

OPTICAL PRISM



JULY/AUGUST 2025 • VOL. 43 • NO. 7

Building a **Dream TEAM**

Discover how forward-thinking practices build teams that stay, grow and care deeply

COAT CHECK

Breaking down the newest lens coating technologies

STRONGER TOGETHER

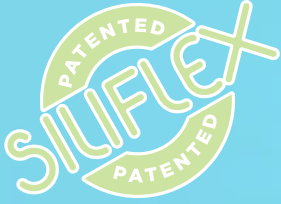
The importance of professional unity

BEYOND THE RAINBOW

Guiding patients through the challenges of colour blindness

EYE CANDY

Sugar, style, and specs, sweet looks for kids



**Adjustable Strap
And Mini-Strap
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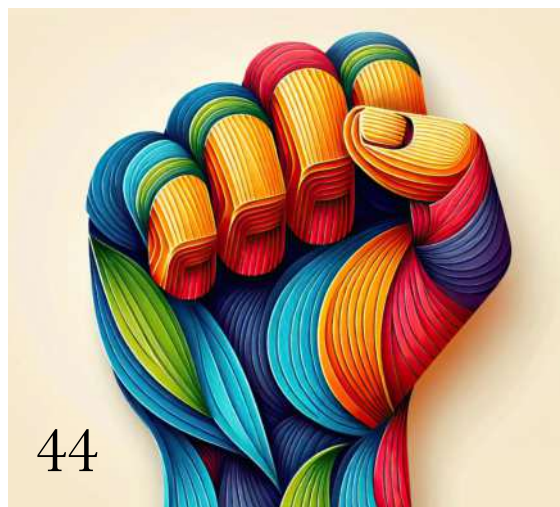
ADJUSTABLE TPR NOSE PADS: GUARANTEED COMFORT

A new design with a flexible metal core and a deeper, rounded surface with multi-directional angle and width adjustment, enabling a precise and comfortable fit for different nasal anatomies.



July/August 2025

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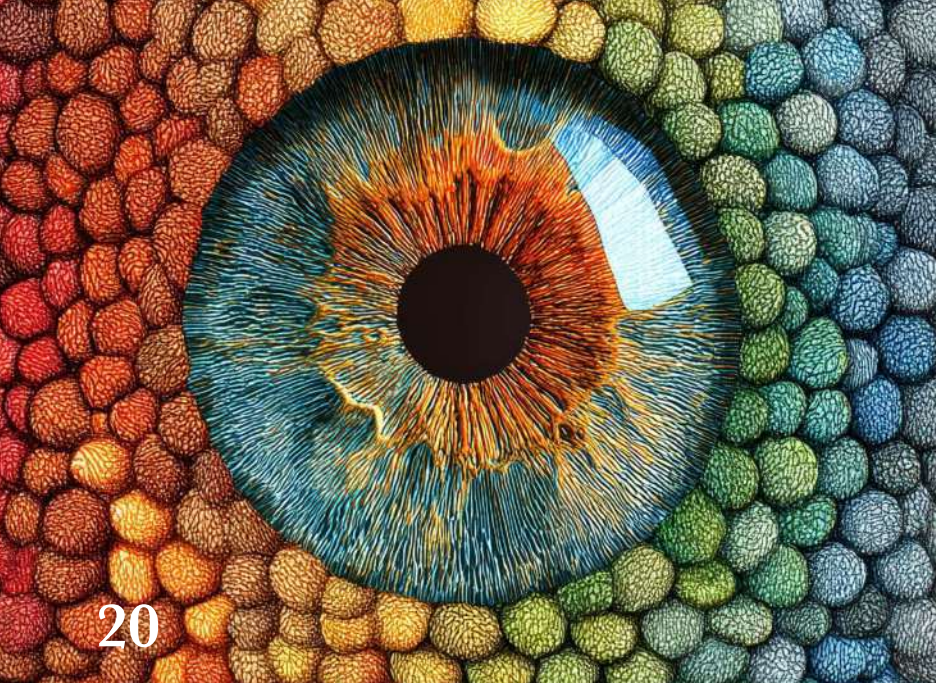
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Cover image courtesy of Westgroupe

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PHOTOGRAPHY BY JESSICA WAUGH

“

Your team is your greatest asset. When your staff feel valued and energized, that positivity flows directly into patient care.”

—DR. TREVOR MIRANDA

Stronger Staff, Stronger Practice

What makes a practice thrive? Ask any great clinic owner and the answer usually isn't “state-of-the-art equipment” or “sleek new interiors.” It's the team. The people who greet your patients with warmth, adjust frames with care, explain lens options clearly, and bring their unique energy to every appointment.

This issue is all about building that dream team — the one that sticks around, steps up and genuinely cares.

Our feature story dives into how forward-thinking practices across Canada are doing just that. From mentorship and culture-building to smart hiring and leadership strategies, we highlight how clinics are creating workplaces where people want to grow, stay, and succeed together.

Nancy Dewald builds on this theme in her Eye Opener column with a timely take on group bonus programs — how they work, why they work, and how to make one work for your team. Spoiler alert: it's not just about money. It's about feeling valued and invested in the clinic's success.

Also in this issue, our Lens Tech feature, Coat Check, gives you a clear look at the latest in premium lens coatings. From anti-smudge to UV protection, we break down what's new, what's best, and what's worth recommending to your patients.

On the style front, our Style Eye pictorial, Eye Candy, serves up serious sweetness with the latest candy-coloured eyewear for kids. These playful, punchy frames prove that function and fun can absolutely go hand in hand.

We're also taking a closer look at colour blindness—a condition that affects nearly 3 million Canadians. Our feature explores how it influences everything from career choices to classroom learning, and what ECPs can do to make vision care more inclusive.

And finally, a thoughtful piece from Robert Dalton of the Opticians Association of Canada, who reminds us why unity matters now more than ever in our profession.

Here's to finding (and keeping) the people who make your practice extraordinary.

SUZANNE LACORTE
Publisher/Editor-in-Chief

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CANADA

Consumer Survey of
Product Innovation

2025

FRESH LOOKS

Dots Collection
by LeParc

Fresh LOOKS

Keep your eyewear options fresh with the latest models
from these leading companies

LEPARC

LE PARC introduces its Spring/Summer 2025 collection and "Dots" campaign—a playful, art-inspired celebration of creativity and individuality. Influenced by Op Art, the collection blends bold shapes and refined details, anchored by the brand's signature round temple tip. This detail, inspired by founder Miquel Dosta's mother, a renowned ceramist, symbolizes the fusion

of art and eyewear. Key models include Porset, with playful colour transitions; Lisa, a sleek, elegant design; Marcelis, with layered acetate textures; and Aalto, a versatile, minimalist style. The collection invites wearers to see eyewear as joyful, expressive, and boldly imaginative.

For more information contact your Mood sales representative or visit moodeyewear.com



Porset



Aalto

READ ON

Swiss-designed read on light glasses — the world's thinnest reading glasses — were selected for the VIP gift bags at the 78th Cannes Film Festival. Ultra-thin, flexible and foldable into a sleek 3mm case, they combine style, function and elegance. With bold colours and modern design, the award-winning readers have gained global attention. Launched in 2024, read on light is now available in 20 countries and expanding distribution to meet soaring international demand.

For more information contact your read on sales representative or visit readon-mobile.com



ØRGREEN

Ørgreen's Quantum High collection evolves with the introduction of sheet titanium temples — adding structure, volume and bold new possibilities to its ultra-light aesthetic. While the original wire temples remain, the new designs offer sculpted precision, tonal contrasts and architectural detail. Frames like Megahertz, Stomp and Honey-

comb pair soft-touch polyamide fronts with expressive finishes and accent colours. It's a louder statement in lightness — where Danish design meets next-level craftsmanship and modern material innovation.

For more information contact your Ørgreen sales representative or visit orgreenoptics.com



ASPEX EYEWEAR

Bold meets brilliant with the Cool Clip CC859, a striking square frame for women who crave contemporary flair. Crafted from lightweight metal with slim temples and spring hinges, it delivers all-day comfort and polished style. Featuring Easy-Clip® magnetic clip-on tech—ten times stronger than standard magnets—these optical frames instantly convert into polarized sun protection. Available in Pink Gold, Silver, and Black & Pink Gold, the CC859 is a statement piece that's ready for anything.

For more information contact your Aspex sales representative or visit aspexeyewear.com/CA

FRESH LOOKS

NANO VISTA

WestGroupe introduces Nano Custom Fit 3.0 by Nano Vista—next-generation eyewear engineered for children and teens aged 4-16. Made from ultra-durable, hypoallergenic Siliflex™ and TPR, these frames offer unmatched adaptability and comfort. New features include adjustable nose pads, extendable temples, and an advanced 3.0

hinge for a secure, custom fit. With vibrant styles in sizes 44-54 and redesigned accessories, Nano Custom Fit 3.0 delivers innovation, flexibility, and lasting wear for growing kids and peace of mind for parents.

For more information contact your WestGroupe sales representative or visit westgroupe.com



**Replay CF 3.0
(NAO332 03)**



**Multiplayer CF 3.0
(NAO339 02)**



**Quest CF 3.0
(NAO336 04)**



**MN31033
and MN31025**

MINAMOTO

Rooted in Zen philosophy and refined craftsmanship, Minamoto's newest collection explores the beauty of contrast. Premium titanium meets bold design interplay in minimalist panto, geometric, and rounded styles—each named after a Zen word. Featuring bio acetate, beta titanium, and luxurious antique finishes in gold and

grey, the frames blend structure with serenity. Gold-plated nose pads elevate select models, while raw titanium pads promise lasting comfort. It's Japanese eyewear—elevated, enduring, and quietly extraordinary.

For more information contact your Charmant sales representative or visit charmant.com



OPHY

Independent eyewear brand Eredità Eyewear introduces the Skyline Collection by OPHY, a bold fusion of urban minimalism and artistic design. Inspired by architecture and made for modern taste-makers, each frame is crafted to elevate self-expression. Designed for independent-minded ECPs, the collection blends innovation with individuality. "The Skyline Collection is proof that design can be both elevated and expressive," says Eredità founder Chris Longstaff.

For more information contact your Eredità sales representative or visit ereditaeyewear.com

EREDITÀ

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GIGI STUDIOS'

GIGI STUDIOS' new capsule collection, Revivre, is where retro inspiration meets contemporary vision. This 14-piece optical and sunwear line reimagines classic shapes through sculptural volumes and high-quality acetates, offering a fresh take on timeless design. The palette plays with light and depth, using earthy tones like beige, brown, copper, ochre, pink and blue to create warmth and subtle transparency. Every detail speaks to sophistication and self-expression, balancing nostalgia with a modern edge. More than just

eyewear, Revivre is a design statement — expressive, elegant and full of character. It reflects GIGI STUDIOS' commitment to technical precision, creativity and a style that leads rather than follows. The collection is available starting May 14 online and at selected optical stores around the world.

For more information contact your GIGI sales representative or visit gigistudios.com

IMMAGINE98

The Spring/Summer 2025 eyewear collection from Imagine98 blurs the line between past and future with unisex styles rooted in exploration and digital expression. Auronzo by MIC, Made in Cadore, reimagines vintage alpine eyewear with minimalist elegance. Polished metal meets leather-covered fronts and temples for a refined yet rugged statement. Meanwhile, Blaze by X-IDE leads the New Generation sunwear line with bold cyberpunk

appeal: gradient orange-amber lenses, transparent shield, and ultra-light black metal frame. Sculpted geometry and tech-inspired accents create a futuristic aesthetic that defies convention. This is eyewear for those ready to navigate a hybrid world with fearless, stand-out style.

For more information contact your Mood sales representative or visit moodeyewear.com

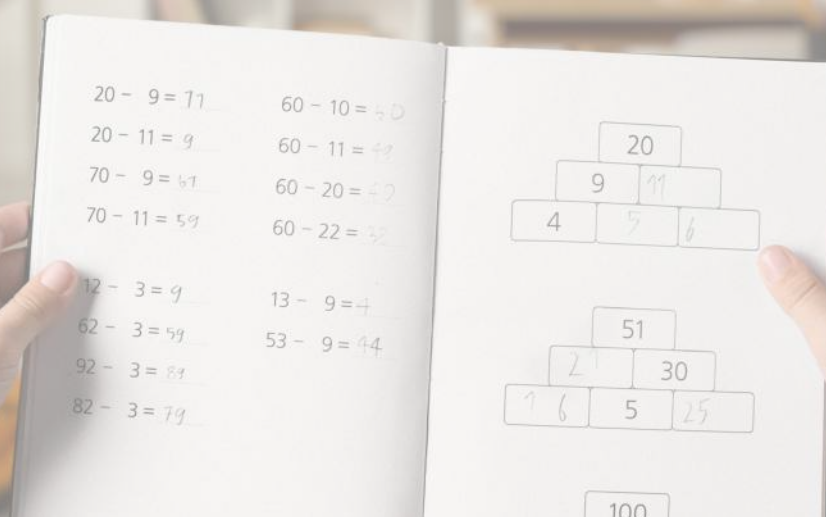


OLIVER GOLDSMITH

Oliver Goldsmith introduces OG Ti-ICONS, a refined capsule collection that reimagines its most iconic styles in lightweight titanium. Handcrafted in Japan, the collection marries British design heritage with Japanese precision, offering a sleek, minimalist take on classic frames from the 1950s to 1970s. Known for its bold acetates, this marks a new direction for the brand — one that honours its past while embracing modern craftsmanship. Featuring premium materials and vintage-inspired silhouettes, OG Ti-ICONS celebrates timeless style with contemporary sophistication.

For more information contact your Oliver Goldsmith sales representative or visit olivergoldsmith.com

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1. Vlasak N. et al. Eight years of performance of defocus incorporated multiple segments (DIMS) spectacle lenses: User experience and myopia management outcomes. Rapid Fire Session VII: Myopia. 18.05.2025, EAOO 2025, Ljubljana, Slovenia.

*Based on the results of 11 participants in the 8-year DIMS group who wore DIMS spectacle lenses for the entire 8 years.

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EYE CANDY

Let kids express their sweet side with candy-coloured frames that mix fun with function.

BY SUZANNE LACORTE

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11.

Style TIP

Kids have a say in specs—and they're not playing it safe! They're reaching for bubblegum pinks, electric blues, and wild patterns that match their big personalities. Think of eyewear like choosing a candy treat: sweet, bold, and totally them. When kids feel cool in their frames, they wear them with confidence (and way less fuss).

- WENDY BUCHANAN, *Eyewear Image Expert*

1. Bonbon by J.F. Rey 2. Mini Be Clush by Sabine Be
 3. Turtle by Etnia Barcelona 4. F380 by Perfect Optical
 5. Libby by Jonas Paul 6. Nike Horizon Ascent by Nike
 7. IN63-C3 by Indii Kids eyewear 8. JF-910 by Life Italia
 9. Sidonie by Lafont 10. RIPPLE by Modz Kids
 11. SFK-321 by Superflex Kids



Building YOUR Dream TEAM

How leading optometry practices are transforming workplace cultures to boost staff engagement, retention and patient care

BY DAVID GOLDBERG

Staff shortages and high turnover — recruitment challenges are normal for many eye care practices. However, some clinics are thriving with teams of passionate and qualified staff who envision a long-term, fulfilling future with their employers. How do they do it? It's not just higher wages or better benefits, although those can help. Instead, they've focused on building a workplace culture where people genuinely want to work.

"Your team is your greatest asset," says optometrist Dr. Trevor Miranda, who operates five clinics across Vancouver Island. "When your staff feels valued and energized, that positivity flows directly into patient care."

In the eye care industry, where patient happiness and clinical excellence rely on team performance, culture is essential to success. And to gain success, you might have to break some walls down.

Communication is the Key

Optometrist Dr. Kerry Salsberg operates Eyes on Sheppard in Toronto. A few years back, he and the clinic's manager Jason Barrett and Brittany Codrington noticed friction between some departments — early onset symptoms of employees retreating into their silos. Instead of viewing it as a personnel issue, they decided to dig a little deeper and uncovered that the problem was structural, as in the physical structure of the office.

"We had people spending a lot more time with some members of their group and a lot less with the others," says Barrett.

"We went in on a Sunday and removed a wall, making sure that the staff were all in the same place. That helped quite a lot," adds Salsberg.

At Miranda's clinics in British Columbia, he ensures alignment and transparency with weekly all-staff meetings and dedicated gatherings for the leadership team. He manages internal day-to-day

communications with the instant message platform Slack, which he says fosters efficiency and collaboration.

"We actively encourage team members to contribute hot-button items to meeting agendas and to challenge the status quo," says Miranda. "Healthy debate is a hallmark of high-performing teams. While diverse perspectives are valued, the ultimate measure of excellence lies in our ability to unite behind final decisions after a thorough and collaborative process."

Optometrist Dr. Fallon Patel, who operates five clinics across the Greater Toronto and Hamilton Area, believes that the best clinical care comes from a team that feels safe, trusted and heard. For example, her front desk staff suggested re-working the timing of recalls and script prompts. Fallon tested the idea, saw improvement and rolled out the staff members' ideas to all locations.

"They saw their fingerprints on the result and that built even more momentum," says Patel. "That's what turns employees into leaders, letting them shape the practice, not just work in it."

Sharing the Fruits of Your Labour

Everybody's motivated by money and eye care professionals can harness that desire — not just to increase profits — but to make their clinic a place where employees can build a stable career.

"A great bonus program is effective if you can ensure it is based on team results, simple to understand, easy to measure and realistic," says Nancy Dewald, owner of LeadUp Training & Consulting in Alberta.

At Eyes On Sheppard, Salsberg and Barrett issue quarterly bonuses, a profit share that goes to employees who've been with the clinic for three or more months. The amount of the bonuses are tied to daily goals. Performances are charted on a whiteboard where they can view the previous day's accomplishments, like the number of successful handoffs between doctor and optician or how many calls get answered by reception.

BEYOND THE BASICS:

5 Culture TIPS THAT WORK

Smart strategies to strengthen team loyalty and performance

1 Start with values-based hiring. Don't just hire for skills — hire for alignment by prioritizing candidates who reflect your clinic's values and long-term mission, as culture fit is often more critical than credentials.

2 Onboard with intention. Set the tone early with a structured onboarding process that includes mentoring, goal-setting, and clear communication of your clinic's culture and expectations.

3 Celebrate small wins daily. Don't wait for milestones to acknowledge great work. Recognize day-to-day achievements with handwritten notes, shoutouts in team meetings, or even a treat jar to maintain momentum and morale.

4 Create meaningful team experiences. Build connections through drop-in yoga days, laughing yoga sessions, escape rooms, cooking challenges, BBQs, games nights, or flex passion days where employees can take time annually to pursue something they're passionate about.

5 Lead by example. Consistency from leadership is key. Model the behaviour you want to see — whether it's punctuality, empathy, or willingness to pitch in. Your team takes cues from you.

"It's measurable, it's actionable," says Salsberg. "They understand they're going to get paid out as opposed to a mystery bonus at the end of the year."

Adds the clinic's manager, Barrett: "We actually had to turn it down a tiny bit, because people got a little bit overzealous."

In response to mounting requests for higher compensation, Patel introduced a performance-based incentive system tracking knowledge performance indicators — or KPIs — like upsells, diagnostic add-ons and treatment conversions. It changed everything.

"Now, team members know what drives value and how they can grow," says Patel. "That clarity and ownership have lifted everyone. And yes, it's helped the business too, but more importantly, it's helped our team feel in control of their success."

Empowering employees

Today's staff want to feel empowered by their employer and emboldened to make key decisions about day-to-day operations. At Eyes on Sheppard, Salsberg and Barrett installed team leads across reception, pre-testing, dispensing and more. Installing these leaders improved morale and gave staff the prospect of career advancement. For example, the optician lead's ability to pick their own suppliers, choose which frames to stock and maintain a budget all led to increased engagement.

"Creating a space for psychological safety and making sure that staff can voice their concerns without reprimand is super important," says Salsberg. "We want to have an organization that shares ideas and pain points as well as successes. So by having these team leads, we have this system that allows for dissemination of information, good, bad and ugly to go through the organization on a daily basis."

Another way to elevate employee retention is to offer consistent feedback. For his employees, Miranda develops individualized training journeys that coincide with a transparent wage scale and talent matrix.

"This clarity gives our staff the ability to pursue growth with purpose, empowering them to gain new skills and see a clear path forward in their careers," says Miranda.

Never underestimate how much employees desire to learn and grow. At Patel's clinics, she's invested heavily in training for team members to get certified in myopia management or as ocular hygienists. She's thrilled to see his staff light up when they talk about making a difference in the life of a patient.

"When people grow, they stay, and when they stay, your culture deepens, your care improves, and your clinic evolves into a place that everyone is proud to be part of," says Patel.

Dealing with conflict

The most successful practices don't avoid conflict, they address it head-on with structured approaches that preserve their culture while resolving issues constructively.

"Clear expectations and honest conversations help guide team members back on track, ensuring we preserve the positive, respectful culture that makes our practice thrive," says Miranda.

But sometimes the problem isn't a misunderstanding or skill gap, but a fundamental culture clash. Patel learned this lesson the hard way when her practice was struggling with mysterious morale issues.

"We had strong systems, plenty of patients and clear roles, but the energy was off," says Patel. "After some honest conversations, it became clear that a single toxic employee — though technically excellent — was draining the team. There was tension, fear and people were walking on eggshells."

The decision to let that employee go wasn't easy, but the transformation was immediate. "Laughter returned. Communication opened up. I had team members tell me, 'It finally feels safe to come to work again,'" says Patel. "That experience taught me the importance of protecting our culture, not just building it. Even one bad fit can cost you the heart of the team."

For practices experiencing chronic conflict or turnover, Dewald recommends a systematic approach.

“At one clinic I worked with we started by setting expectations using The Five Behaviors Program,” says Dewald. “We spend much of our lives on teams, but we are never actually taught how to be a productive team member.”

The Five Behaviors Program, based on Patrick Lencioni’s model from “The Five Dysfunctions of a Team,” helps teams build trust, engage in productive conflict, commit to decisions, hold each other accountable, and focus on achieving collective results.

“The biggest challenge for leaders is implementation and it’s critical to take a team approach where everyone owns this step,” she says.

The investment paid off, says Dewald. The office became more productive, and turnover decreased significantly. The key insight? Conflict isn’t always personal and sometimes teams simply lack the tools to work together effectively.

“When people grow, they stay, and when they stay, your culture deepens, your care improves, and your clinic evolves into a place that everyone is proud to be part of.” – DR. FALLON PATEL

Building a culture that lasts

Transforming workplace culture isn’t just about implementing a single policy or program, it’s about creating an environment where excellence becomes contagious.

“It comes down to the ethos of the practice,” says Salsberg. “The staff will mirror the behaviours of the doctors, and so if you’re adhering to the core values of the practice, there is a trickle-down effect, and we all know that we want to have a great day from beginning to end.”

That service level starts with how leaders treat their teams. Dewald emphasizes that

lasting change happens through genuine connection, not just systems and processes.

“Everyone wants to be seen and heard,” says Dewald. “Ensure you ask for long-term employees’ thoughts and perspectives on ideas and decisions. Be sure that most of the time they are doing the type of work they enjoy. Studies show burnout is actually more about doing the wrong type of work than having too much work to do.”

When staff feel valued, heard, and empowered, that energy doesn’t stay contained, it radiates outward to every patient interaction, creating the kind of practice where people want to work, and more importantly, where they want to stay. **OP**

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The UNSEEN SPECTRUM

Understanding the realities of colour blindness and how it impacts work, learning, lifestyle and visual accessibility.

BY EVRA TAYLOR

In 1970, the rock/jazz fusion band Chicago released the hit song “Colour my World,” a heart-rending ode to love, loss and all the shades of emotion in between.

It’s difficult to imagine a world in which the magic of colour no longer exists, but for the estimated nearly 3 million Canadians living with colour blindness, daily life and the activities we take for granted are not, in fact, a given. The condition occurs predominantly in males versus females, affecting 1 in 12 males.

According to the National Eye Institute (NEI), colour blindness, also known as colour vision deficiency, occurs when colour is not seen in the traditional way. This includes the inability to distinguish between various colours, most commonly red and green, with difficulty distinguishing between some shades of red, yellow and green. Tritan defects occur in people with blue-yellow colour vision defects. A rarer occurrence, this phenomenon causes difficulty distinguishing blue from black.

The NEI notes that in some cases, colour vision deficiency can be inherited from the parents through various genetic mutations, through medication-related adverse effects, or through trauma.

- Eye diseases such as glaucoma or age-related macular degeneration
- Brain and nervous system diseases including Alzheimer’s or multiple sclerosis
- Some medicines such as Plaquenil
- Eye or brain injuries such as retinal detachment and certain types of tumors

TESTING FOR COLOUR DEFICIENCY

According to the Canadian Association of Optometrists (OPTO), most cases of colour deficiency in children are undetected as these children have no frame of reference for normal colour vision: They assume their vision is standard. OPTO recommends children be tested for colour deficiency by age five, emphasizing that early detection is vitally important as many teaching tools employ colour as a means of identification.

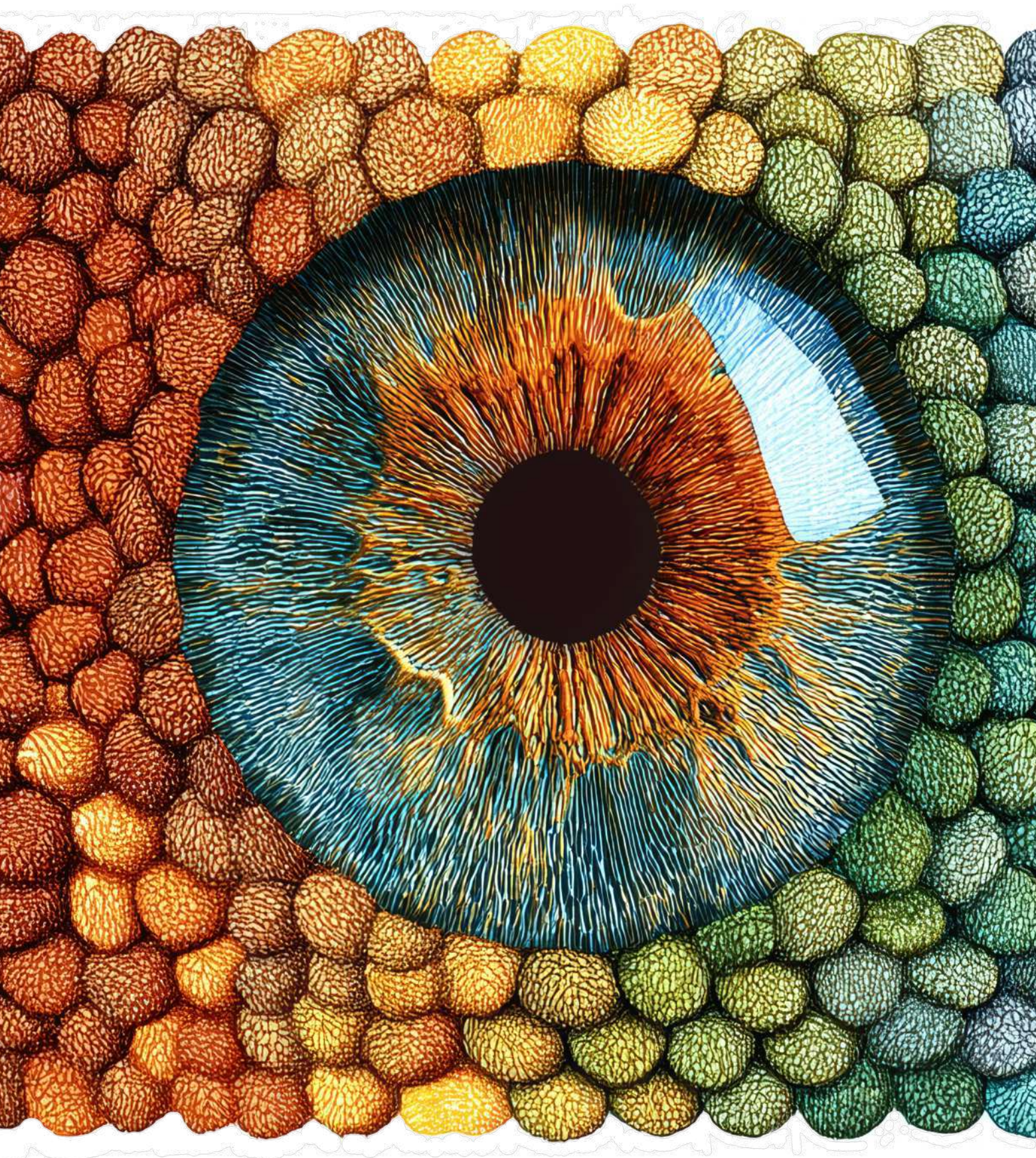
QUALITY OF LIFE AND WORK IMPLICATIONS

This in turn, leads to a discussion about the ways in which individuals with colour blindness function in the world, and the impediments that exist regarding work, leisure, relationships, and activities of daily living.

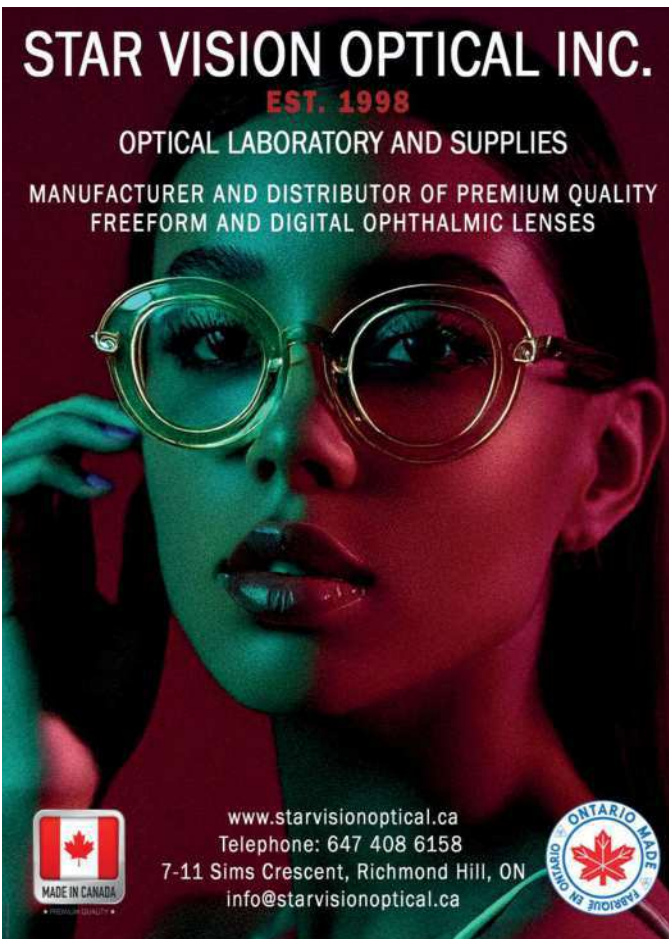
Certain professions may not be viable for colour blind individuals, including certain airport functions where professional clothing is colour-coded according to task. Several countries such as Singapore prohibit or restrict the granting of driving licenses. Most Canadian provinces allow colour blind individuals to drive if they pass the standard driving test. [Guidedogs.org](https://www.guidedogs.org) points out that traffic light positions can be used to determine signals, and shapes and patterns of road signs can indicate instructions.

While the notion of becoming a painter, for example, may seem out of reach for the blind population, it’s important to consider that some celebrated abstract painters who are sighted don’t, in fact, use realistic colours. What’s more, artists who are legally blind have been known to







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create stunningly beautiful works that defy the concept of sight being a requirement in the artistic realm.

News-medical.net cites various ways in which colour blindness may impair or inhibit work-related choices for some individuals.

- A color vision deficiency can impair a person's ability to read and interpret various diagrams and graphics such as maps, pie charts and slides used in presentations.
- Colour deficiency can also interfere with the interpretation of advertisements and graphics on websites. Special colour scheme generators are available that individuals can use to create a colour scheme that is easier to interpret.
- The majority of colour blind individuals identify objects by their texture, shape and other features instead of their colour.

In mild cases, individuals may be able to see a dulled version of a colour which can help them identify the colour to some extent. For many people, a colour is easier to identify if it's present over a large area rather than in the form of a line, which may simply appear as black.

Additionally, professions such as pilots, military personnel and police may not be accessible to individuals with colour blindness.

Treatment for colour blindness

While currently no treatment for colour blindness exists, in the case of underlying injury, addressing the cause may resolve the condition. Likewise, if the condition is medication-related, medication cessation may be the answer.

Colour blindness glasses may enrich colour for people with certain types of mild colour deficiency, and can enhance the contrast between colours.

As an example of these, EnChroma colour blindness glasses are scientifically proven to stimulate the brain's colour processing center and enhance colour vision for most people with red-green colour blindness. The company claims that "by dampening problematic light waves, the lenses help the eyes send clearer signals to the brain about reds and greens, signals that more closely resemble the ratio of a person with normal colour vision". Clinical studies have reported conflicting results regarding the efficacy of EnChroma glasses.

Pilestone manufactures glasses for both red-green and blue-yellow colour blindness. ChromaGen makes Chromagen Ophthalmic Lenses and Chromagen Contact Lenses for colour blindness and for dyslexia. Envision smart glasses incorporate award-winning software and integrate features ranging from real-time text recognition to voice controls and hands-free video calling, pointing toward the future of wearable assistive technology.

Clinical trials are underway to test the use of gene therapies to treat achromatopsia, a less common and more severe form of colour blindness and overall vision loss. Continuation of this research may expand the use of gene therapy to other forms of colour blindness. These new strides in research have the potential to restore or at least enhance colour vision for people whose quality of life has been diminished by their inability to see and perceive colour. **OP**

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Foresight is 20/20

Having foresight makes a big difference in children's eye health

BY DR. MARTIN SPIRO, CAO President

From the moment of birth, our senses guide us. Long before we can speak or read, sight is one of the major pathways to learning about the world around us. Once in school, the visual system is deeply intertwined with learning, where activities require focus, tracking and eye coordination. Untreated vision issues can have deep implications for school success, and the impact can be felt beyond reading and academics. Physical education and sports require depth perception, hand-eye coordination and visual-motor reaction time, all of which rely on good eye health.

While genetics plays a part in vision and eye health, it's not the only influencing

factor. Screen time, UV exposure, time spent outside, ocular injuries, and systemic health conditions like diabetes can all impact vision. Many parents are certain they would know if their child had a vision problem, but as we know, there are vision issues that can wreak havoc without showing any obvious symptoms. We also know of cases where vision problems have been misidentified as behavioural issues or learning disabilities.

So, what kind of advice can we offer busy parents looking to set up their kids for success? Finding the optimal approach can be challenging. The first and most important priority is a comprehensive eye exam, particularly before starting school. Even before that, eye exams for infants six to nine months old can identify congenital conditions or issues with eye alignment and coordination. Preschool exams ensure vision issues aren't keeping kids from hitting their developmental milestones. An eye exam between the ages of two and five allows any vision issues that have developed to be identified and addressed before a child starts struggling in school. When children start school, the visual demand increases. Annual eye exams from six to 19 years old mean any issues that arise can be addressed quickly.

When risk factors are understood, parents can be proactive. Equipping them with

information on best practices will help maintain their child's eye health between visits. Limiting screen time and including regular breaks that involve whole-body movement (ideally outside) may help delay the onset of myopia. While time outside is great, UV protection is essential. Hats and sunglasses will shield kids from too much UV exposure.

For children requiring vision correction, eliminating friction and pain points is helpful for both kids and parents. Suggest sturdy frames that can survive being bumped and dropped. Simple things like adding a strap can make glasses easier to keep track of, so they're less likely to get lost or broken. For prescription glasses, lenses that adjust tint levels with light exposure can eliminate the need to remember sunglasses when going outside. And depending on the age of the child and their activities, contacts may be the ideal solution.

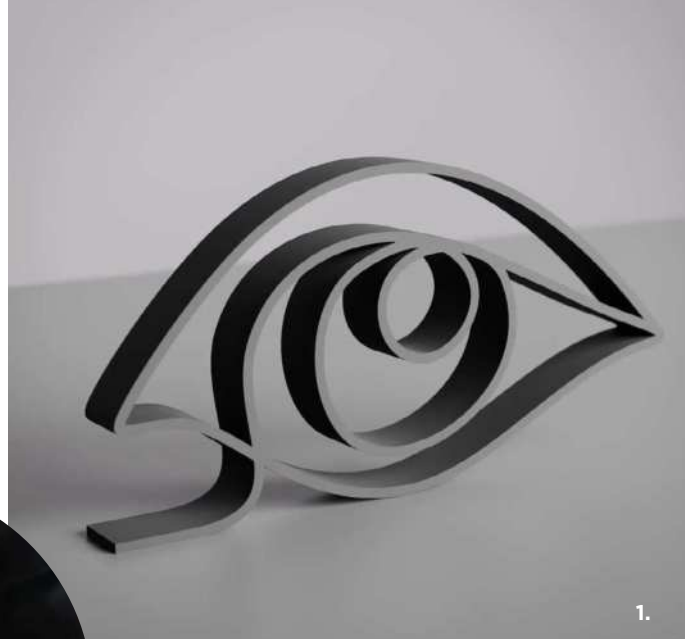
An eye exam between the ages of two and five allows any vision issues that have developed to be identified and addressed before a child starts struggling in school.

As families enjoy the rest of the summer with their children, I encourage them to take a moment to look ahead. When it comes time to make back-to-school checklists, prioritize children's eye health. Even before backpacks, gym clothes and school supplies, booking a comprehensive eye exam should be at the top of the list. It's a simple step that can have a lasting impact on a child's confidence, comfort and success. **OP**

Dr. Martin Spiro is President of the Canadian Association of Optometrists (CAO). The CAO is the national voice of optometry, providing leadership and support to more than 8,400 members (optometrists, students and optometric assistants) to enhance the delivery of healthy eyes and clear vision for all Canadians.

Beyond the Frame

A selection of stylish, unique, and innovative eyewear products that have caught our eye this month.



1.



2.



3.



4.



5.

1. 3D SCULPTURE

This 3D-printed line art sculpture makes a unique, customizable gift for eye care professionals. Crafted from eco-friendly PLA, the minimalist design adds a modern touch to any home or office. Available in black, grey or brown, with the option to personalize with a name or initials (up to 8 characters).

etsy.com/ca/listing/1795768611/

2. ALTACHÉ CLIP

The Altaché Clip offers a stylish, secure way to keep your eyewear close. Crafted from premium stainless steel with matte black or 14K gold PVD finish, it includes two 6-packs of sleeves in black and brown to fit various frame sizes. Functional, fashionable, and perfect for everyday wear. altachedesigns.com

3. MANDALA CASE

This stylish rigid clamshell case by Ronor features a two-tone Mandala print on durable vinyl with a secure spring hinge closure. Lined with soft light grey velvet styrene, it protects your eyewear in style. Includes a matching 7x7 black-and-white fashion microfibre cloth for a coordinated finishing touch.

ronor.com

4. LANEY EYE LOW-TOP SNEAKERS

Step up your style with Kurt Geiger London's Laney Eye low-top sneakers. Featuring white and black leather, sequin-embellished eye motif, and a velvet heel, these statement kicks combine bold design with comfort. Finished with a branded insole and chunky rubber sole for a standout look with everyday wearability. farfetch.com

5. eSIGHT

eSight Go is a sleek, wireless digital device that helps people with central vision loss see clearly while maintaining mobility. Designed for all-day comfort, it enhances vision for those with conditions like macular degeneration, preserving peripheral sight and supporting independence through cutting-edge assistive technology. esighteyewear.com



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Why should you consider partnering now?

As businesses face increasing pressure from tariffs and rising costs, the support of the Specsavers brand could be game-changing.

As the world's largest privately owned, optometrist-led company, Specsavers has been committed to accessible, quality eyewear and eye care from day one. Since launching in Canada in 2021, Specsavers has helped optometrists,



opticians and retail professionals build successful businesses—and they can support you too.

All Specsavers stores are locally owned and operated. Their network of partners is made up of professionals just like you. Whether you own an existing clinic or optical retail store or you're looking to start something new, you have options. Specsavers can provide financial security, back-office support and the independence to grow your business and team.

Business know-how

One of the biggest challenges of running an independent clinic or optical store is balancing customer and patient care with business operations. In a challenging economic environment, you may be second-guessing how to navigate the future. With Specsavers, you don't have to do it alone. A partnership offers comprehensive support in key areas, including:

Property Management – From lease negotiations to store design and fit-out, property and construction teams ensure you start strong and operate efficiently.

Marketing – Leverage the strength of a globally recognized brand with

national and local campaigns designed to bring customers and patients through your door.

Technology & Equipment – Deliver the best possible care with fully integrated, advanced technology, including OCT as a standard of care for all patients.

Supply Chain – Specsavers has a vertically integrated supply chain. In the face of inflation and tariffs, owning and operating the frame and lens production process has helped maintain favourable pricing for their partners.

Product – With 1,500 frame styles in store, you'll have access to an exclusive range of high-quality frames, lenses and contact lenses, helping you offer affordable options to your customers.

Navigate the future with the support of a trusted brand

Partnering with Specsavers means access to a proven business model that drives customer loyalty, increases sales and operates with long-term sustainability in mind. Whether you want to expand your current business or future-proof it against industry changes, Specsavers provides the resources and expertise to help you succeed. **OP**

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STRONGER TOGETHER

The importance of professional unity for Canadian opticians

BY ROBERT DALTON



In the dynamic landscape of Canadian health care, opticians play a pivotal role in providing essential vision care to millions. From dispensing eyeglasses and contact lenses to offering crucial advice on eye health, our profession demands precision, expertise and a commitment to patient well-being. However, navigating the evolving challenges of our industry – from technological advancements to changing market demands – requires more than individual brilliance. It necessitates a strong, cohesive professional community where opticians stick together, collaborate and support one another.

The strength of a profession lies in its unity. When opticians work in isolation, we risk fragmentation, duplication of effort and a weakened voice in policy discussions that directly impact our practice. Conversely, when we come together, we amplify our collective knowledge, share best practices and elevate the standard of care across the board. This spirit of collaboration is not merely a feel-good sentiment; it's a strategic imperative for the continued growth and recognition of the opticianry profession in Canada.

Consider the immense benefits of a united front. First, professional organizations and peer networks become powerful platforms for continuous learning and professional development. Sharing insights

on new lens technologies, dispensing techniques or regulatory updates allows us all to stay at the forefront of our field. Another great example is navigating software, such as our new database at Opticians.ca. Imagine a scenario where a complex case stumps one optician; a strong network means they can reach out to colleagues for advice, drawing on a wider pool of experience to find the best solution for the patient. This collaborative problem-solving not only benefits the individual practitioner but ultimately enhances patient outcomes.

Second, a united profession holds greater sway when advocating for our interests. Whether it's engaging with provincial regulatory bodies on the scope of practice, negotiating with insurance providers or advocating for increased public awareness of eye health, a collective voice carries far more weight than individual pleas. When we speak as one, we demonstrate the value and importance of our profession, ensuring that opticians are recognized as integral members of the health-care team. This unity helps to protect our professional autonomy and ensure fair compensation for our services, and is one of the key standing points for the Opticians Association of Canada.

A rising tide lifts all boats, and by working together, we can expand the overall market for opticianry services...

Furthermore, fostering a culture of collaboration helps to mitigate the challenges of competition within our own ranks. Instead of viewing neighbouring practices as rivals, we can see them as potential partners in a shared mission. This might involve referring patients for specialized services, sharing resources or even collaborating on community outreach programs. A rising tide lifts all boats, and by working together, we can expand the overall market for opticianry services and collectively benefit from increased public trust and demand.

Finally, a supportive peer network provides invaluable emotional and professional support. The demands of our profession can be significant, and having colleagues who understand the unique pressures and rewards of opticianry can be incredibly reassuring. Whether celebrating successes, commiserating over setbacks or simply sharing a laugh, these connections build resilience and foster a sense of belonging.

In conclusion, for Canadian opticians, sticking together and working collaboratively with our peers and colleagues is not just a nice idea; it's a fundamental necessity for our continued success and the optimal well-being of our patients. By embracing unity, we strengthen our individual practices, elevate our collective standing and ensure that the vital role of opticians in Canadian health care remains recognized and valued for generations to come. Let us continue to build bridges, share knowledge and support one another, for in our unity lies our greatest strength. **OP**

Robert Dalton is the executive director of the Opticians Association of Canada, whose mission is to promote licensed opticians and the profession, maintain professional standards, and educate and inform consumers about eye health. For more information, visit opticians.ca.



Coat Check

Today's top coatings go beyond reflection control, offering superior resistance, clarity, and standout patient benefits.

BY DAVID GOLDBERG

Premium lens coatings are always evolving, with leading manufacturers forging new innovations in clarity, durability and protection. For ECPs, understanding these advances is crucial for delivering optimal patient outcomes and standing out in a competitive marketplace.

The technology behind these latest advances is impressive — lensmakers are harnessing the power of artificial intelligence, advanced chemistry and optical science to push the boundaries of what's possible in eye care.

THE GOLD STANDARD

Zeiss has reintroduced its heritage gold coating with the DuraVision Gold UV, combining nostalgia with cutting-edge technology. According to Bryan Rossi, president of Carl Zeiss Vision Canada, the decision was driven by both market demand and technical advantages.

"Most coatings have blue or green tints, but gold offers a distinctive aesthetic," says Rossi. "It matches very well with frames in gold, brown or any darker tone frames. Beyond its eye-catching appearance, the gold coating offers unique benefits in low-light conditions where it demonstrates minimal reflectance and excellent clarity."

The coating incorporates ZEISS ClearGuard technology, creating an easy-to-clean surface that feels "quite slippery." And when paired with BlueGuard blue light protection, the gold coating eliminates yellowing effects commonly associated with blue light filters.

As another selling point for ECPs, the gold coating provides a unique positioning opportunity. "Major retailers in Canada make up about 52% of the market," says Rossi. "So this gives the ECPs — the other 48% — an opportunity to compete against online sellers and everyone else. It's a premium differentiator."

MULTI-ANGULAR INNOVATION

Essilor's Crizal Sapphire HR represents years of research aimed at creating a no-compromise anti-reflective coating. According to Nathalie Boisvert, brand manager for Crizal and Blue Filter at Essilor, the "Sapphire" name relates to the coating's distinctive blue residual reflection, which is less perceptible to human eyes than traditional green reflections.

The coating's Multi-Angular Technology expands efficiency. "In the past, coatings were historically designed for (0°-15°) that was effective at small angles," says Boisvert. "But the Multi-Angular Technology opens

it to (0°-45°) to reduce reflections whatever the light direction (front and back sides of the lens)."

Crizal Sapphire HR incorporates High-Resistance Technology for scratch resistance and thermal resistance. "Sometimes problems with coatings occur when lenses are exposed to high temperatures — spas, saunas or even the steam coming out of a dishwasher," says Boisvert. "These environmental factors can damage lenses, but this technology increases performance."

According to Essilor, testing shows the coating is 70% more scratch resistant than its previous generation and three times easier to clean after extensive smudging.

CLARITY REDEFINED

HOYA's Super HiVision Meiryo M EX4M represents both technological advancement and a nod to the company's cultural heritage. According to Todd Deforest, training and development manager for HOYA Vision Care Canada, the naming reflects evolution and meaning. "EX4 is the next iteration of our anti-reflective treatment," says Deforest. "And we wanted a name that meant

something. That's why we called it Meiryo — a Japanese word meaning clarity or clear. We went back to our roots."

Deforest is always impressed when R&D presents a new treatment, but he asks for evidence to share with ECPs. "My first reaction is always, 'Prove it,'" says Deforest. In response, the team demonstrated superiority through HOYA's comprehensive LongLife Index comparison test, evaluating five performance areas: droplet testing, sand/abrasion testing, oven testing, UV testing, and Steel Wool testing.

"Through blind testing, our treatment was superior to basically all others in all five areas," says Deforest. According to HOYA, the treatment demonstrates 2.5x better scratch resistance and 56% lower reflectance for improved clarity. "I've experienced the treatment myself, and the improvement is tangible. You can feel and see the difference."

LAYERED EXCELLENCE

Rodenstock's LayR technology takes a systematic approach to lens coating design, with X-tra Clean serving as the specialized top coating that addresses the difficulty that many patients experience in keeping lenses clean.

According to Paul-André Desjardins, vice-president of sales at Centennial Optical Limited, "X-tra Clean is the top coating applied over base layers. It's a new standard for long-lasting, crystal clear vision — extremely clear, easy to clean, with fewer fingerprints and less dirt to ensure the sharpest vision."

The technology employs flexible molecules, creating unique smoothness. Desjardins explains that Rodenstock refers to this as the "dynamic friction coefficient," which is significantly lower for X-tra Clean—"sometimes up to half," therefore increasing by the surface smoothness by two compared to current products.

According to Centennial, independent testing found 93% of spectacle wearers said lenses with X-tra Clean finish are easier to clean than their current lenses. The LayR technology incorporates anti-reflective coatings that reduce visible reflections by 50% and complete UV protection.

For ECPs, these premium coatings provide valuable differentiation against competitors. Each offers unique benefits while delivering measurable performance improvements that enhance patient satisfaction and loyalty. **OP**

Performance Comparison Chart

Feature	Zeiss DuraVision Gold UV	Essilor Crizal Sapphire HR	HOYA Super HiVision Meiryo M EX4M	Rodenstock LayR X-tra Clean
Scratch Resistance	ClearGuard technology	70% improvement over previous generation	2.5x better than leading competitors**	Revolutionary hard coating front/back
Smudge Resistance	Slippery surface feel	3x easier to clean than competitors*	5x longer-lasting easy-clean properties than previous generations	Dynamic friction coefficient 50% lower than previous generations
Anti-Reflective Performance	Minimal reflectance in low light	Multi-Angular Technology with blue residual	56% lower reflectance than competitors**	50% reduction in visible reflections***
UV Protection	Complete UV protection	E-SPF35™ rating	100% front and back protection	100% UV blocking layers
Blue Light Filtering	BlueGuard compatible		Enhanced contrast and glare reduction	Optional blue light reduction layer
Warranty/Support	Standard Zeiss warranty	2-year warranty, major vision plan coverage	Standard HOYA support	3-year scratch warranty
Standout Technology	Heritage gold aesthetic, ClearGuard	Multi-Angular Technology™, thermal resistance	LongLife Index durability testing	Flexible molecule chains, dynamic friction

*Source: Essilor **Source: HOYA ***Source: Centennial

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WILL POWER

**The basic building block
of a good estate plan is
having a will**

BY TIM PAZIUK

Everyone should have at least one will, whether you're a business owner or not. You should have two if you live in a jurisdiction that allows multiple wills and are a business owner.

Dying can be highly costly, and the less you plan, the more expensive it can be. Why give up more than 50 per cent of what you spent your lifetime accumulating when you don't have to?

For the record, not everyone will lose over 50 per cent, but some will without proper planning.

When anyone dies, the first thing that must be determined is whether that person has a will. If yes, then the executor takes charge of the estate. If not, someone must apply to the courts to become the legal representative. Every province and territory has its own rules about dying intestate (dying without a will), but suffice it to say, it's an unfortunate step to take because someone you probably loved neglected to write a will. The other sad thing about this situation is that your estate is subject to the will that the government provides to those who do not take the time to write their own.

Your spouse shouldn't have to pay taxes if you're married at death. However, if you're single or married and leave specific assets to someone other than your spouse, unnecessary taxes could be due.

Under the Income Tax Act (ITA), when someone dies, there is a "deemed disposition" of all their capital assets. A deemed disposition means that even if you don't sell anything, the government says you did and expects their

taxes at that time. If you own shares of a company, the shares of that company are deemed to be sold as of the date of death, and the taxes are due. A provision in the ITA allows for the tax-free rollover to the deceased spouse — but only to the spouse. This same rollover provision includes all other investments like RR-SPs, investment accounts or property.

When it comes to estate planning and taxation on death, the very best situation is to control everything and own nothing.

Even though your spouse may avoid income tax on your death, it does not necessarily exclude them from having to pay probate fees (which is where two wills come into play). This is particularly important in Ontario and B.C., where probate fees are 1.5 per cent and 1.4 per cent per \$1,000 of estate value, respectively. If a will has to be probated, it would include all estate assets. The idea with having two wills is that if one of the wills only consists of the shares of a private corporation, then the will doesn't have to be probated because shares of a private corporation can be transferred to the beneficiary without a probated will. All other assets (excluding the private corporation shares) would be in the second will.

So, if you are married at the time of death and leave everything to your spouse, there shouldn't be any tax problems. However, the problem

didn't go away; it was deferred. When the second spouse dies, the deemed disposition is triggered.

If you are a business owner, then this is where what you ultimately leave to your beneficiaries will be decided.

There are many ways to reduce taxes owed on death, but because of limited space, I'll only touch on one.

It's called an estate freeze.

When you retire, if you still own shares of a private corporation, you can exchange the existing shares for new shares with a fixed value.

You can then issue other shares to your beneficiaries (or a trust), which will fluctuate in value depending on the value of the company's assets.

You sell back some of your shares to the company every year, thereby reducing the value of your estate. This is where part of your retirement income comes from.

If you can redeem all your shares before you die, no deemed disposition would be attributed to your estate on those shares because you didn't own any at the time of death.

When it comes to estate planning and taxation on death, the very best situation is to control everything and own nothing. **OP**

Tim Paziuk has been in the financial services industry for over 45 years. He is the author of two books on the Incorporation of professionals and has been featured in the *Financial Post*, *Huffington Post*, *MoneySense* magazine, and numerous other publications. He is currently the Chairman of TPC Financial Group Limited, a fee-for-service financial planning firm specializing in professionals.





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BONUS TRACK

Implementing a Team-Based Bonus Program

BY NANCY DEWALD



Often, I'm asked: Is there value in having a group bonus, and if so, how should it be structured?

So, considering this month's theme, I chose to cover this topic.

A well-structured bonus program can boost team morale, drive performance and encourage collaboration among optical teams. To ensure success, the program must be team-based, simple to understand, easy to measure and realistic. Here's a guide to implementing such a program effectively, including the WFIM (What's in it for me) principle to maximize engagement.

1. Establish clear objectives

Before designing the program, define what success looks like.

Objectives may include:

- Increasing revenue through higher sales of eyewear and lens upgrades
- Enhancing customer satisfaction by improving service and reducing wait times
- Boosting efficiency in workflow and inventory management
- Aligning the program with business goals ensures meaningful results that benefit both the company and the team.

2. Create a simple & measurable plan

To keep the program effective:

Make it team-based: This is one of the key behaviours of a cohesive team. Individual bonuses can lead to competition rather than collaboration. A team-focused approach encourages shared responsibility.

Set clear targets: Use key performance indicators (KPIs) such as monthly revenue, patient satisfaction scores and appointment efficiency to measure success.

Ensure transparency: Clearly outline how bonuses are calculated so every team member understands the connection between performance and rewards.

3. Keep it realistic and attainable

A bonus program should be challenging but achievable. Unrealistic goals can discourage the team rather than motivate them.

Consider:

- A tiered reward system, where small wins accumulate toward larger bonuses
- Setting achievable benchmarks based on past performance trends

4. Roll out the program effectively

Launching the program successfully is key to adoption and engagement.

Follow these steps: Communicate clearly: Explain the program to the team through a meeting, ensuring everyone understands how it works.

Collaborate on a plan to achieve the target:

As a team, put together action steps and plans to achieve the goal. Employees need to weigh in to buy in.

Engage team members: Use the WFIM principle—help employees see “what’s in it for me?” by outlining how the bonus bene-

fits them financially and professionally.

Track progress: Use visual trackers, regular updates and team meetings/huddles to reinforce participation and accountability.

Celebrate achievements: Acknowledge wins publicly to build motivation and sustain enthusiasm for future bonus periods. Although the goal is a team goal, it's OK to call out individual contributors.

Payout: Any incentive should be self-funding; results should increase enough to cover the costs of the payout. Depending on what is important to your team, payouts can be financial, team events, attending industry events or wellness perks.

Conclusion

A well-designed team-based bonus program can transform an optical team's performance by promoting collaboration, enhancing productivity and driving measurable success. By keeping it clear, fair and aligned with business goals—and by ensuring an effective rollout using WFIM—businesses can see lasting improvements in team morale and customer satisfaction. **OP**

Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran. She is CEO and founder of Lead Up Training and Consulting, which specializes in identifying business gaps, implementing solutions and developing leaders. To find out more, visit leaduptrainingandconsulting.ca.

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Taking Great Video Content

BY SAMANTHA PURCHASE, Marketing4ECP



Video content has become an increasingly powerful tool for businesses across all sectors, and eyecare practices are no exception. Good videos offer a dynamic way to connect with your patients, educate your community and showcase the expertise of your practice.

How do you know what makes a video “good” and what doesn’t? We spoke to Ozzy Ponce, the videographer for Marketing4ECPs, to find out.

WHY DOES VIDEO WORK?

As a marketing tool, video content captures attention more effectively than static images or text alone. It allows for a richer storytelling experience, enabling businesses to convey their message, demonstrate their products or services and connect with viewers on a deeper emotional level.

As Ozzy mentions, video is useful for building a reputation as a practice. “Understanding the experience is what builds trust,” he explains. If someone doesn’t know what to expect from you or your practice because of your lack of online presence, they’re much more likely to move on and find someone who does. “Investing in video is a way to invest in your practice by letting people understand and have clear expectations.”

HOW TO USE VIDEO

So you’re ready to delve into video! Now what? Don’t overdo it, recommends Ozzy. “Video is supposed to fill in the gaps and lead your content.”

You don’t want to spend countless hours making and editing long videos just to say you’ve incorporated video—this is where strategy comes into play.

“Video does not live in a vacuum,” says Ozzy. It’s most effective when integrated into a comprehensive strategy alongside your other materials. Use video to support other content, such as blog posts, website pages and social media campaigns.

To maximize the impact of your video content, adopt a strategic approach:

MULTIPURPOSE CONTENT: Schedule longer video sessions with a videographer that can be edited into shorter, more focused videos for various platforms. This approach optimizes your investment and can provide a library of content.

DON’T OVERLOAD: Focus on your message! A common mistake is cramming too much information into a single video. Ozzy recommends using one message or idea per video.

DEFINE YOUR VIDEO’S PURPOSE: Use video for education (explaining conditions, demonstrating procedures), entertainment (engaging social media content) or storytelling (patient testimonials, practice highlights).

BEST PRACTICES FOR SHOOTING YOUR OWN VIDEO

“So many people think that video is expensive and time-consuming, but it doesn’t have to be,” explains Ozzy. Instead of spending money, use what you already have.

Ozzy’s best tips for shooting your own video:

USE YOUR PHONE: Most phones are equipped with a camera capable of producing professional-looking video. There are many free apps for video editing as well—Ozzy recommends CapCut as a user-friendly and effective tool.

INVEST IN LIGHTING: If you’re looking to boost your production value, Ozzy recommends a simple lighting setup, such as a ring light, for consistent, professional-looking videos.

KEEP IT SHORT: Aim for videos that are concise and to the point. Opt for shareability if the video is on social media—as Ozzy explains, “Sharing matters way more” on social media for word of mouth or virality.

CONSIDER THE PLATFORM: The platform where you share your video influences its style and tone:

- **Social media (Instagram, TikTok):** Ideal for short, engaging and often humorous videos designed to capture attention and generate shares.
- **YouTube and your website:** Better suited for longer, more educational and in-depth videos that provide detailed information.

USE VIDEO CONTENT TO BUILD YOUR PRACTICE

As Ozzy tells us—especially in today’s fast-paced world—video is key to growing your business, whether it be on the patient side or the business side.

Leverage video’s power with strategic planning and the right resources (phone or pro) to create compelling content that engages, builds trust and elevates your eyecare practice. **OP**

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CANCER



JUNE 21–JULY 22

Astrological signs say a lot about someone's personality – which in turn is reflected in their sense of style. Here's the "eyewear horoscope" for this month's zodiac sign.

Sensitive, intuitive and deeply loyal, Cancers are ruled by emotion and nostalgia—which means their eyewear choices are often rooted in sentiment, not trend. They gravitate toward frames with a story: vintage shapes, heritage details, and designs that feel quietly elegant rather than flashy.

Think rounded cat-eyes, soft squares or delicate metal rims in moonlit hues like pearl, silver or blush. Comfort is key, but so is a sense of emotional connection, whether it's a frame gifted by someone special or one that reminds them of summers past. Cancers also love a touch of romance, so subtle embellishments or sculptural curves often appeal. Stars like Ariana Grande, Tom Hanks and Margot Robbie, each a Cancer, embody the sign's mix of sensitivity and classic style.

For Cancers, eyewear isn't just an accessory — it's an extension of their inner world, worn close like a second skin. **OP**



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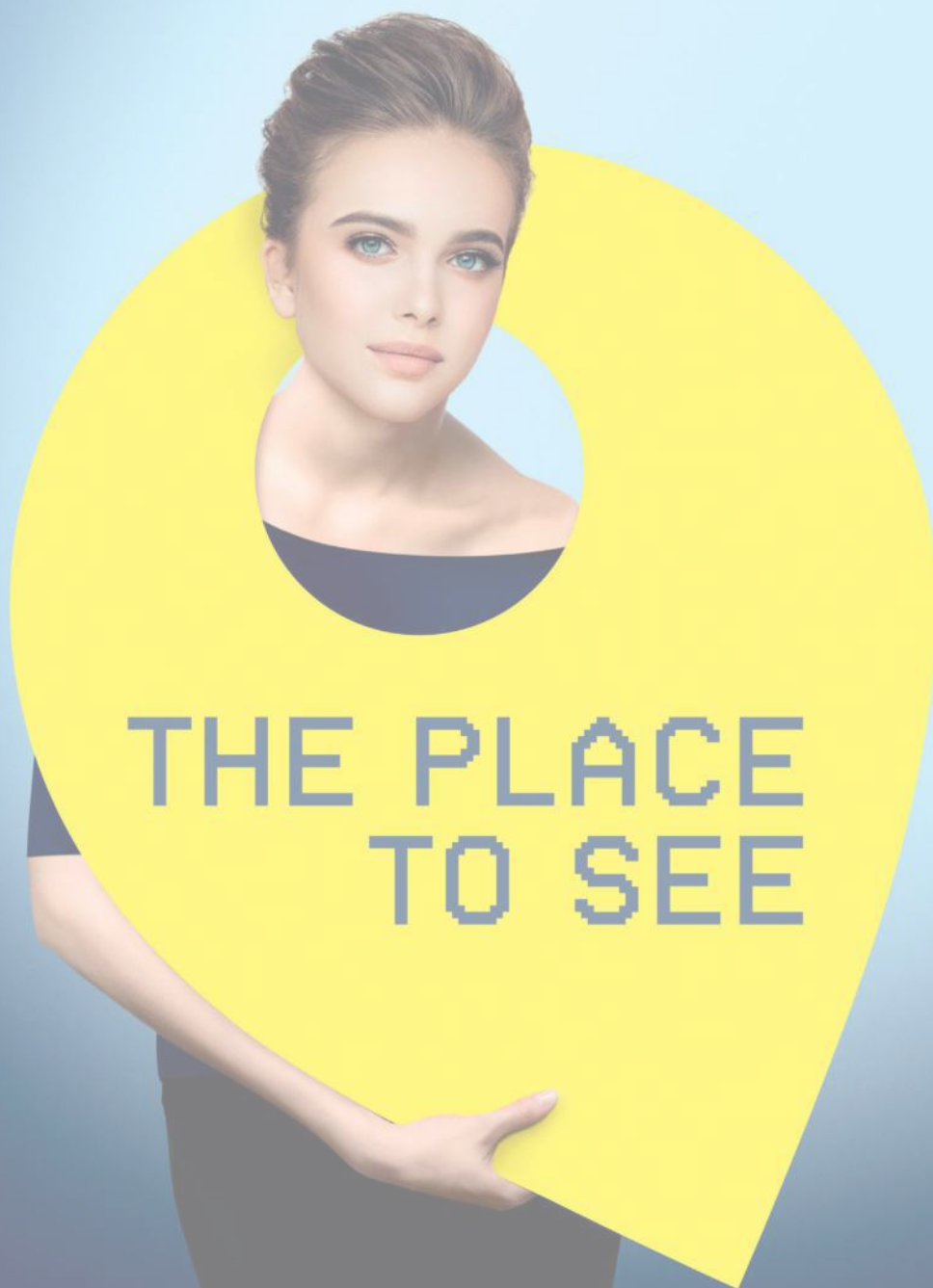
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