ministers, while also increasing public and media engagement. This matters to members. When optometry is highlighted, your work is respected, and your value in the healthcare system is strengthened.



Evidence is on our side. Each year, over 200,000 Ontarians seek eye care in emergency departments, of which virtually all cases could be safely triaged by optometrists with 85% of the cases managed and effectively treated by optometrists. Enabling you to practise to your full scope serves patients, reduces pressure on hospitals, and makes better use of your expertise. This is the case we are making, and we make it consistently and assertively.

# A MESSAGE FROM THE CEO

**MARK DONNISON**

**Real change requires sustained effort, shared resolve, and member engagement.**

Our organization spent much of 2025 working on our new strategic plan. While it builds on the work of previous leadership, it reflects a clear shift in focus. The plan clarifies priorities so we can concentrate on what matters most to members. Its four pillars - influence, advocacy, unity, and insights - are designed to strengthen optometry's voice, and position the association as a trusted hub for evidence, analysis, and action.

A unified voice is required to meet challenges in the profession. As a voluntary association, our strength depends on participation. The more optometrists who are engaged, the louder and more credible our voice becomes. Our aim is to continue to make membership a clear value proposition for Ontario optometrists.

Internally, we have also made considered changes. More than ever before, we are investing members' dollars back into advocacy, communications, systems, and service delivery. We have heard where you'd like us to lead, and we are putting resources to work in ways that members can see and feel. We have been working to shift our culture so that every interaction with the association reflects care, respect, and responsiveness.

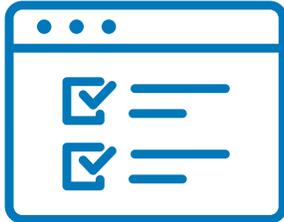
Real change requires sustained effort, shared resolve, and member engagement. We know your calendar is always full, and we are committed to making it as easy as possible to participate with your association in ways that are meaningful and effective.

Thank you for the work you do every day, for the trust you place in your association, and for being part of a profession that continues to advocate for better care for patients across Ontario.

A handwritten signature in black ink, consisting of the initials 'MD' followed by a horizontal line extending to the right.

Mark Donnison  
CEO

# OAO AT A GLANCE



**600+**  
**MEMBERS**  
**SURVEYED**

Over 600 members participated in OAO's survey to better understand member concerns and areas of interest, providing the most comprehensive snapshot yet of member priorities.

When the government sought consultation on its scope-of-practice proposal, OAO members made themselves heard.

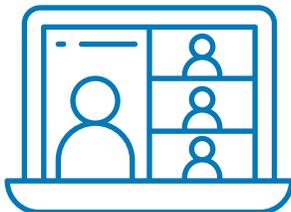


**CONSULTATION**  
**RESPONSES**  
**398**



**LETTERS TO MPPS**  
**486**  
from  
OAO members  
in 117 ridings

As part of OAO's continuing education program, OAO offered 11 live webinars for members and developed 13 new eLearning courses. OAO's eLearning catalogue now includes 28 courses.



**11** **LIVE**  
**WEBINARS**



**13** **NEW**  
**eLEARNING**  
**COURSES**

# OAO AT A GLANCE

OAO's public awareness campaigns achieved province-wide visibility. Content was displayed more than 61 million times and nearly 10 million Ontarians were reached.



**9.7** MILLION  
**ONTARIANS**  
**REACHED**



**61.6** MILLION  
**IMPRESSIONS**



In 2024/25, there were over **103,000** visits to the OAO's "Find an Eye Doctor" tool.

OAO's job board was viewed over 10,000 times and the classified ads received over 20,000 views.





# ADVOCACY

**Advocacy is not episodic, it is sustained. The progress achieved in 2024/2025 reflects disciplined preparation, strategic execution, and strong member engagement. The work continues, but the foundation has been strengthened.**

# ADVOCACY IN *ACTION*

OAO's advocacy work in 2024/2025 was grounded in the priorities set out in the 2023–2025 Strategic Plan: securing sustainable remuneration, modernizing scope of practice, and building political capital. Over the past year, this work moved from insight to disciplined execution, strengthening optometry's voice, deepening government relationships, and building lasting political capital.

In 2024, OAO commissioned independent research to better understand member priorities, satisfaction drivers, and areas for improvement. Over 600 optometrists participated, providing one of the most comprehensive snapshots of member sentiment in recent years.

The findings were clear and consistent: advocacy, particularly with respect to OHIP remuneration, is the single most important driver of member satisfaction.

## When asked to identify the most important benefits of OAO membership, members overwhelmingly cited:

**1**  
**Advocacy and  
lobbying  
government  
on OHIP**

**2**  
**Providing  
a unified  
voice for  
optometrists**

**3**  
**Protecting  
and  
advancing  
the profession**

This research sharpened our focus. Members were clear about expectations — and OAO responded with disciplined action.

# STRENGTHENING *GOVERNMENT* *RELATIONS*

In the summer of 2025, OAO partnered with *Crestview Strategy* to implement a comprehensive government relations plan in support of ongoing OHIP negotiations.

**This structured advocacy approach included:**



**Coordinated meetings with Members of Provincial Parliament (MPPs)**



**Attendance at key networking and stakeholder events**



**Direct engagement with ministerial staff and senior policy advisors**

This sustained, relationship-focused strategy ensured that optometry's priorities were consistently represented at decision-making tables and reinforced OAO's position as a credible and constructive voice in discussions regarding sustainable remuneration and system modernization.

# SECURING SUSTAINABLE *REMUNERATION*

In February 2025, the Board formalized the governance structure supporting negotiations, approving updated Terms of Reference and a new OHIP Negotiations policy to ensure clarity, accountability, and consistency in future bargaining efforts.

At the end of March 2025, the most recent OHIP agreement expired. Members had already been surveyed about their biggest challenges with the OHIP agreement, and three clear themes emerged. These themes became the focus of the OHIP negotiating team.

- Increasing remuneration for partial assessments
- Increasing the frequency of partial assessments for uveitis, glaucoma, and keratitis
- Increasing remuneration for the 409s

Negotiations paused for a brief period for the most recent provincial election, and resumed in June with the data exchange phase of negotiations. Throughout this process, OAO remained disciplined, data-driven, and aligned with member priorities.

## **Expanding Urgent Eye Care to Reduce ER Pressure**

### **Under Strain**

Too few family doctors and ophthalmologists leave Ontarians waiting too long and making unnecessary visits to ERs.

### **Underutilized**

The outdated funding model doesn't efficiently use the skills and training of optometrists, especially in rural and northern communities.

### **Under-incentivized**

Under Ontario's outdated OHIP fees, urgent eye care is financially unsustainable.

# MODERNIZING

# SCOPE OF PRACTICE

In September 2025, the government announced consultations on proposed scope-of-practice changes for several regulated health professions, including optometry. The government's proposal aligned with OAO's submission on modernizing optometry's scope.

**Pharmaceutical Disease Management**

**Diagnostic Testing**

**Minor Surgical Procedures**

Following the announcement from government, organizations opposing the scope modernization publicly voiced concerns. In response, OAO intensified its advocacy and engagement efforts, meeting directly with senior government officials, MPPs, policy directors, stakeholder engagement leads, and chiefs of staff across key ministries. This phase required not only government relations expertise but coordinated member engagement across the province.

## Optometrists Can Deliver More Care

 **8 MILLION**

Over eight million Canadians are at risk, or already affected by, one of four major diseases leading to blindness.

 **128%**

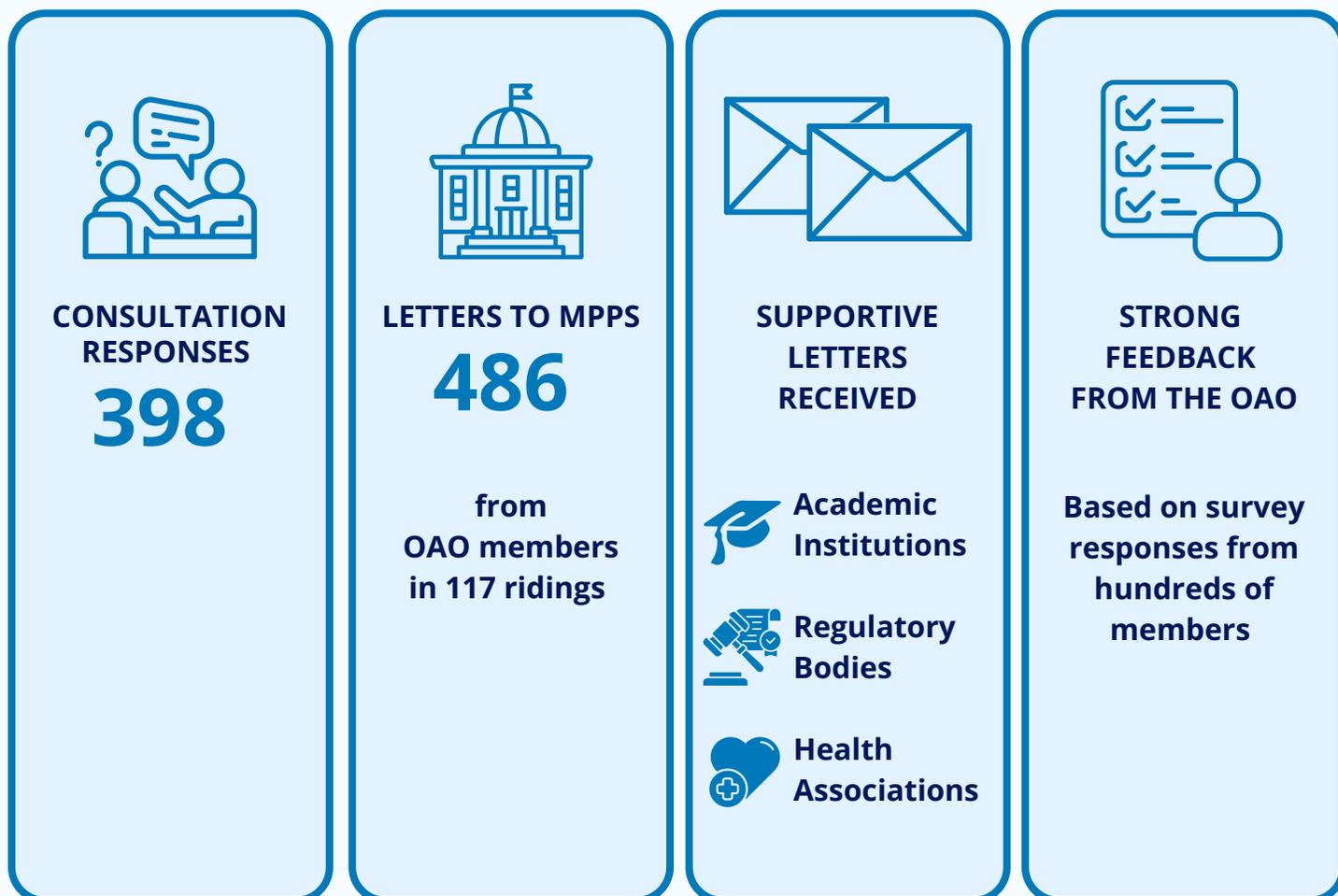
In the next 25 years, demand for cataract surgery is expected to grow by 128%.

**3,000**

Optometrists across the province are available and trained to provide more eye care.

# MOBILIZING *MEMBERS*

The government's consultation process closed just days after the end of OAO's fiscal year, on November 3, 2025. By that point, with member engagement, our collective efforts included:



This coordinated effort demonstrated the strength of a unified profession. It also reinforced OAO's position as a disciplined, credible advocate capable of mobilizing members and influencing policy conversations at the highest levels.



# MEMBERSHIP

**Delivering more value to members.  
In 2024/2025, OAO expanded continuing  
education, strengthened partnerships,  
delivered high-impact programs,  
and convened a dynamic Symposium.**

# BRINGING VALUE TO OUR *MEMBERS*

OAO membership provides the opportunity to strengthen and amplify members' voices on issues that matter to our profession, and to our patients. But members also receive practical tools, trusted guidance, and exclusive programs to support their clinical work and their career.

OAO's Find an Eye Doctor tool is the primary search resource for patients, schools, and public health units seeking optometrists across Ontario. The tool received more than 103,000 visits, directly connecting patients to member practices and reducing barriers to access.

OAO's job board was viewed over 10,000 times, and the classified ads received over 20,000 views.

Members also enjoy preferred rates and discounts. Last year, OAO established a partnership with the Canadian Federation of Independent Business, which offers members support for their practice, including HR, training, and legal support.

## CONTINUING EDUCATION *FOR MEMBERS*

OAO members benefit from ongoing opportunities to advance their clinical knowledge and practice.

Last year, OAO offered 11 live webinars for members. 845 members participated in OAO webinars in 2024/25, up 55% over the previous year. In addition to clinical education, webinars also focused on various member benefits, such as insurance and small business advice.

OAO also developed 13 new e-Learning courses, including education on office-based surgery; advances in eyelid lesion management; and primary open-angle glaucoma. OAO's eLearning catalogue now includes 28 courses.

# EXCLUSIVE MEMBER *PROGRAMS*

Children start school ready to succeed by identifying vision issues early and removing barriers to care.

OAO members also have exclusive access to programs like Eye See Eye Learn®, presented in partnership with OneSight EssilorLuxottica Foundation and Modern Optical Canada.



**ONESIGHT**  
EssilorLuxottica Foundation



**MODERN OPTICAL**  
C  N A D A

This program provides children in kindergarten with the clear vision they need, right from the start, by offering a pair of glasses. Last year, over 1,067 OAO members participated in the program.

Over 400 OAO members participated in Vision at Work last year, a program serving the vision care needs of Ontario workers for over 20 years. Administered by the Canadian Association of Optometrists, it offers a total package of optometric services and the best in protective eyewear.

**VISION AT  
WORK**   
EXPERT OCCUPATIONAL VISION CARE

# SYMPOSIUM & *INFOMART*

The 2025 Symposium & InfoMart was held in Toronto, March 28-30. In addition to the Annual Meeting, the President's Lunch, and OAO Awards, the event also included InfoMart and continuing education opportunities. We were proud to have a record number of 67 students in attendance.

Members enjoyed meeting and socializing at two events: a New Grad event at Amsterdam Brewhouse, sponsored by Vision Elite Associates, and an evening for all participating members at The Rec Room, made possible by EssilorLuxottica (the Premier Partner), HUB Insurance, HOYA and FYidoctors.

During the Symposium, 266 ODs expanded their knowledge with continuing education sessions delivered by 22 world-class speakers, covering both clinical and practice management topics. OAs improved their knowledge base with sessions on clinical management and hands-on training in a contact lens workshop.

InfoMart had 78 exhibitors and 330 industry representatives, displaying new innovations and technologies, sparking new connections, and exploring practice growth opportunities.



# SYMPOSIUM & *INFOMART*

It does the most  
to build unity.

At the President's Lunch, OAO President Dr. Shaina Nensi highlighted key milestones and achievements in advocacy, public education, and member value, while CEO Mark Donnison reinforced OAO's commitment to advancing optometry across the province.

The event underscored the importance of bringing the profession together in person to strengthen connections, share experiences, and build unity through meaningful engagement.

## 2025 Symposium & InfoMart By the Numbers

**266** ODs

**34** OAs

**67** STUDENTS



# 2025 OAO AWARD *RECIPIENTS*

Dr. Stanley Woo received the President's Award. Dr. Woo has been a champion of education and research at the University of Waterloo, was a non-voting member of the Board of the OAO and is a valued contributor to thought leadership on scope modernization and the future of optometry.

A Certificate of Appreciation was awarded to Mr. Jordan Kniaziew. Jordan engaged MPPs and municipalities to garner support for OAO's job action, advocated for the inclusion of Optometrists in the federal loan forgiveness program offered to rural doctors and nurses; and lobbied to assist the retention of Optometric students in Ontario.



**Dr. Stanley Woo**  
**President's Award**



**Jordan Kniaziew**  
**Certificate of Appreciation**

# SYMPOSIUM PARTNERS

## EssilorLuxottica

### VISION ELITE ASSOCIATES



TORONTO | OTTAWA



Vision Group



UNIVERSITY OF  
WATERLOO



SCHOOL OF OPTOMETRY  
& VISION SCIENCE



ONESIGHT  
EssilorLuxottica Foundation



CooperVision™





# **PUBLIC EDUCATION & AWARENESS**

**Strategic, sustained public awareness is an investment in our profession. In 2024/2025, OAO elevated optometry's profile by driving engagement and amplifying the voices of members to position ODs as primary care leaders.**

# TAKING IT *PUBLIC*

In 2024/25, the OAO took public awareness and public messaging to a new level. With a number of important, multi-year initiatives in progress with government, it was even more critical for Ontarians to better understand the value of the profession, and how much more value ODs could be delivering for patients and the healthcare system.

Public education this year focused on positioning optometrists not only as providers of vision correction, but as primary eye care professionals who diagnose, manage, and monitor complex ocular and systemic conditions.

## EXPANDING REACH AND *ENGAGEMENT*

OAO's public awareness campaigns achieved substantial province-wide visibility. Content was displayed more than 61 million times, representing impressions, or the number of times messaging appeared on screens. This dramatically expanded visibility across Ontario. Nearly 10 million Ontarians were reached, ensuring broad awareness of optometry's role in healthcare.

Importantly, engagement was strong. With more than 19 million interactions and 66 million views, meaning audiences actively watched the content, not just had the opportunity to see it. This campaign performance extended well beyond passive exposure. And this level of repetition and interaction reinforces message retention and shifts public perception over time.

### Social Media (Facebook and Instagram)



**61.6** MILLION  
IMPRESSIONS



**19.1** MILLION  
ENGAGEMENTS



**9.8** MILLION  
ONTARIANS REACHED



**66** MILLION  
VIEWS

# DRIVING DIRECT ACTION

Public awareness translated into measurable action:

## OAO PUBLIC WEBSITE

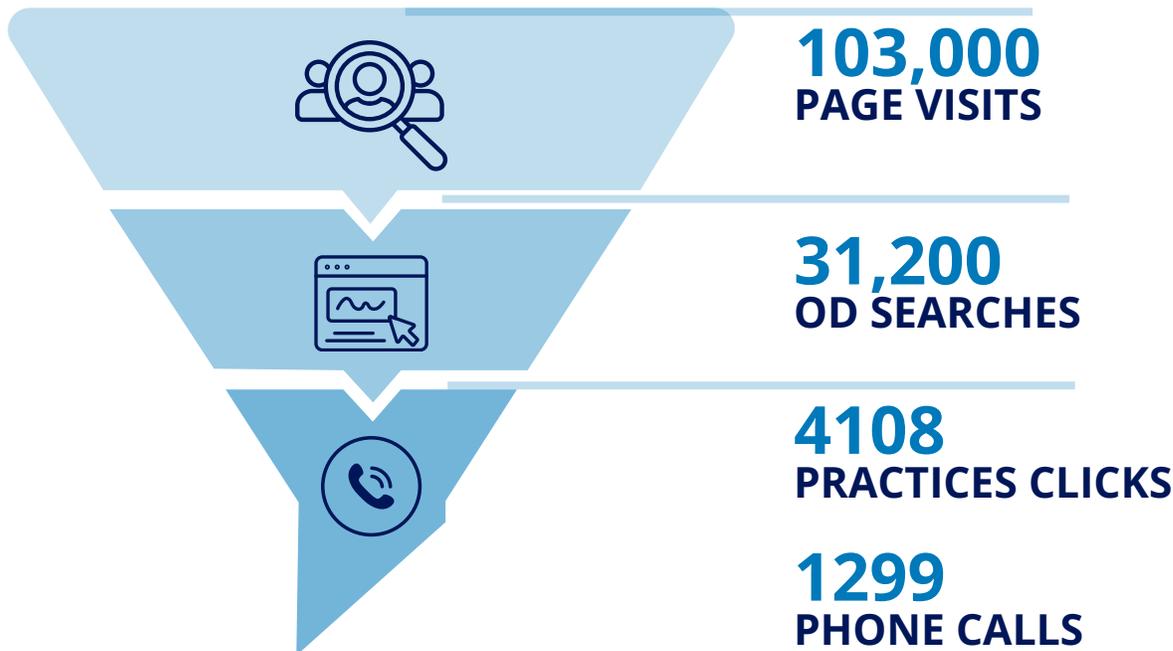
**223,000**  
ACTIVE USERS

**224,000**  
NEW USERS

**44.48%**  
ENGAGEMENT RATE

The vast majority of visitors were new users, demonstrating the campaign's ability to reach beyond existing audiences. High engagement session volume indicates meaningful interaction with content, rather than passive browsing.

## Find an Eye Doctor Tool



This demonstrates a clear line between public awareness efforts and direct patient connection with member practices.

# EQUIPPING MEMBERS TO *AMPLIFY THE MESSAGE*

Supporting member engagement in public messaging was a priority in 2024–2025. OAO developed ready-to-use graphics, captions, and educational materials that members could share within their own networks and communities.

Dry Eye Awareness Month in July is one example of coordinated messaging. OAO created educational resources highlighting the prevalence and impact of dry eye disease and encouraged members to share information locally. This unified approach ensured consistent, province-wide messaging while empowering members to engage directly with their communities.

## CHILDREN'S VISION AND *EARLY EYE EXAMS*

Public education efforts also reinforced the importance of early eye exams and children's vision health. OAO continued to promote the Eye See...Eye Learn®.

Through this initiative, junior and senior kindergarten students receive a comprehensive eye exam covered by OHIP, and eligible children receive a complimentary pair of glasses if prescribed. The program supports early detection of vision issues and strengthens community awareness of preventive eye care.



# NEW STRATEGY, *NEW FOCUS*

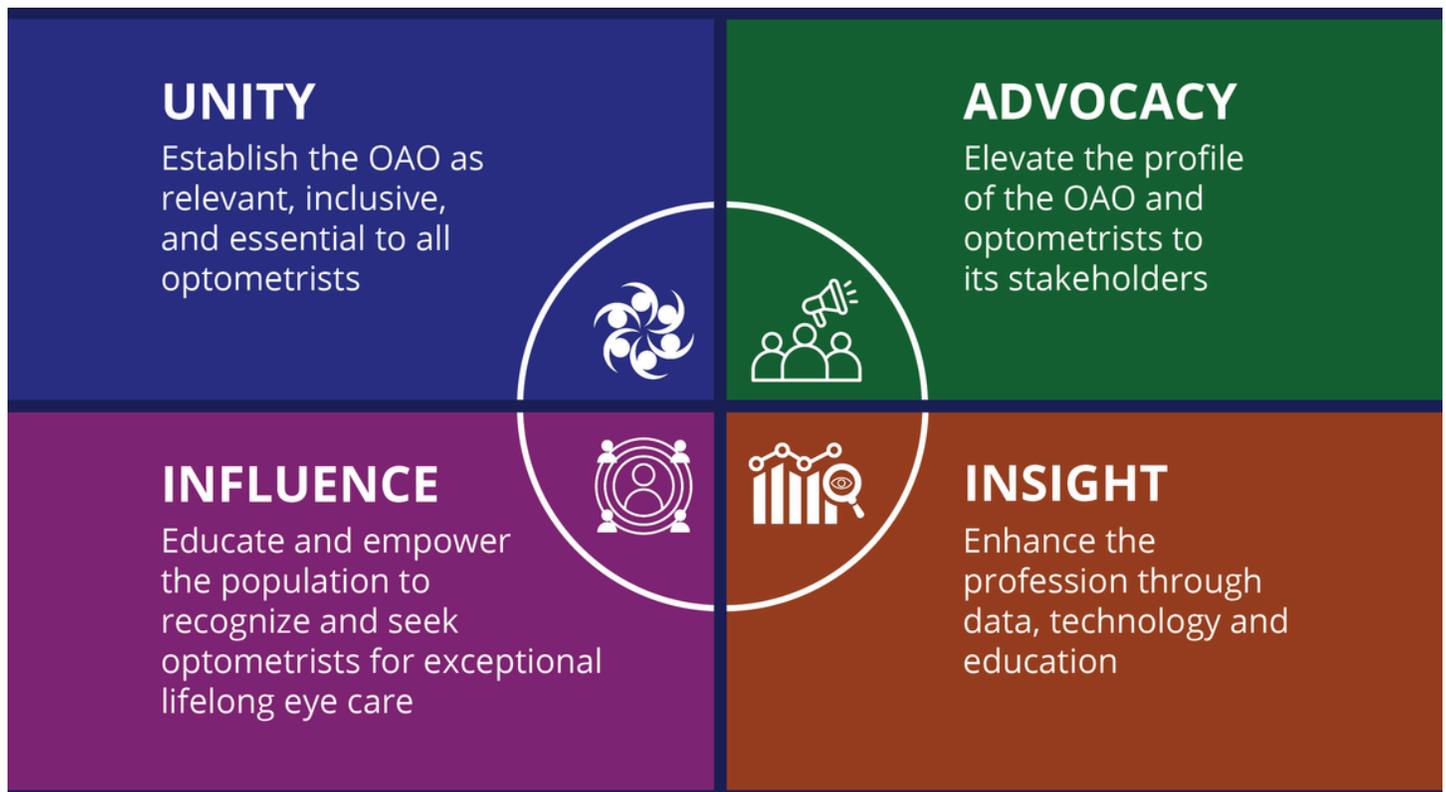
In 2024/25, as the previous strategic plan was set to expire, OAO developed a new strategic plan to guide the association through to 2028.

The result is *Focus Forward*, a strategic framework designed to support a united profession, improve patient experiences, and strengthen Ontario's healthcare system by ensuring eye care is timely, accessible and connected.

The development of *Focus Forward* was intentionally collaborative. The Board engaged in a structured consultation process that included member feedback, facilitated working sessions, and strategic refinement discussions.

Input was gathered through surveys, focus groups, and stakeholder conversations to ensure the plan reflects the realities facing optometrists across Ontario. The Board participated in dedicated strategy sessions to review environmental trends, assess organizational performance, and identify measurable priorities. This work was supported by facilitated discussions designed to test assumptions, clarify objectives, and align on achievable outcomes.

*Focus Forward* provides the structure, discipline, and accountability required to advance optometry in Ontario with clarity and collective strength through 2028.



# BOARD OF *DIRECTORS*



## **President**

Dr. Shaina Nensi

## **Strategic leadership and governance for Ontario optometrists**

Strong governance drives effective advocacy. The OAO Board provides leadership, oversight, and strategic direction - governing the Association, setting strategy, ensuring accountability, and safeguarding the long-term strength and united voice of Ontario optometrists.



## **Vice President**

Dr. Virginia Donati



## **Treasurer**

Dr. Pasquale Vecchio

# BOARD OF *DIRECTORS*



**Dr. Tyler Brown**



**Dr. Krista Bruni**



**Dr. Krupa Chothani**



**Dr. Kristin Heeney**



**Dr. Katie Ryan**



**Dr. Linda Sharma**



**Dr. Kulvir Singh**



**Dr. Bridget Valsamis**



**Dr. Todd Wilbee**

# COMMITTEES AND *WORKING GROUPS*

Thanks to all 2024/25 committee and working group members for their service to our association and our profession.

## **Board Development Committee**

Dr. Linda Sharma  
Dr. Kristin Heeney  
Dr. Pooja Desai  
Dr. Josephine Pepe  
Dr. Omar Soomah  
Mark Donnison

## **Canadian Association of Optometrists Council Representative**

Dr. Krista Bruni

## **Continuing Education Working Group**

Dr. Krupa Chothani  
Dr. Kristin Heeney  
Dr. Chelsea Bray  
Dr. Patricia Campbell  
Dr. Adriana Cotovio  
Cheryl Neave

## **Communications & Marketing Committee**

Dr. Todd Wilbee  
Dr. Kulvir Singh  
Dr. Pasquale Vecchio  
Dr. Aygul Karimova-Milazzo  
Dr. John Mastronardi  
Zakia Rezoana  
Celecia Partap

## **Eye Health Council of Ontario**

Dr. Shaina Nensi  
Dr. Virginia Donati  
Dr. Mike Rotholz  
Dr. Kerry Salsberg

## **Finance & Audit Committee**

Dr. Pasquale Vecchio  
Dr. Virginia Donati  
Dr. Todd Wilbee  
Kanan Shah  
Mark Donnison

## **Governance Committee**

Dr. Bridget Valsamis  
Dr. Krupa Chothani  
Dr. Katie Ryan  
Dr. Oskar Shura  
Dr. Michaela Hellinga  
Mark Donnison

## **Negotiating Committee**

Dr. Shaina Nensi  
Dr. Tyler Brown  
Dr. Josephine Pepe  
Dr. Angela Yoon  
Dr. John Mastronardi  
Mark Donnison

## **Political Action Committee**

Dr. Krista Bruni  
Dr. Tyler Brown  
Dr. Michael Burns  
Dr. Radhika Chawla  
Dr. Iris Jiachang Shen  
Mark Donnison

# BE A PART OF *WHAT'S NEXT*

Stay engaged.  
Stay informed.



**@OntarioOptometrists**

## **Address**

20 Adelaide Street East,  
Box 16, Suite 801  
Toronto, Ontario M5C 2T6

## **Phone**

905-826-3522 or  
1-800-540-3837 (Toll Free)

**[www.optom.on.ca](http://www.optom.on.ca)**