2016 Annual General Meeting Honours and Awards Breakfast
Sheraton Centre, Toronto
Friday, April 16th, 2015
8:00 am – 10:00 am

1. President's call to Order, Opening Remarks and Procedural Requirements

President Dr. Jeff Goodhew called the 106th Annual General Meeting of the Ontario Association of Optometrists to order at 8:00 am and introduced the Board of Directors and the Officers of the Ontario Association of Optometrists:

- Dr. Jeffrey Guthrie, Bancroft (Vice President)
- Dr. Nish Rajani, Toronto (Treasurer)
- Dr. Joshua Smith, Alexandria (Advocacy Lead)
- Dr. Paul Savioli, Thunder Bay (Member Services Lead)
- Dr. Shawn Charland - Ottawa
- Dr. Ken Mandadakis, Toronto
- Dr. Ritesh Patel, Toronto
- Dr. Brian Paul, Dundas
- Dr. Mike Rotholz, Toronto (Lead Director for Community)
- Dr. Sheldon Salaba, Hamilton
- Beth Witney - Corporate Secretary

The President welcomed a number of special guests:

- Bianca Boyd and Victor Gravili, Edelman, OAO communications firm
- Jason Grier, Principal at Santis Health, OAO government relations firm
- Josh Liswood and Meg Spevak, Legal Counsel, Miller Thomson
- Dr. Kevin Stewart, Administrator of the Blind, Low Vision, and Deaf/Blind Department at the York Region District School Board
- Dr. Barry Thienes, President of the Canadian Association of Optometrists

At the invitation of the President, it was moved by Dr. Ritesh Patel, seconded by Dr. Radhika Chawla and carried that invited guests be permitted to attend the meeting.

2. Confirmation of Quorum and Notice of Meeting

Corporate Secretary, Beth Witney, confirmed that the notice of the Annual General Meeting had been sent in compliance with the By-Laws and that a quorum was present for the Meeting.

3. Minutes of the 2015 Annual General Meeting

MOTION: It was moved by Dr. Ken Mandadakis, seconded by Dr. Shawn Charland and carried that the minutes of the 105th Annual General Meeting be adopted as distributed.

4. Business Arising from the Minutes

There was no business arising from the minutes of the 105th Annual General Meeting.

5. Report of the Treasurer and Auditors

Dr. Nish Rajani presented this portion. The Report of the Treasurer, along with the Auditors' Report and the Audited Consolidated Financial Statements for the year ending October 31st, 2014, were provided in advance of the meeting to members on the OAO Member Website.

Dr. Nish Rajani, Treasurer, invited questions from the members on the reports. As there were no questions, a motion was made.

MOTION: It was moved by Dr. Joshua Smith, seconded by Dr. Sheldon Salaba and carried that the Report of the Auditors and the Audited Consolidated Financial Statements for 2015 be adopted.

6. Motions Presented on Behalf of the Board of Directors

The Resolutions Chairman, Vice-President, Dr. Jeffrey Guthrie, provided an update on OAO communications and marketing activities, before introducing the motions presented on behalf of the Board of Directors.

Three key areas of focus for 2015 were:

- **Member Communications**
  - Linkedin
  - President's Report
  - Zoomer Radio: weekly call-in show with Dr. Ritesh Patel
- **Eye See…Eye Learn Program**
  - 700 practices throughout the province
  - Social-media-led advertising push in January and March further educated Ontarians about the program
  - Radio spot from back-to school campaign played on stations across the province.
  - Over 12 million impressions across the province and over one hundred and seventy-five thousand YouTube views of our public service announcement video.
- **National Public Education Campaign**
  - Over 63,000 total visits to the national DOC page
  - More than 6,000 people used the Find a Doctor Locator tool
  - May's Vision Health Month
  - October's Children's Vision Month
  - Four Huffington Post Blogs – 1.2 million impressions
  - Media relations: 28 earned media stories secured over 10 million media impressions
  - Launch of 20-Second Daydreams campaign focusing on the negative effects of Computer Vision Syndrome generated 36,000 Ontarians finding an optometrist using OAO's Find a Doctor Locator and being recognized with a Gold Award in Marketing and PR category from the Canadian Public Relations Society of Toronto

Dr. Guthrie revealed the new campaign "*Working Hard*" which will continue to focus on digital eye strain and launch in June.

Following the communications and marketing update, Dr. Guthrie brought forward the following motions from the OAO Board of Directors for resolution by the membership:

6.1 Appointment of Auditors

Dr. Gurthrie called for approval to appoint KPMG as the Association's auditors, with their fee for service to be authorized by the Board. As there were no questions, the vote was called. The resolution was declared **Carried**.

6.2 Bylaw Amendment – Electronic Voting

The membership were asked to pass a resolution amending the By-Laws of the Corporation to permit absentee voting by members through electronic means. As there were no questions, the vote was called. The resolution was declared **Carried**.

6.3 Bylaw Amendment – Parental Leave

The membership were asked to ratify the following board approved motion: That dues, for a member taking pregnancy or parental leave, be reduced by 50 per cent effective in the calendar year in which the leave begins. Following statements and questions a vote was called and the resolution was declared **Carried**.

Before being asked to ratify the Marketing Assessment Dr. Guthrie shared some background information stemming from an OAO members motion that was accepted and carried by vote at the 2015 AGM. The motion was to increase the Advertising Assessment portion as part of OAO's annual membership renewal for the 2015-2016 fiscal year by an additional $200 in fees to be applied to communication and promotion efforts. The Board asked members to set the advertising assessment at $100 less than the previous year, and to approve an increase in membership dues for the 2016-2017 fiscal year by $100, which would allow them to better support operational expenditures.

The Advertising Assessment would be set at $900 in the 2016-2017 fiscal year, a $100 reduction from the current 2015-2016 fiscal year. Membership dues would increase by $100 to $1,500 dollars in the coming 2016-2017 fiscal year. The impact between the membership renewal periods of 2015-2016 and 2016-2017 would be cost neutral.

6.4 Marketing Assessment

The membership were asked to ratify the following resolution: "*Be it resolved that the advertising assessment payable by Members shall be set at $900 dollars for the 2016-2017 fiscal year.*"

Following questions and discussion from members Dr. Guthrie called the vote. The resolution was **Not Carried**.

Failing the passing of the Marketing Assessment resolution, Corporate Secretary, Beth Witney, invited any active OAO member present to make a motion regarding the Marketing Assessment for the 2016-2017 fiscal year.

MOTION: It was moved by Dr. Richard Kniaziew and seconded by Willem Bouma that for the 2016-2017 fiscal year the Marketing Assessment be set at $1000, and allocation of the funds be at the discretion of the OAO Board.

AMENDMENT TO MOTION: Dr. Thomas Noel moved to amend the motion to include "*the money be used for an Ontario only campaign*". There was no seconder for the amendment to the motion.

AMENDMENT TO MOTION: An amendment to the motion was moved by Dr. Fiona Soong and seconded by Dr. Kevin Tyber to read: *"That for the 2016-2017 fiscal year the Marketing Assessment be set at $1000, with a stipulation that the majority, at least 50%, stay in Ontario."*

Dr. Kevin Tyber withdrew his seconding of the motion and Dr. Yen Lee Yaing seconded the motion. The vote was called by Dr. Guthrie. The amendment was **Not Carried**.

Following the failure of the amendments to be carried the original motion from Dr. Kniaziew was voted on and the resolution was **Carried**.

6.5 Membership Dues

The membership were asked to ratify the following resolution: "*Be it resolved that the annual dues payable by Active Members be increased from $1,400 dollars to $1,500 dollars for the 2016-2017 fiscal year".*

AMENDED MOTION: It was moved by Dr. Richard Kniaziew and seconded by Dr. Willem Bouma to increase the 2016 – 2017 association dues by $200, bringing it to $1,600. The vote was called by Dr. Guthrie. – 73 in favour and 65 opposed. **Carried**

Discussion followed on the amended motion for Membership Dues with concern being having to make a decision regarding a change to dues in a short period of time.

A vote was called on the amended motion. The amended motion was **Not Carried**.

7. Canadian Association of Optometrists Update

Dr. Barry Thienes, President of the Canadian Association of Optometrists thanked the OAO for the invitation to present some of the activities the CAO is engaged in on our members' behalf. (Please visit the OAO Member Website to hear Dr. Thienes full report). Topics discussed included:

- NPEC
- Collaborative guidelines on age related macular degeneration through the CJO
- Release of glaucoma screening vision tool
- Effects of smoking on the eye, AMD, and nutrition for your eyes
- CAO Vision Champion Award to MPP Pat Davis for work on Bill C313 – Cosmetic Lenses
- Bill C313 put into law July 2016
- Supplement on Cataracts with help of Alcon
- Government participation in more investment in eye health for Canadian
- Participation in launch of all party senior caucus – www.demandaplan
- CAO Invitation to AGM from CMA
- Improvements to OA Certification Program
- Creation of "My Opto Site"
- Reintroduction of "President's Podium"

- Improved support to student members
- Congratulatory business card to new MPPs
- Met with MPPs on Parliament Hill
- Eye Frequency Examination Sub-Committee
- Lobby Day in May 2016
- Met with COS to explore future partnership opportunities
- Improve COO Program
- Next Congress in Ottawa for 150th

8. College of Optometrists Update

Dr. Thomas Noël, President of the College of Optometrists of Ontario thanked the OAO for the opportunity to present at today's AGM and highlighted some of the work being done by the College over the past year. (Please visit the OAO Member Website to hear Dr. Noël's full report). Topics included:

- **New Misconduct Regulation**
- **Prescription Release**
- **Drug Regulations**

9. OAO Awards

The following awards were presented by Dr. Jeff Goodhew:

Certificate of Appreciation to **Dr. Kevin Stewart,** Administrator of the Blind, Low Vision and Deaf-Blind Department at the York Region District School Board. Dr. Stewart is a true champion for children's vision and has gone to great lengths to make the Eye See…Eye Learn program accessible.

Certificate of Appreciation to **Dr. Sabrina Ahmed** for her ongoing support for advocacy at the grassroots levels, and for leadership during OAO's 2015 Optometry Day initiatives.

Public Education Award of Merit presented to **Drs. Kim and Howard Dolman** who have championed the Eye See…Eye Learn program in New Hamburg.

Director Certificates were presented to the following past OAO Directors:

Dr. Dana Blaklomer, Oshawa, OAO Director 2013 - 2015
Dr. Tracy McMurter, Ancaster, OAO Director 2011 – 2015
Dr. Michael Wu, Mississauga, OAO Director 2013 – 2015

10. Report of the President

President, Dr. Jeff Goodhew thanked members for coming and reported on a number of topics, including insurance, internet dispensing, remuneration, and what's happening in 2016 for OAO. Following are some highlights from the report: (Please visit the OAO Member's Website to hear the President's full report).

Insurance: OAO continues to work closely with our broker, HUB International, to evolve our coverage and provide best-in-class professional liability insurance. To that end, there was no increase in premiums for existing limits and coverage this year. They remain at the 2014 level even though OAO has

significantly enhanced the offering. New this year, all policy holders now have an automatic 2 million dollars in general liability coverage. OAO is also offering a special rate to new graduates, which provides the required 2 million dollar PLI limit at a discounted premium of 50 dollars for the first year in practice.

Internet Dispensing: The President reported that OAO did meet with Essilor International and Clearly multiple times in the past year. While these meetings did afford both sides the chance to share their differing perspectives, they remain at an impasse in regard to mandatory prescription verification. Until that obstacle is resolved, OAO stands by the following position taken by the Board on January 11, 2016: "We will not partner, engage or do business with any company or entity – including that company's parent company and its wholly-owned subsidiaries – that sells prescription eyewear or contact lenses without the requirement of a valid prescription." This is something OAO takes very seriously and have shared their position with all industry stakeholders.

Mentor Program: The OAO Mentor Program was launched in the fall of 2015, and has gained traction. Designed to help recent graduates learn and to empower them to grow in our profession, it offers confidential, peer-to-peer support by connecting recently graduated doctors of optometry with veteran practitioners.

OAO TPA App: OAO now has over 700 members using this app every day in their practices. Just recently version 2.0 was launched. You can now search by drug format, preservative-free availability, pediatric prescribing, and compatibility with pregnancy and breastfeeding. You can also search for over 130 drugs. OAO also owns the custom code associated with the app, which has now been licensed across Canada. This is a constantly evolving platform and we are actively seeking ideas and feedback to help shape version 3.0.

Expanded scope of practice: Recently, the College of Optometrists of Ontario proposed an amendment to the Optometry Act, Designated Drugs and Standards of Practice Regulation, and Controlled Acts Regulation. The biggest proposed change would allow optometrists to prescribe any Health Canada approved medication within our scope of practice. If passed, this will improve both patient access and the patient experience, optimizing our role as optometrists. OAO is aligned with the College's proposal and will support it in every way possible.

The Hospital for Sick Children: OAO has joined a collaborative pilot project with the hospital studying the effectiveness of early-detection programs for junior and senior kindergarten students – specifically looking at vision screenings and eye examinations delivered in tandem. This pilot project is being conducted in 10 communities across Ontario, screening up to 200 children in each area. Today, numerous OAO members have participated in their respective communities and the results will give us first-hand insight into the efficacy and cost effectiveness of this combined approach, informing our next steps.

Government Reform of Local Care. OAO has responded to the Patients First consultation by the Ministry of Health and Long-Term Care, which aims to shift primary care under the umbrella of local integrated health networks, better known as LHINs. In turn, it could allow OAO to engage more fully in the delivery of eye care while promoting inter-professional collaboration.

OAO White Paper - *Optimizing Optometry's Role in Ontario*: On large part because of the white paper, OAO has made substantial progress and spurred ongoing conversations with government and stakeholders. The issues and recommendations that OAO has brought forward are being heard and we

continue to have an open dialogue with government on how it can move forward with our recommendations.

Optometry Day: This was a particularly strong grassroots initiative which allowed members to build a relationship with their local member of provincial parliament by hosting their MPP in their practice. It led to 34 important and engaging meetings that took place across the province and plans are already in the works for this November's event.

The President also reported that OAO will also continue to focus their efforts on:

- Advocating for the modernization of OHIP fee codes;
- Advancing public, government and stakeholder education;
- And lobbying to bring public funding for comprehensive eye exams in line with true costs.

11. Motions from Members

The following motion was received from the floor:

MOTION: It was moved by Dr. Rob Dors and seconded by Dr. Lynne Leis that the Board propose a fee increase to its members to be voted on by electronic means, after providing the members with background and context information outlining the history and need for a dues increase.

Dr. Goodhew called the vote and the motion was **Carried**.

12. Adjournment

Dr. Jeff Goodhew adjourned the meeting at 10:00 am.