FAQ Reference Guide

1. Why is OAO running this campaign?

This campaign is about protecting access to eye care in Ontario. The current funding model for optometric services is outdated and does not reflect the true cost or scope of care optometrists provide today. Without change, patient access, clinic sustainability, and the role of optometry in the health system are at risk.

The campaign aims to ensure optometrists can continue delivering timely, high-quality care in every community across the province.

2. What is the problem with the current funding model?

Ontario's optometry funding framework has not kept pace with inflation, technology, or the expanding role optometrists play in the health system. As a result, optometrists are limited in their ability to sustainably provide urgent, preventive, and chronic eye care.

This underinvestment also pushes patients toward more expensive care settings, such as emergency rooms, even when community-based care would be more appropriate.

3. What is the campaign asking the government to do?

The campaign is calling on the Ontario government to modernize optometry funding, so it reflects the real cost and value of care. This includes investing in optometry as a frontline provider of eye health services and enabling optometrists to take on a greater role in relieving pressure on the broader health system.

4. How does this benefit patients and communities?

Modernized funding would ensure patients can access eye care close to home, including in rural and northern communities. It would also support earlier

detection of disease, reduce unnecessary hospital visits, and improve overall system efficiency — while keeping care affordable and accessible for Ontarians.

5. How can I get involved in the campaign?

You can support the campaign by:

- Displaying campaign posters or QR codes in your clinic
- Sharing campaign messages and graphics on your social media channels
- Directing community members to the campaign website https://www.yourvisionmatters.ca/
- Encouraging them to contact their elected officials through the website
- Contacting your own elected officials to show support
- Sharing the message within your professional and community networks