



# **OPTI**FORUM

JANUARY 2023 EDITION



**SAOA**

South African Optometrist Association

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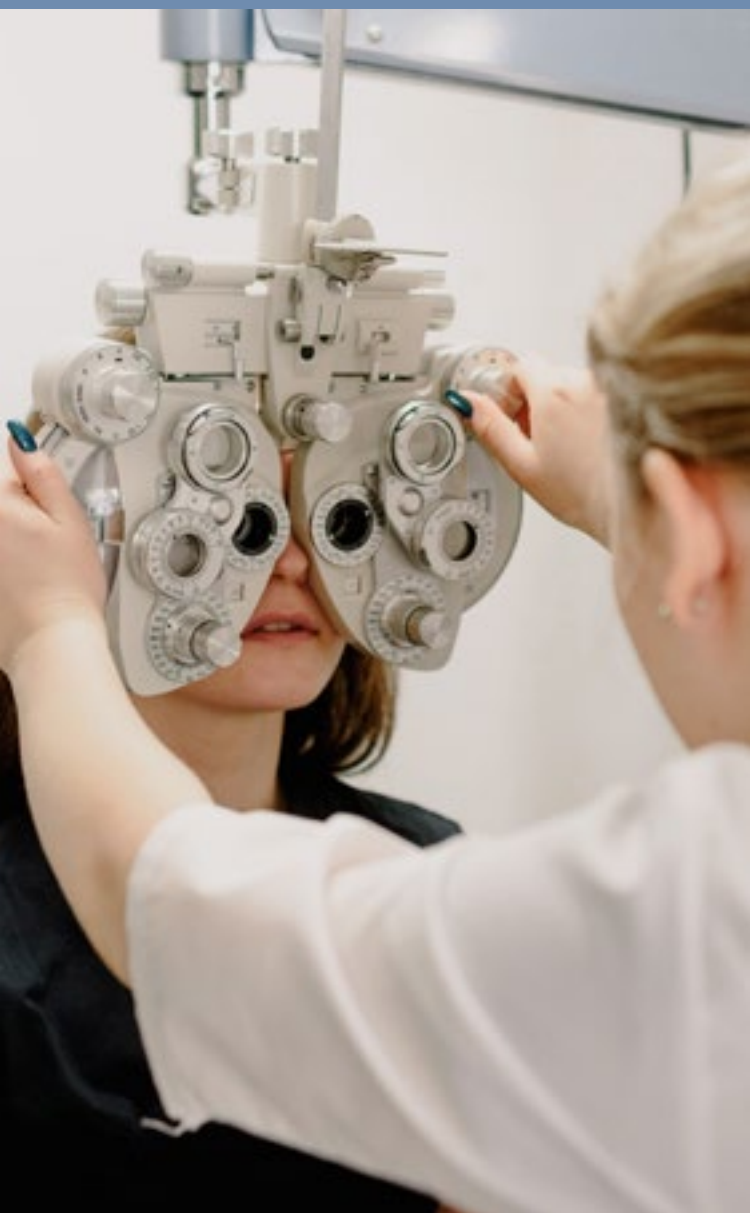


## FOREWORD

The Optiforum, published biannually, is to be regarded as an official mouthpiece of the SAOA, presented as a compendium of news, views, and reviews, which are relevant to the professions of optometry and dispensing opticianry.

Importantly, the Optiforum is also made available to **our partners and stakeholders** with whom we regularly engage and whom we thank for their continued support.

## INTRODUCTION



### OPTOMETRY AND DISPENSING OPTICIANRY – THE PRIMARY EYE CARE PROFESSIONS

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The concept of Primary Health Care (PHC) has been repeatedly reinterpreted and redefined in the years since 1978, leading to confusion about the term and its practice. A clear and simple definition has been developed to facilitate the coordination of future PHC efforts at the global, national, and local levels and to guide their implementation:

“PHC is a whole-of-society approach to health that aims at ensuring the highest possible level of health and well-being and their equitable distribution by focusing on people’s needs and **as early as possible** along the continuum from health promotion and disease prevention to treatment, rehabilitation and palliative care, and as close as feasible to people’s everyday environment.” (WHO and UNICEF. A vision for primary health care in the 21st century: Towards UHC and the SDGs).

From the perspective of the SAOA, all activities introduced during the course of the year were underpinned by theme, **THE PRIMARY EYE CARE PROFESSIONS**, encouraging members of the public to undergo regular eye examinations, and SAOA members to embrace their full scope.



## MESSAGE FROM SAOA PRESIDENT

The year 2022, followed 2020 and 2021, arguably, the most challenging years, globally, in recent times, with the emergence of the world- changing Covid 19 virus in addition to other forces such as the flooding in KZN, amongst others. Our professions and industry also underwent tremendous pressures with forced adaptive changes, including the risk of contracting the virus. Sadly, and unfortunately, between 2022 and 2023 we have lost 3 additional colleagues to the virus. We extend our deepest condolences to their families and loved ones. May their souls continue to rest in peace.

As we champion forward amidst all the challenges of 2022, there are many positives that we, as the SAOA, are proud to announce to the industry, as evidenced by the performance of the SAOA, as summarized in this publication. Of course, the greater professional challenges continue with the realization of complete scope of practice for both Optometrists and Dispensing Opticians. Importantly there has been the continued emphasis training of the cadres of our professions to be able to realise the full scope practice, to accommodate the role of **THE PRIMARY EYE CARE PROFESSIONS.**

I take this opportunity to thank the Board of Directors, Committee Members, Regional Representatives, staff members and our CEO for their dedication and untiring efforts.



**DOLLARS BOLOKA**

*SAOA President*

## FROM THE DESK OF THE CEO

*"You can't turn back the clock. But you can wind it up again."*

**Bonnie Prudden**

The New Year is a time to reflect on the previous year and celebrate the arrival of a new one. It's also a time to share hopeful Happy New Year wishes with all those who matter in our lives. **The SAOA Board, Management and Staff thus extends our very best wishes to our valued Members, your families, colleagues and practice staff for a year to be filled with happiness, good health and prosperity.**

The past few months have witnessed interesting but very relevant developments which include, but not restricted to, the Certificate of Need (CON) being declared unethical and unconstitutional by the Gauteng High Court, the introduction of the Limited Administrator Accreditation Framework by the CMS, to be implemented as of 1 October 2022, whereby the traditional optometric networks will need to be registered, application by the BHF to be exempt from the competition law, to allow medical schemes to participate in what would be otherwise regarded as anticompetitive conduct, application by the Independent Practitioners Associations Forum (IPAF) to be exempted from the competition laws, to enable practitioners to negotiate with medical schemes, revision of the Occupational Health and Safety (OHS) directive, relating to conduct to manage exposure to Covid, and other infections in the workplace, amongst others.

Of importance is that the SAOA has stayed on top of all the above, having submitted comprehensive responses to all draft interventions published for comment, and keeping members informed, accordingly.

In general, 2022 has been another year where the demands and challenges have been exceptionally high, but again, the SAOA as an organisation, has risen to the occasion.



**HARRY ROSEN**

**SAOA CEO**



## NEW APPOINTMENT: SAOA MANAGER: MARKETING AND MEMBERSHIP

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It is a great pleasure to advise our members of the appointment of **THIVASHA REDDY** as Manager: **Marketing and Membership**, as from 1 March 2023.

Thivasha is a qualified optometrist who also has obtained her B Com degree (Finance), in addition to having undergone various marketing related courses such as the Higher Certificate of Marketing (IMM Graduate School of Marketing) and Digital Marketing (Digital School of Marketing).

Thivasha has been employed by the Sandhurst Eye Centre for the past 12 (twelve) years in the capacities of Optometrist and Marketing Manager. There is no doubt that Thivasha, with her educational background, expertise and practical experience, will contribute significantly to the strength and growth of the South African Optometric Association. We wish her every success and a long and happy tenure in her new role.



**THIVASHA REDDY**

## EXPRESSION OF THE YEAR 2022 (OXFORD)

The public has spoken! After opening the choice of Word of the Year up to English speakers for the first time in its history, over the last two weeks more than 300,000 people cast their vote.

The Oxford Word of the Year is a word or expression reflecting the ethos, mood, or preoccupations of the past twelve months, one that has potential as a term of lasting cultural significance. Supported by evidence of real language usage, Oxford's editors track candidates as they emerge throughout the year, analyzing frequency statistics and other language data in the Oxford English Corpus. Previous words have included *vax* (2021), *climate emergency* (2019), and *selfie* (2013).

And the winner is...

### **GOBLIN MODE**

'Goblin mode' – a slang term, often used in the expressions 'in goblin mode' or 'to go goblin mode' – is 'a type of behaviour which is unapologetically self-indulgent, lazy, slovenly, or greedy, typically in a way that rejects social norms or expectations.'

Although first seen on Twitter in 2009, goblin mode went viral on social media in February 2022, quickly making its way into newspapers and magazines after being tweeted in a mocked-up headline. The term then rose in popularity over the months following as Covid lockdown restrictions eased in many countries and people ventured out of their homes more regularly. Seemingly, it captured the prevailing mood of individuals who rejected the idea of returning to 'normal life' or rebelled against the increasingly unattainable aesthetic standards and unsustainable lifestyles exhibited on social media.

## 2022 AT A GLANCE

### JANUARY AND FEBRUARY

<b>2 January</b>	Parliament of South Africa fire: A major fire breaks out at the parliamentary complex in Cape Town.
<b>4 January</b>	The first part of the final three-part report of the Judicial Commission of Inquiry into State Capture was published.
<b>10 January</b>	Eastern Cape floods: Flooding in Eastern Cape leaves at least 14 dead and displaces hundreds more in the region.
<b>1 February</b>	The JSC resumed its interviews for the next Chief Justice,[2] interviewing Justice Mbuyiseli Madlanga.[3] The second part of the final three-part report of the Judicial Commission of Inquiry into State Capture was published.
<b>4 February</b>	World Cancer Day
<b>7 February</b>	World Health Day
<b>10 – 16 February</b>	Pregnancy Awareness Week
<b>10 February</b>	President Cyril Ramaphosa delivered his State of the Nation Address at Cape Town City Hall in a joint sitting of parliament.
<b>18 February</b>	Health Lifestyle Awareness Day
<b>20 February</b>	<b>SAOA Annual General Meeting</b>

### MARCH AND APRIL

<b>1 March</b>	The third part of the three-part report of the Judicial Commission of Inquiry into State Capture was published.
<b>5 - 11 March</b>	World Glaucoma Week
<b>8 March</b>	International Women's Day
<b>10 March</b>	Acting Chief Justice Raymond Zondo is appointed Chief Justice of South Africa with effect from 1 April 2022.

<b>16 March</b>	President Cyril Ramaphosa recognised Prince Misuzulu Zulu as the King of AmaZulu nation in South Africa after a long court battle.
<b>20 March</b>	World Head Injury Awareness Day
<b>21 - 25 March</b>	World Optometry Week
<b>22 March</b>	The EFF opened a case against Operation Dudula leader Nhlanhla 'Lux' Dlamini after members of the organisation allegedly attached 59-year-old Victor Ramerafe in order to provoke the EFF.
<b>23 March</b>	World Optometry Day
<b>24 March</b>	World TB Day
<b>25 March</b>	The trial of alleged parliament arsonist Zandile Made was postponed to 12 April.
<b>30 March</b>	A motion of no confidence in the cabinet excluding the president sponsored by the DA failed to gather a majority of votes. 1 MP abstained, 131 MPs supported the motion and 231 voted against the motion.
<b>31 March</b>	The term of the National Commissioner of Police Khehla Sithole came to an end after a mutual agreement between him and President Cyril Ramaphosa was made earlier for him to step down. General Fanie Masemola was appointed the new Commissioner of Police.
<b>4 April</b>	The government lifted the National State of Disaster with effect from midnight. Other measures described as "transitional measures" remained for the following thirty days. These included the wearing of masks, limitations on gatherings and international travel.
<b>8 - 12 April</b>	Severe floods across KwaZulu-Natal leave at least 435 people dead.
<b>18 April</b>	<b>The sudden and tragic passing of SAOA Membership Liaison Manager, Lucky Nkosi</b>
<b>26 April</b>	The Parliament of South Africa created an Ad Hoc committee to oversee the management of finances and resources used to help those affected by the 2022 KwaZulu-Natal floods.

## MAY AND JUNE

<b>10 May</b>	Global Move for Health Day
<b>12 May</b>	International Awareness Day for Chronic Immunological and Neurological Diseases
<b>15 May - 15 June</b>	Go Turquoise for the Elderly Campaign
<b>17 May</b>	World Hypertension Day
<b>23 - 28 May</b>	<b>Myopia Awareness Week</b>
<b>28 May</b>	International Day of Action for Women's Health



<b>1 June</b>	International Children's Day
<b>19 June</b>	World Elder Abuse Awareness Day
<b>22 June</b>	The Minister of Health Joseph Phaahla repealed the transitional COVID-19 measures, including the wearing of masks, limitations on gatherings and international travel.
<b>26 June</b>	21 people are killed in the Enyobeni Tavern disaster in East London, Eastern Cape.

## JULY AND AUGUST

<b>5 - 11 July</b>	Corporate Wellness Week
<b>9 July</b>	Pietermaritzburg shooting Soweto shooting
<b>18 July</b>	International Nelson Mandela Day
<b>1 August</b>	National Women's Month
<b>9 August</b>	National Women's Day

## SEPTEMBER AND OCTOBER

<b>1 September</b>	Lady Justice Mandisa Maya began her term as Justice of the Constitutional Court in the post of Deputy Chief Justice. Consequently, she resigned as President of the Supreme Court of Appeal
<b>11 September</b>	Jagersfontein dam collapse
<b>21 Sep - 18 Oct</b>	<b>Eye Care Awareness Month</b>
<b>26 September</b>	World Environmental Day
<b>1 Oct - 31 Oct</b>	National Transport Month
<b>13 October</b>	<b>World Sight Day</b>

## NOVEMBER AND DECEMBER

<b>16 November</b>	World Diabetes Day
<b>21 November</b>	The Constitutional Court ordered the release of Polish White Nationalist Janusz Waluś on parole. Waluś did the 1993 assassination of Chris Hani, General Secretary of the South African Communist Party and chief of staff of Umkhonto we Sizwe (MK), the armed wing of the African National Congress (ANC) [10][11]
<b>20 Nov - 18 Dec</b>	World Soccer Cup, Qatar
<b>2 December</b>	The HPCSA, in collaboration with the Professional Board for Optometry and Dispensing Opticians (PBODO) published Ethical Rules pertaining to the Online Sale of Assistive Optical Devices.

## SAOA AMBASSADORS

We have recently engaged a new ambassador, **Zain Johnson**. He is a media personality, well known in the Western Cape and often surfing the waves on KFM. He brings with him access to media platforms not previously explored by us. Zain is also excellent at presenting, promoting and speaking.

With the important work he has done recently for us with regards to Eye Care Awareness Month. Zain has been an absolute asset to the SAOA. He organised two interviews on KFM plus 702 with our CEO Harry Rosen as the interviewee. He was also instrumental in organising our participation in the GOLDEN ARROW BUS COMPANY transport month drive. There were two educational drives at the DEPOTS and 5000 to 6000 people passed through

**Phumlani Dube**, is our other ambassador. He is a health evangelist, entrepreneur and networking guru. He currently works as a Community Relations Officer for AmaZulu Football Club and serves as a Brand Ambassador for McCarthy VW Durban, the Prime Human Performance Institute and the South African Optometric Association. He recently participated in the outreach carried out in KZN during ECAM.



**ZAIN JOHNSON**



**PHUMLANI DUBE**

## PERFORMANCE OF THE SAOA

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Oversight of performance is one of the **key responsibilities** of a Board of Directors. In this regard, the following performance parameters, as identified by the Board and CEO, are measured on a monthly basis.

### KEY PERFORMANCES AREAS

- Advocacy
- Communication
- Community
- Finances
- Human Resources
- Image
- Membership
- Stakeholder Relations
- Strategy
- Value Delivery



In general, the SAOA exceeded expectations across the spectrum of parameters, considering the challenges that presented throughout the year, 2022. For a more comprehensive report, [click here](#)



## FINANCE COMMITTEE

The following can be regarded as the mandate of the Finance portfolio to ensure that Exco, and the board are kept abreast with:

1. Accurate Monthly Management Accounts.
2. Accurate Annual Budget.
3. Accurate Cashflow Budget, Analysis and Projections.
4. Financial Risk Assessment.
5. Debtor's book Management. Including monthly follow through on outstanding accounts\*
6. Creditors book Management.
7. Find or identify other alternative sources of income or revenue streams.
8. Continuously mitigate the identified risks.
9. Continue to develop and maintain sound finance policies that ensures compliance with GAAP leading to unqualified audits.
10. Test the protocols that are in place for potential shortcomings.
11. Maintain and enforce agreed procurement policies.
12. Monitoring of performance of the third-party agents and consultants.
13. Project on membership fees and report to Exco and Board.

### ROLE CLARITY

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For purposes of the report, the roles of the following persons are to be noted.

- CEO - Harry Rosen
- Finance Director - Nivien Subramany
- Finance administrator - Mildred Ubombo
- SIMARCA – Bookkeeping Services
- Debt Collection - Contract - Joy Stewart

It is to be noted that the SAOA has evolved, financially, to an organization that can be regarded as solvent, stable, secure, with the desired sustainability. To access the full report, [click here](#).



**Nivien Subramany**

## PUBLIC HEALTH COMMITTEE

The Public Health has a very important role to play throughout the year regarding in accordance with an extensive plan which has incorporated all necessary eye care events. So, in this regard, it is always crucial for the Public Health Committee to take part (proactively) in the vision screenings and eye care awareness activities throughout the country, which we did very well this year 2022, and this needs to be repeatedly done with consistency.

This year, our very first screenings were done at a school around Midrand and at a local Church in Tembisa. This is where we screened school teenagers and the elderly population respectively. Our intention going forward was to move to other regions and provinces throughout South Africa, which we achieved especially during the ECAM season.

This was achieved by collaborating with the UL, UJ and UKZN optometry students, regional reps of SAOA and the regional eye care coordinators from the Department of Health. Yes, that way, eye screenings was done in different provinces by some regional reps, committee members and by partnering with the Departments of Health and the mentioned Universities.



**Bignocia Masinge**

## EDUCATION AND CLINICAL STANDARDS COMMITTEE

The following are the core responsibilities of the Education and Clinical Standards Committee.

1. To ensure availability of Clinical Standards for all relevant optometric procedures.
2. To collaborate closely with Coding Committee regarding development of procedural codes and related clinical standards.
3. To advocate for desired content within curricula of academic institutions.
4. To establish relationships with academic institutions.
5. To develop an annual CPD programme with proposed budgets.
6. To liaise closely with marketing portfolio to ensure appropriate educational content incorporated within publicity material, website, etc.
7. To develop academic programme for SAOA HO CPD events (Not regional, unless requested).
8. To establish pool of credible speakers.
9. To establish pool of expertise to address queries from public, health care providers, medical schemes, government etc.
10. Present report to board on quarterly basis.

The Committee meets every Tuesday evening to accommodate the above. It is to be noted that, as a result of the efforts of this committee, a series of 21 (twenty-one) webinars were successfully orchestrated and held during 2022 (See 'Webinars' below).



**Casandra Seethal**

## PRIVATE PRACTICE COMMITTEE

Considering that the Private Practice portfolio is responsible for addressing all issues, factors and forces that impact, or have the potential to impact on optometry within the private sector, this committee is kept busy with multiple engagements that generally went well. In all meetings the main objective was clearly communicating to all stakeholders, and we were storming through rough waters as promoting Optometry as THE primary eye care profession.

### Committee Composition

- Dollars Boloka-Co Chair
- Martelie Burger- Co Chair
- Sandy Govender-Committee member
- Enrique Nzula-Committee member
- Sandra Thomas-Committee Member
- Harry Rosen (CEO)



**Dollars Boloka**



**Martelie Burger**



## SPECIAL PROJECTS COMMITTEE

Special project portfolio committee is chaired by Marna Pieterse who works closely with the SAOA CEO. Committee members are co-opted per project as needed.

### Scope of the Committee

**‘Special Project’** means a strategically significant task or project that requires dedicated focus and resource to achieve a predetermined outcome, usually within a specified timeframe.

A Special Project can result from a key issue identified by any portfolio where dedicated focus and resource may be required.

The Director for Special Projects, ideally, manages tasks on a project management basis to accommodate key organizational initiatives as assigned by the Board.



**Marna Pieterse**

## SAOA PROCEDURAL CODES

The revised procedural codes were disseminated to all relevant stakeholders which in general, appeared to be well accepted. Advocacy in this regard is ongoing with all relevant stakeholders. Introduction and education around the coding structure with specific reference to **“More than 11001”** is ongoing and assistance to members with queries around these codes are part of portfolio.

Proposals for recap and training regarding the codes, protocols and RVU's have been incorporated into the 2023 planning to include a roadshow.

## EYE CARE AWARENESS MONTH: LOVE YOUR EYES

In 2022 Public Health and Marketing portfolios went all out to deliver a spectacular ECAM initiative. Activities were organised throughout the provinces with screenings, visual examinations and optical device dispensing. A comprehensive report, with images, was disseminated to all stakeholders, which has been placed on our website.

A joint media release was drafted by SAOA, in collaboration with OSSA to ensure that the public was made aware of the SAOA OUTREACH as well as the RIGHT TO SIGHT OUTREACH by OSSA aimed at decreasing the waiting lists for cataract extraction and implants.

18 September 2022 to 31 October 2022 encompassed four major events, all linked to healthy vision:

- 18 to 25 September: World Retina Week
- 21 September to 21 October: Eye Care Awareness Month
- World Sight Day falling on 18 October
- to 31 October: National Transport Month

SAOA celebrated all events, underpinned by the theme, **LOVE YOUR EYES**, in various forms which included publicity, radio interviews, provision of eye care services to communities in need, educational drives at licensing centres, educational roadblocks, amongst others. SAOA Members, as always sacrificed professional and personal time to participate in eye care activities. Hundreds of South Africans benefited, in one way or another.

These activities proved to be very effective with the desired results; however, the resultant impact could never have been achieved without the support and participation from role-players who partnered with the SAOA. In this regard, we have thus taken the liberty of producing our '**ROLL OF HONOUR**,' which represents a public expression of gratitude and appreciation to all organisations and individuals involved. To access the Roll of Honour, [click here](#).



# NATIONAL TRANSPORT MONTH





## FAREWELL TO COLLEAGUES WHO HAVE PASSED



**GREAME NEWBY**  
1953 - 2022



**LUCKY NKOSI**  
1970 - 2022



**MARIETTE VAN DER MERWE**  
1955 - 2022

## SECOND SAOA MEMBER 6/6 FORUM

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The Member 6/6 Forum concept, introduced in October 2022, is to provide an opportunity for SAOA members to be updated by the SAOA Board and CEO on 6 (six) topical matters at 6h00pm on a weekday, at least on a monthly basis. The 6/6 approach is yet another initiative introduced by the SAOA in an attempt to effectively communicate with our members and address topical matters of relevance.

The second **SAOA Member 6/6 Forum** was held on Wednesday evening, 30 November 2022, from 18h00 to 19h00. The 6 (six) topics addressed included the **Performance of the SAOA in 2022**, the **Certificate of Need**, pending **PBODO-related matters** such as online sale of optical devices, **Medical Scheme Engagements**, **Driver Certificates**, and the **Centennial Celebration**. Please note that the next 6/6 Forum is scheduled to take place in February 2023. To view the presentation of 30 November, [click here](#).

## SAOA WEBINAR SERIES: 2022



The final SOA webinar in 2022, which addressed inter-professional relationships, was held on Saturday 26 November. During the course of the year, SOA hosted twenty-one webinars, all underpinned by the 2022 theme, which placed emphasis on Optometry and Dispensing Opticianry as **THE Primary Eye Care Professions**.

There were approximately **1800 attendees** across the spectrum of webinars throughout the year, which covered topics within the categories of 'Clinical,' Ethics and Legal, Practice Management, Stakeholders, and others. We extend our thanks and appreciation to all speakers, sponsors, organisers (SOA staff), the Education and Clinical Standards Committee, and of course, our valued members for their part in ensuring a successful webinar series.

An outline of the 2023 webinar series was published in the News Flash on 9 December 2022.

## MARKETING COMMITTEE

The Marketing Committee is integral to all portfolios and committees within the fold of the SAOA. The mandate of the committee is to provide a bridge between the committees and their target audiences. This advocacy extends to all stakeholders including but not limited to members, the public, affiliated professions, the National Department of health, HPCSA, CMS, suppliers and NGO'S working in the healthcare space. The Public Health Portfolio works closely with Marketing and the Marketing Director serves on the Committee to enable quick feedback and optimal cross pollination.

The ultimate goal is to **attain a positive image rating at the levels of both the SAOA membership as well as external stakeholders**. In accordance with the desire to intensify awareness, the development of cost- effective impactful advertisement campaigns, is the focus of the committee. Themes are explored and powerful visuals are used across a spectrum of media encompassing publications, Website, Facebook page, Screen Saver, Banners (meetings, conferences) etc. of ideas.

The theme for this past year has been to raise awareness of Optometry's place in the health care arena. Optometry and Dispensing Opticianry are **THE Primary Eye Care Professions**. This positioning of the prominent role of Optometry in healthcare, will continue into 2023. This will allow cementing of this fact by once again underlining this theme in all campaigns carried out in 2023.

To this end an intensive marketing programme is pursued and supported by dedicated resources which include:

- Dedicated marketing portfolio at Director Level
- Full-time Marketing and Membership Manager
- Full time Marketing Administrator
- Dedicated Marketing Committee
- Creative agency-G STUDIO

SAOA Marketing incorporates cutting-edge information and communication technology within all marketing activities, public relations on a deliberate, planned and sustained basis, and Dipstick surveys to track and monitor results of actions.

Different communication pathways are used to ensure swift dissemination of information to target groups. These include Newsflashes, Whatsapp messages, newsletters (Optiforum), Webinars, social media, Twitter, Facebook and communication trees. The Member Communication Hotline ensures that member queries are addressed promptly and comprehensively.



**Sandy Govender**



# WORLD RETINA DAY

SAQA 24 SEPT RETINA SOUTH AFRICA YOUR EYES

**WORLD RETINA DAY**



**LOVE YOUR RETINA**

REGULAR VISION AND EYEHEALTH EXAMS HELP DETECT RETINAL PROBLEMS.

SAQA 19 - 25 SEPT RETINA SOUTH AFRICA YOUR EYES

**WORLD RETINA WEEK**



**LOVE YOUR RETINA**

**RETINITIS PIGMENTOSA & STARGARDT'S**  
These are rare genetic disorders. If you experience any of the symptoms below and you have a family history you should visit your optometrist.

- Night blindness - trouble seeing in low light
- Loss of colour vision
- Light sensitivity
- Loss of side or middle vision

SAQA 19 - 25 SEPT RETINA SOUTH AFRICA YOUR EYES

**WORLD RETINA WEEK**



**LOVE YOUR RETINA**

**Detached retina:**  
When the retina lifts away from the back of the eye. This is a medical emergency. Symptoms include: flashing lights, floating cobwebs and loss of vision.

SAQA 19 - 25 SEPT RETINA SOUTH AFRICA YOUR EYES

**WORLD RETINA WEEK**



**LOVE YOUR RETINA**

**Diabetic Retinopathy:**  
Early symptoms include floaters, blurriness, dark areas of vision and difficulty perceiving colours. Blindness can occur.

# EYE CARE AWARENESS MONTH


**EYE CARE AWARENESS MONTH**  
 21 SEPT - 18 OCT


**YOUR EYES**



**MAKE HEALTHY LIFESTYLE CHOICES**  

Quit smoking, exercise regularly, indulge in a balanced diet. brightly coloured vegetables like spinach, peppers and carrots have lutein which help prevent age related macular impairment.


**EYE CARE AWARENESS MONTH**  
 21 SEPT - 18 OCT


**YOUR EYES**



**VISIT YOUR OPTOMETRIST**  

Annual comprehensive vision and eye health examinations can diagnose: Diabetic Retinopathy, Glaucoma, macula degeneration, cataracts and Vision impairment requiring correction with an optical device.


**EYE CARE AWARENESS MONTH**  
 21 SEPT - 18 OCT


**YOUR EYES**



**TIPS FOR SAFE DRIVING**  

1. Obtain a certificate of competence from your optometrist
2. Always wear your prescription device when driving.
3. Wear sunglasses to block harmful UV radiation or a photochromatic tint in prescription eyewear.
4. Night vision can be enhanced with a combination of anti-reflex coatings and tints
5. Never text while driving.


**EYE CARE AWARENESS MONTH**  
 21 SEPT - 18 OCT


**YOUR EYES**




**AND YOUR LOVED ONES: VISIT YOUR OPTOMETRIST BEFORE DRIVING**  

Good vision is key to all aspects of driving. **Good near and distance vision are needed to identify road hazards, read signs and view your dashboard.** Ensuring optimum vision function in drivers is necessary for avoiding accidents.


**EYE CARE AWARENESS MONTH**  
 21 SEPT - 18 OCT


**YOUR EYES**



**TIPS FOR COMFORTABLE DIGITAL DEVICE USE**  

1. Practice the 20-20-20 rule: Take a break every 20 minutes, look at something 20 ft(6m) away for 20 seconds
2. Ask your optometrist to dispense eyewear with a blue light blocker. This coating will eliminate the blue light emitted from digital devices and decrease eyestrain.
3. Put away your device an hour before sleep, to improve sleep patterns.


**EYE CARE AWARENESS MONTH**  
 21 SEPT - 18 OCT


**YOUR EYES**



**WEAR YOUR SUNGLASSES**  

**Sunglasses Provide Protection from UV Light.** Over time, UV light causes cataracts, eyestrain, headaches and macular degeneration. Prescription eyewear can incorporate photochromatic changeable tints which block harmful UV.

# EYE CARE AWARENESS MONTH

 **EYE CARE AWARENESS MONTH**  
21 SEPT - 18 OCT





**TODAY IS WORLD SIGHT DAY!**

**5 million eye exams** The Love Your Eyes campaign encourages individuals to prioritise their own eye health whilst advocating accessible, affordable, and available eye care the world over.

 **EYE CARE AWARENESS MONTH**  
21 SEPT - 18 OCT



**Today kicks off global EYE CARE AWARENESS MONTH (ECAM)**

We are encouraging practitioners to perform diabetic screenings to rule out proliferative diabetic retinopathy, which can cause blindness.



 **EYE CARE AWARENESS MONTH**  
21 SEPT - 18 OCT





**The aim of the 'LOVE YOUR EYES CAMPAIGN'**

**5 million eye exams** pledged globally by World Sight Day (13 October), to help the world *aloveyoureyes*. Participate by estimating the number of exams you will perform and make your pledge on the SAPEB site.

 **EYE CARE AWARENESS MONTH**  
21 SEPT - 18 OCT



**The SAOA is running a 'LOVE YOUR EYES' photo competition for ECAM.**

Please join us by helping as many patients as possible to reach the goal of **5 million** eye tests. Report back with numbers and photographs at [info@saoa.co.za](mailto:info@saoa.co.za)





## SAOA CENTENNIAL CELEBRATION 2024: PREPARATIONS

On Wednesday morning, 30 November 2022, we announced our intended celebration of the SAOA **100years anniversary** in 2024, with delight and pride, to an audience comprising suppliers of frames, lenses and equipment, service providers, medical schemes, other professions, amongst others.

As with most organisations, the SAOA has experienced a roller coaster ride or two, over the years, but at this point in time, with its tradition of excellence, the SAOA stands strong, stable, and sturdy, well poised to negotiate the future, on behalf of the professions of optometry and dispensing opticianry. The centennial celebration of the SAOA also represents a significant milestone in the evolution and development of the professions of optometry and dispensing opticianry, as well as the eye care industry at large.

Indeed, there are debts of gratitude owed to a wide spectrum of stakeholders, who have provided support and friendship to the SAOA, over the years, which have contributed significantly to the growth and stature of the SAOA, as a force within the healthcare arena. In this regard, an invitation was extended to all role-players, to partner with and/or provide support to the SAOA, as we prepare for this important anniversary celebration. To view the presentation of 30 November 2022, [click here](#).



## ONLINE SALE OF OPTICAL DEVICES

On 2 December 2022, the HPCSA, in collaboration with the Professional Board for Optometry and Dispensing Opticians (PBODO) published amendments to the Ethical Rules to include the much anticipated Rules pertaining to the **Online Sale of Assistive Optical Devices**, in the Government Gazette. In particular the following need to be noted:

1. **A practitioner who provides an online service to the public, must have a physical practice, where dispensing can take place.**
2. **Dispensing must be done at the physical practice.**

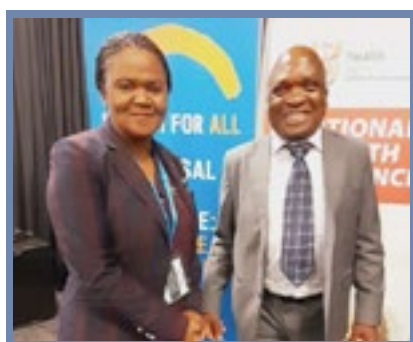
To view the published amendments, [click here](#).

## UNIVERSAL HEALTH: SOUTH AFRICA

The **World Health Organization** together with the **National Department of Health** scheduled a Policy Dialogue on Universal Health Coverage in Kempton Park, Gauteng, on 12 December 2022. The SAOA was invited to form part of the delegation to attend this event.

The objective of this full day event was to augment collective efforts towards building resilient health systems, promoting equity, and building a healthier nation. Objectives included:

- Sharing the latest global, regional, and international developments on the Universal Health Coverage
- Discussing the pertinent health systems aspects and draw lessons for augmenting concerted actions towards accelerating UHC in South Africa; and
- Fostering stakeholder commitment towards working collaboratively on the UHC in South Africa
- The professions of Optometry and Dispensing Opticianry were well represented by the SAOA. To access the address by Deputy Minister of Health, Dr Sibongiseni Dhlomo, [click here](#).



Bignocia Masinge , SAOA Public Health Director, with Minister of Health, **Dr. Joe Phaala**



Bignocia Masinge , SAOA Public Health Director, with Deputy Minister of Health, **Dr. Sibongiseni Dhlomo**

## FRAUD WASTE AND ABUSE: CODE OF CONDUCT

On 24 November 2022, stakeholders in the private healthcare sector, including co-regulators, medical schemes, administrators, and provider- and member associations, endorsed and adopted the Industry Codes of Good Practice (CoGP) and FWA Tribunal rules.

The CoGP represent a principled approach for prevention, detection, investigation, restitution, and penalisation methods to mitigate and manage FWA, whilst the Tribunal is a body established to resolve disputes in FWA-related matters according to Section 59 of the Medical Schemes Act (131 of 1998). These documents are backed by an FWA Charter, the industry-wide pledge to contribute to combating fraud, waste, and abuse.

Whilst the SAOA, in principle, supports initiatives to prevent fraud, waste and abuse, we will continue to engage the regulator, the Council of Medical Schemes (CMS) and other relevant role-players before endorsing the CoGP. To access the Industry Codes of Good Practice, as adopted, [click here](#).



## FOR HOW LONG SHOULD I STORE PATIENT RECORDS?

---

The HPCSA has recently updated its Ethics Booklet (9) on record keeping. The updated guidance states that patient records should ideally be stored indefinitely. If not possible, records should be kept for a minimum period of 6 (six) years from the date they become dormant.

For specific patient cohorts, however, practitioners should also be mindful that health records may have to be kept for a longer duration:

**Minors < 18 years: Until minor's 21st birthday**

**Mentally incompetent patients: Patient's lifetime**

**Occupational illness and accidents: Up to 20 years after treatment of disease or trauma**

To view responses to additional questions relating to patient records, [click here](#).

## SAOA PARTNERS





## SAOA MEMBERSHIP IN A NUTSHELL: 10 POINT PACKAGE

1

**SAOA HAS ONLY ONE  
MANDATE – OUR MEMBERS!**

**SAOA PROTECTS RIGHTS OF  
MEMBERS IN ALL AREAS OF  
OPTOMETRIC ENDEAVOUR.**

2

3

**SAOA ADVOCATES AT ALL LEVELS  
TO ACCOMMODATE PROFESSIONAL  
NEEDS OF MEMBERS.**

**SAOA PROMOTES THE NECESSITY  
FOR REGULAR EYE HEALTH AND  
VISION EXAMINATIONS.**

4

5

**SAOA PUBLISHES NEWS, VIEWS  
AND UPDATES ON ALL MATTERS  
RELATING TO OPTOMETRY AND  
DISPENSING OPTICIANRY.**

**SAOA PROVIDES GUIDANCE AND  
DIRECTION PERTAINING TO  
LEGISLATIVE, ETHICAL, PRACTICE  
MANAGEMENT AND CLINICAL  
MATTERS.**

6

7

**SAOA PROVIDES ASSISTANCE  
AND SUPPORT ON INDIVIDUAL  
AND COLLECTIVE BASIS WHERE  
PROFESSION AND PRACTICE  
RELATED CHALLENGES ARISE.**

**SAOA PROVIDES HIGH STANDARD  
CONTINUING PROFESSIONAL  
DEVELOPMENT**

8

9

**SAOA PROVIDES A NETWORKING  
PLATFORM, LOCALLY AND  
INTERNATIONALLY.**

**SAOA NEGOTIATES BENEFITS AND  
DISCOUNTED ARRANGEMENTS FOR  
MEMBERS, INCLUDING INDEMNITY  
INSURANCE.**

10

## CONCLUSION

In general, the world witnessed an unwieldy and unparallel set of news and events in 2022. It was a year that captured historically significant and surprising moments, triggering, at times, disbelief and despair. Yet there were periods which offered great joy and pride. This was also true for the professions of Optometry and Dispensing Opticianry in South Africa.

We take this opportunity to thank our valued members, our partners, and stakeholders for their continued support, embracing a theme previously adopted by the SAOA – **‘Together Towards Tomorrow’**.

*SAOA TEAM*





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- Adlai Stevenson

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Now it's time to get your Insurance. Click on the **Apply/Renew/Increase Cover** button and go through each question and tick every box where required, then click on **save**.

Apply/Renew/Increase Cover

## Step 5

You will receive a **confirmation email** with your Invoice attached.



## Step 6

**Pay your Insurance** using the CORRECT 6 digit Invoice number as your payment reference – it appears on the invoice as follows:

Payment Beneficiary  
Reference for this Invoice



## Step 7

Your payment will be allocated within a few days and you will **receive an email confirming** that you can download your policy documents.



## Step 8

Log back into the system once you have received the confirmation email and **download your policy documents**.



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# Hoya Vision Care Myopia

Sharing the results of the longest myopia control spectacle lens study: MiYOSMART six-year follow-up clinical study.



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## HOYA Vision Care Releases Results of First of its Kind Six-Year MiYOSMART Spectacle Lens Follow-up Clinical Study

**Strong evidence shows continued long-term lens effectiveness in slowing myopia progression in children**

**BANGKOK – May 2022** – HOYA Vision Care, a leader in optical technology innovation, shared the results of a six-year follow-up clinical study on its award winning MiYOSMART spectacle lens with Defocus Incorporated Multiple Segments (D.I.M.S.) Technology at the Association for Research in Vision and Ophthalmology (ARVO) 2022 conference in Denver, Colorado in the U.S. The findings, of the longest study on a myopia management spectacle lens, were shared by Professor Carly Lam from the Centre for Myopia Research at The Hong Kong Polytechnic University who conducted the research.

The results of the six-year clinical study conducted on 90 children in Asia looked at the progression of myopia in children who wore the HOYA Vision Care's MiYOSMART spectacle lens. The results enhanced a previous three-year follow-up study<sup>1</sup>, a continuation of a two-year randomized control trial (RCT)<sup>2</sup>, which was published in the British Journal of Ophthalmology, demonstrating strong evidence of the lenses' effectiveness in slowing down the progression of myopia in children ages 8-13. The findings of the six-year, long-term follow-up study proved the MiYOSMART spectacle lens myopia control effect is sustained over time for children wearing the lens. It also confirmed that patients who stop wearing the MiYOSMART spectacle lens show no rebound effects when compared to the initial myopia rates of progression during the two-year randomized control trial or with the general population.

"This six-year follow-up clinical study on the MiYOSMART spectacle lens, the longest study conducted on a myopia management spectacle lens ever, shows the myopia control effects are sustainable over time which is very exciting news," said Natalia Vlasak, Global head of Medical and Scientific Affairs at HOYA Vision Care. "This study also answered another key question from eye care professionals which was about the rebound effect of the lens - we are very pleased that this clinical study proves that there is no rebound effect if lens use is stopped." "HOYA Vision Care is dedicated to being a leader in developing a safe, effective way to manage the growing problem of myopia in children," she added.

Launched in 2018, the MiYOSMART spectacle lens was developed in cooperation with The Hong Kong Polytechnic University to address myopia, or near sightedness which is a growing global health concern with industry experts predicting nearly 50% of the world's population to be impacted by 2050.<sup>3</sup> The lens uses D.I.M.S. Technology that provides children with sharp vision, can be placed in any children's eyeglass frame and appears as a standard spectacle lens. Since 2018, one million patients in more than 30 countries have benefited from wearing the MiYOSMART spectacle lens.<sup>4</sup>

The findings of the six-year, long-term follow-up study proved the **MiYOSMART spectacle lens myopia control effect is sustained** over time for children wearing the lens<sup>5</sup>.

Patients who stop wearing MiYOSMART spectacle lens show **no rebound effects** when compared to the initial myopia rates of progression during the two-year randomized control trial or with the general population<sup>5</sup>.



1 Lam CS, Tang WC, Lee PH, et al. Myopia control effect of defocus incorporated multiple segments (DIMS) spectacle lens in Chinese children: results of a 3-year follow-up study. British Journal of Ophthalmology Published Online First: 17 March 2021. doi: 10.1136/bjophthalmol-2020-317664

2 Lam CSY, Tang WC, Tse DY, Lee RPK, Chun RKM, Hasegawa K, Qi H, Hatanaka T, To CH. Defocus Incorporated Multiple Segments (DIMS) spectacle lenses slow myopia progression: a 2-year randomized clinical trial. British Journal of Ophthalmology. Published Online First: 29 May 2019. doi: 10.1136/bjophthalmol-2018-313739

3 Holden B.A., Fricke T.R., Wilson D.A., Jong M., Naidoo K.S., Sankaridurg P., Wong T.Y., Naduvilath T.J., Resniko\_ S. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. American Academy of Ophthalmology. 05/2016, vol.123, no. 5, p.1036–1042.

4 Based on # lenses sold per Hoya sales data on file as of February 2022. Individual wearer results may vary.

5 Lam CS, et al. Myopia control in children wearing DIMS spectacle lens: 6 years results. Invest Ophthalmol Vis Sci. 63;2022:ARVO E-Abstract 4247



Learn more about how MiYOSMART can provide children better vision now and into the future.

**Yes, I am interested in MiyoSmart**

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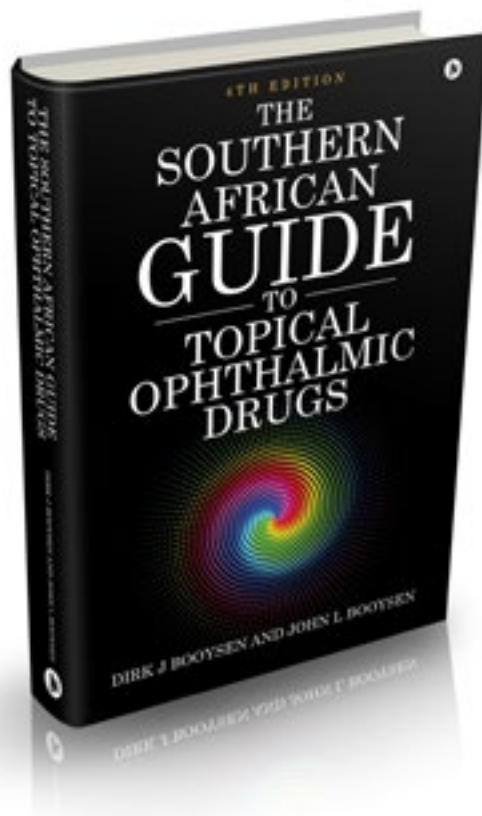
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