

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



Jackie O'Keefe is on The Speakers Bureau for Transitions Optical



"All relevant relationships have been mitigated."



Professional Ethics To Practice By



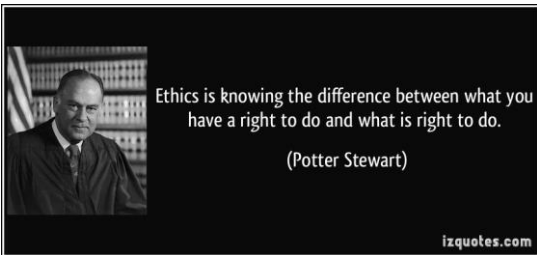
General Level 1

Jackie O'Keefe, LDO

What Is An Ethic?

- A well based standard of right and wrong
 - Human Rights, Fairness
- A well based standard of what humans ought to do
 - Personal Standards.





Misinterpreted Ethics

- The same as feelings
 - Feelings may be right/wrong
- A religion
 - Ethics are for everyone.
- Following the law
 - Corrupt
- Following culturally accepted norms
 - Civil War, When in Rome.

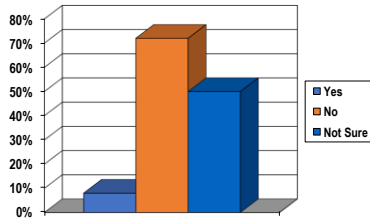


Why Have a Code Of Ethics?

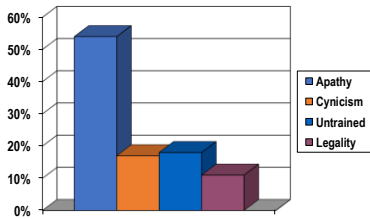
- Defines Acceptable Behaviors
- Promotes High Practice Standards
- Provides Self Evaluation Benchmarks
- Establishes Professional Behavior
- Establishes Professional Responsibilities.



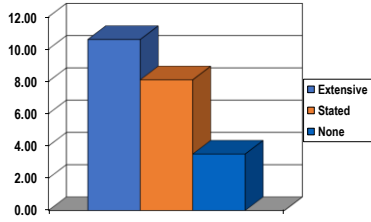
Do You Utilize Codes?



What's Holding You Back?



DePaul University



Survey = 300 Companies
Added Market Value = Billions

Allied Professionals

• Learned Professionals

- Attorneys
- Physicians
- Engineers
- Scientists
- Professors.



Who Are We?

Define Job Descriptions

- ▶ MD, OD
- ▶ ABOC
- ▶ NCLC
- ▶ LDO
- ▶ CPO, CPOT, CPOA
- ▶ COT, COA, CMT.



What Does The Patient See?

- Warm Greeting
- Tidy Surroundings
- Employee Behavior
- Team Players
- Patient Courtesy
- Upper Management
- Respect.



Those Who Are Able Please Stand

- 1-4 Years
- 5-10 Years
- 11-15 Years
- 16-20 Years
- 21-25 Years
- 26-30 Years
- 31-40 Years
- 50 + Years.



The TEAM Approach

- Staff versus Team
- Integral Cogs
- Incentivize Fairly



Codes Should...

Promote high standards of:

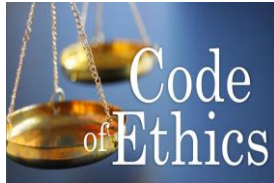
- Conduct
- Quality Service
- Production
- Resolution
- Fairness
- Trust
- Teamwork.



What Should They Prevent?

Harmful Behavior Like:

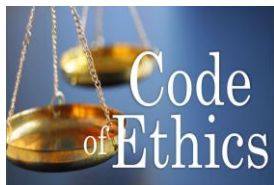
- Temptation
- Deception
- Manipulation
- Bias
- Self-gain
- Incivility.



What Should They Include?

The Following Values:

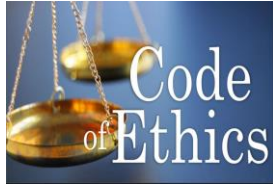
- Truth
- Responsibility
- Accountability
- Respect
- Fairness.



What Should They Include?

The Following Goals:

- Legality and Truthfulness
- Improving Teamwork & Morale
- Enhancing Culture & Image
- Sensitivity Towards Viewpoints
- Resolving Problems.



3 Types Of Codes

- Moral
- Professional
- Leadership



Moral Codes

- Contribute to human well being
- Avoid harm to others
- Be honest and trustworthy
- Be fair and not to discriminate
- Honor property and rights of
- Respect privacy of others
- Honor confidentiality.



Honor Confidentiality

- Listening Exercise (Shhh).



Moral Codes

Sow a thought reap an action
Sow an action reap a habit
Sow a habit reap a character
Sow a character reap a destiny.

Samuel Smiles



Moral Codes

Habit = Subconscious Effort
Break It = Conscious Effort



Moral Code Compliance

As An Individual
Repeat after me...

"I promise to comply with all ethical codes."

Professional Codes

- Achieve the highest quality
- Maintain professional competence
- Know existing laws
- Accept professional reviews
- Offer comprehensive evaluations
- Honor contractual agreements
- Improve patient understanding
- Access only when authorized to.



Be The Professional



Professional Code Compliance

As a Co-Employee and Team Member
Repeat after me...

*"I promise to comply with
all ethical codes."*

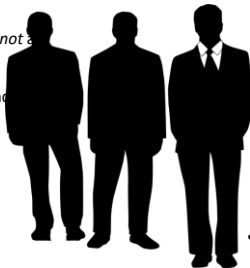
Leadership Codes

- Articulate social responsibilities
- Manage personnel responsibly
- Enhance the work environment
- Acknowledge and support the order
- Make methodical decisions
- Create educational opportunities
- Be available to all
- Set the example.



Leadership Codes

- GOSSIP DEFINITION
- If I am *not* a part of the problem and *not* a part of the solution...it is gossip.
- It is not productive...it is damaging and
- Negative Begets Negative
- Positive Begets Positive



SEEK FIRST TO UNDERSTAND	ASSUME YOU UNDERSTAND
Show kindness, courtesy, respect.	Show unkindness, discourtesy, disrespect.
Keep promises.	Break promises.
Be loyal to the absent.	Be disloyal, bad-mouth.
Set clear expectations.	Create unclear expectations.
Give feedback.	Give no feedback.
Forgive.	Hold grudges.
Apologize.	Be proud and arrogant.

Trusted Relationships

- An exercise in listening/comprehension/delegating.

Leadership Code Compliance

As an Upper Management/Owner
 Repeat after me...

"I promise to uphold and promote the principles of and treat code violations accordingly."

Employee Relations

- What Are The Rules?
- Moral Contracts Point Systems
- Policy Manuals.



Policy Manuals

“Used to familiarize new employees with company policies and procedures.”

“They also serve as guides to management personnel. Policy Manuals have been proven to increase compliancy, productivity and retention.”



Policy Manuals

- Salaries, Bonus Pay, Perks, Benefits, Education
- Vacation, Holiday, Sick Pay
- Conduct Expectations
- Rules
- Scheduled Performance Reviews
- On-The-Job Safety Issues
- Mandatory Meetings
- Leave-Military-Medical-Family
- Termination Procedures – Non At Will States
- Practice Culture



Writing Your Own Code

- What is the purpose?
- Is it tailored to specific needs?
- What does it aspire to?
- What are the rules and principles?
- How does it enforce?
- What is the order of priority?
- What is the process?
- How will it be implemented?
- How and when will you review it?



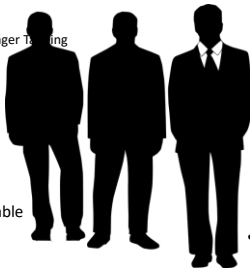
Writing Your Own Code

- Chris MacDonald, PHD
- <http://www.ethicsweb.ca/codes/>
- Creating a Code of Ethics.



Practice Etiquette

- Most Common
 - Noise Makers
 - Sighing, Humming, Gum Snapping, Finger Tapping
 - Complaining
 - Gossiping
 - Monopolizing Conversations
 - Bullying
 - Germ Spreading
 - Eating/Break Room Habits
 - Team Meeting Habits
 - Personal Hygiene – Supplies Available



2,000 Surveyed Olivet Nazarene University

So Now What?

- How To Implement?
- Prepare Your Plan
 - Why, How, Expected Results
- Meet With Upper Management
- Upper Management Be Available
- Follow Up



A FISH Tale

- Stephen C. Lundin, Harry Paul, John Christensen, and Philip Strand
- Play
- Make Peoples' Day
- Be There
- Choose Your Attitude



Repeat After Me...

"We can choose to make a difference in our workplace by practicing professional ethics."

"I will try to maintain a positive mental attitude and remain the professional no matter what the circumstances."

Honor Confidentiality

- Listening Exercise (Shhh)
- What?
- 24 Hour Exercise.
