



Strategic Directions

Federal Government Advocacy

A national strategy to support eye health in Canada

Partner collaboration activities: We created **C-284 advocacy infographic** illustrating the importance and focus of the proposed legislation. Following the introduction of Bill C-284, CAO and FBC launched a public-facing website, including a **letter-writing campaign** to MPs highlighting the significance of the proposed legislation and encouraging them to support it.

Hosted a Live Chat event with The Honorable Judy Sgro, MP to explain Bill C-284 and engage CAO members in advocacy activities.



Advocacy partnerships expanded with two new groups joining in the past year.

Extended Healthcare Professionals Coalition (EHPC) issued a **response to the 2023 federal government** plan for healthcare in Canada, urging the inclusion of extended health professionals in the plan.

Offered online advocacy training for members and coordinated meetings with local MPs.



Hosted two receptions for parliamentarians and federal policy makers, with vision care partners to learn more about eye health and vision care in Canada and urging MPs to pass Bill C-284 and make eye health and vision care a priority.



CAO tendered its **2023 Pre Budget submission** to the Standing Committee on Finance, and subsequently wrote directly to the Minister of Finance in advance of the 2023 federal budget with recommendations.



CAO Council members met with elected officials for the purposes of educating and advocating for a national strategy for eye care.



CAO is engaged in a long-term project with the Canadian Ophthalmological Society (COS) to track access to vision care in Canada. In 2022 we collaborated on a **joint access research survey** as part of our support for the federal government's progress toward creating a national vision health strategy.

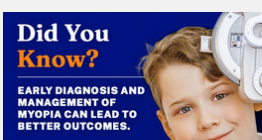
Public and Stakeholder Education



2022 Vision Health Month EyeWise campaign and contest achieved over 1.6 million impressions. The "Everyday Mistakes" campaign focused on the importance of regular eye exams, encouraging adults to book an appointment with their OD.

The initiative to modernize vision care benefits continued with outreach activities. In 2022, CAO produced:

- **5 new podcasts**, webinars, meetings and senior insurance stakeholders,
- **6 new blog posts**, articles in industry publications, and presentations to industry groups such as the Canadian Life and Health Insurance Association (CLHIA) and the Benefits Breakfast Club.



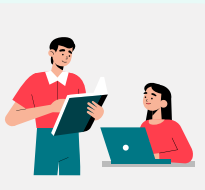
2022 Children's Vision Month bilingual awareness campaign reached over 1.8 million people, focusing on myopia and the importance of eye exams for children.

Member Engagement and Support



Over 600 people attended CAO's 37th biennial congress in St. Johns, NL, including over 350 Optometrists and 100 exhibitors. Attendees' survey showed a 90% satisfaction rate in terms of event-related information, education program, and development of new strategies.

Hosted an event for first-year students at UM to introduce the role of the national association and discuss current issues facing the profession.



CAO established the Leadership Award at both UW and UM to recognize the commitment and professionalism of a 4th year student, in alignment with CAO values of responsibility, collaboration, innovation and impact.



The Vision At Work program made over 1,400 payments to participating Ontario optometrists. 7 new OD practices joined the program and we signed 2 new client companies!



CAO launched health and dental benefits as well as insurance plans for members through our mandated broker HUB. These benefits are available in NL, NS, PEI, ON and NB.



Delivered **the Canadian Journal of Optometry** to over 5,700 OD's across Canada, featuring current optometric research, case studies and up to 6 clinical reports per issue.



CAO launched the French CCOA program. **165 students** successfully completed the program and became certified in the 2021/2022 cycle.

2022/2023 Program Enrollment : **147 EN / 56 FR**
On-demand Program Enrollment: **78 EN / 2 FR**

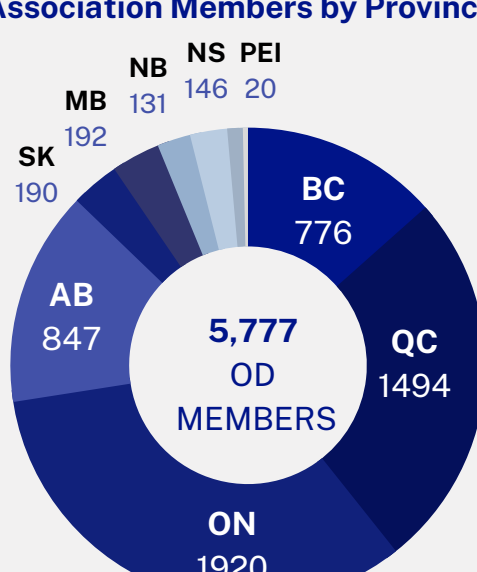
Technological Leadership

CAO hosted the 2023 Optometric Leaders Forum (OLF). Over 100 leaders came together to examine how to drive change from within the profession, opportunities to enhance patient care with AI and Teleoptometry, and the importance of improving collaboration.

- Catherine Clark facilitated the event, which kicked off with a keynote address: This is what the future will look like, How Do Optometrists Get There?
- CAO's, AI and Teleoptometry Working Group presented highlights from CAO's **Teleoptometry and Artificial Intelligence Discussion Paper** and breakout discussions explored the OD's role in improving access to vision care, including, the challenges and opportunities of Teleoptometry, AI in healthcare, access to remote, rural, and Indigenous regions and access to marginalized communities in urban centers.
- CAO has Included topics of AI and teleoptometry in the CE program for **2023 Congress**.



Association Members by Province



*As of December 2022



CCOA AOC
1,797
Certified Assistants

Membership Survey

Members indicated that the organization was focusing on the right priorities: promotion of the profession, advocacy, and communication with members about issues impacting optometry.

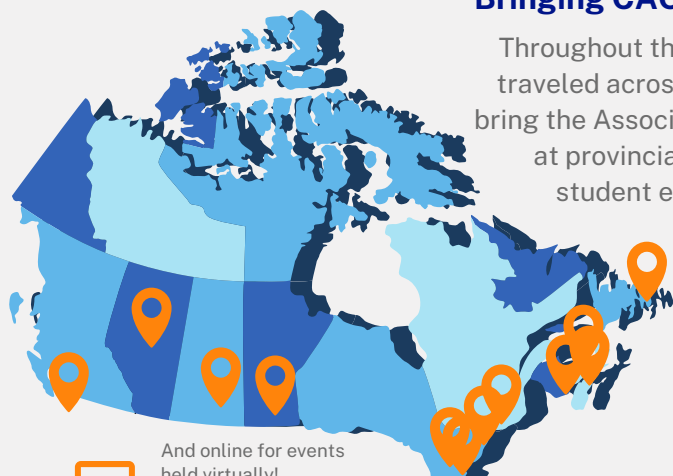
Membership Satisfaction

75%



Bringing CAO to YOU!

Throughout the year, CAO traveled across Canada to bring the Association to you at provincial AGMs and student events at the schools!



And online for events held virtually!

2022 Award Recipients

Carol Lithwick
CAO Vision Champion Award
Francois Couillard, CAO CEO
AOA President's Award



6,300 followers



2,713 followers



823 subscribers



1,234 followers

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