

# Newsletter

June 2010

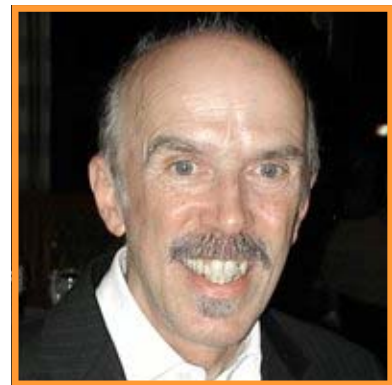
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## PRESIDENT'S MESSAGE

Dear Colleagues

"Keep your dreams alive. Understand that to achieve anything requires faith and belief in yourself, vision, hard work, determination, and dedication. Remember all things are possible for those who believe."

Let me use this quotation from Gail Devers, who was born 1966 in Seattle and is a three time Olympic 100 metres champion in athletics for the US Olympic Team.



Optometry and Optics has a long history, as you can see in the following examples:

- The word optometry had its origin in a term for an instrument for measuring the refraction of the eye, today known as an optometer and which is based on an experiment performed by the Jesuit priest, Christoph Scheiner, in the 17<sup>th</sup> century.
- William Porterfield, a fellow of the Royal College of Physicians in Edinburgh, published a paper in 1731 entitled "Treatise on the Eye and the Manner and Phenomena of Vision", in which he described an instrument based on Scheiner's experiment, which he called an optometer.
- The history of optometry in the US started at the turn of the 20<sup>th</sup> century. Minnesota was the first state to have a law on optometry in 1901. It then took nearly 25 years before the last state in the US adopted legislation to regulate optometry.

- In Europe the first three-year university course in ophthalmic optics with an academic degree was established in Jena in Germany in the 1920s.
- In the United Kingdom the British Optical Association organized the first education in optics in 1899 at the BOA's headquarters in London. The legendary J H Sutcliffe was appointed as the official instructor.

ECOO's history goes back to the year 1960, when the six member states of the European Economic Community (EEC), Belgium, France, Germany, Italy, Luxembourg and The Netherlands, founded the Groupement des Opticiens du Marché Common (GOMAC). In 1992 GOMAC and the Pan European Group (PEG) of the International Optical and Optometric League merged to form the European Council of Optometry and Optics (ECOO). Today ECOO consists of member organisations from 30 countries, representing more than 75,000 practitioners.

"Keep your dreams alive. Understand that to achieve anything requires faith and belief in yourself, vision, hard work, determination, and dedication. Remember all things are possible for those who believe".

Gail Devers' ideas reflect absolutely the work and ideas of ECOO. Its activities are directed to developing a uniform optometry and optics in Europe. One of the results has been the establishment of the European Academy of Optometry and Optics. ECOO is now focussed on developing a European standard of optometry and optics in collaboration with the European standards body CEN. It is also initiating an in-depth study of the delivery of primary eye health care in Europe. Our goal is to find the best method of delivery, as a model for all European countries to follow.

This is important work. And I thank you once again for your support and encouragement.

**Wolfgang Cagnolati**



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# ECOO ELECTS NEW SECRETARY GENERAL

Meeting in May in Copenhagen, the General Assembly of ECOO elected as its next Secretary General Dr Ulrich Adam of the well-known public affairs consultancy, Hill & Knowlton International Brussels.

Dr Adam will take up his appointment in October, when the current Secretary General, Dr Richard Carswell, retires from ECOO.

Dr Adam's biographical details are given below:

**Nationality:** German      **Marital status:** Married, 2 daughters      **Date of birth:** 29 September 1975

## Professional Experience

**Associate Director and Head of Food & Consumer Affairs Practice, Hill & Knowlton International, Brussels** (current position since 11/2008; with the company since 02/2004)

- **Key account leader**
  - o Responsible for a number of major accounts, acting as primary client advisor and managing projects internally
  - o In-depth experience in EU agro-food and health/pharmaceuticals sector
  - o Diverse client portfolio: Fortune 500 companies, WHO, Gates Foundation, trade associations, regulatory authorities, patient and healthcare professional groups
- **Devising and executing pan-EU lobbying and advocacy campaigns**
  - o Ability to strategically plan government and public affairs campaigns that effectively address regulatory/policy challenges and create positive impact on business objectives
  - o Leading role on a broad range of lobbying assignments, ranging from low-intensity issue management to the development and implementation of full-scale lobbying campaigns involving all relevant stakeholders
  - o Intimately familiar with full range of relevant tools to achieve campaign objectives, e.g. policy & stakeholder audits, messaging, outreach materials, project-specific steering groups, online tools, coalition/relationship building with decision-makers, media briefings, events
- **Network of contacts**
  - o Strong network of personal contacts in EU institutions and among Brussels stakeholder groups

## Visiting Professor, Angers Business School (ESSCA), Angers/France (since 2008)

Responsible for running seminars on economic issues and EU affairs as part of the Angers European Business Semester (AEBS)

## Academic Supervisor, Faculty of Social & Political Sciences, Cambridge University (2001-03)

Taught undergraduate classes, setting tasks for students and monitoring progress

## Professional Training

<b>First Chair, Training Course for Managers of WPP Group companies</b>	(4-day course)	2008
<b>Pharmaceutical Spring School, IBC Life Sciences, Cambridge</b>	(4-day course)	2006
<b>Managing, The Open University Business School</b>	(3-month course)	2003

## Languages

**English** (Fluent)      **Spanish** (Fluent)  
**French** (Proficient)      **German** (Native)

## Publications

Numerous articles in business papers as well as political and scientific journals  
 Book publication: The Political Economy of J.H.G. Justi (Oxford, 2006)

## Selected Internships

### Management Consulting, Westermann & Partner, Hannover/Germany (11/2003)

Supported a major German mobile phone operator in a regional network rollout project

### Klett-Cotta Publishers, Stuttgart/Germany (03/2003)

Developed marketing strategies for new titles and edited manuscripts for publication

## Education

<b>PhD, Social &amp; Political Sciences:</b> Gonville & Caius College, Cambridge University	2003
<b>MPhil, Soc. &amp; Political Sciences:</b> Gonville & Caius College, Cambridge University	2000
<b>BA, History:</b> Gonville & Caius College, Cambridge University	1998
<b>History and Classics:</b> University of Tübingen (Germany)	1995-97
<b>Civilian Service:</b> Nursing Home 'Am Urselbach', Oberursel (Germany)	1994-95
<b>Abitur:</b> Bischof-Neumann-Schule, Königstein (Germany)	1994
<b>High honours:</b> Oakland Christian High School, Auburn Hills (USA)	1991-92



## ECOO MEETS IN COPENHAGEN

ECOO met last month in Copenhagen for its twice-yearly meeting. The meeting coincided with the hundredth anniversary of our hosts, the Danish Optometric Association (Danmarks Optikerforening). Despite the poor weather, Copenhagen was beautiful, and the meeting was productive and worthwhile.

Much progress is being made in the commissioning, writing and publication of position papers by ECOO. (A new paper on low vision is about to be published.) The President of ECOO, Wolfgang Cagnolati, stressed the importance of member organisations making full use of the papers for the practitioners in their countries. He gave the example of the Norwegian member association, which had translated the position paper on ultra-violet radiation and optical appliances into Norwegian and published it in its magazine.

The President informed delegates of the work being done on studying the delivery primary eye health care in Europe (see below) and on the development of a European standard for optometric and optical services, with the support of the official European standards body CEN. He drew together the links between this work and the ECOO European Diploma of Optometry. While the Diploma helped to harmonise optometric education in European, a European standard would do the same for services. An important third dimension was the regulatory framework within which optometric and optical services were delivered to the general public. The important question to be explored was: which was the most efficient, cost-effective and clinically satisfactory method of delivery in Europe today?

The Chairman of the Board of Management of the ECOO Diploma, Bob Chappell, gave an upto-date assessment of the Diploma, in the light of its history, the costs associated with it, and the number of candidates who had taken the exams and been awarded the Diploma. The Executive Committee will now consider the implications of his assessment.

Under the guidance of ECOO's Professional Services Committee, work is being done to coordinate ECOO's position with the European manufacturers organisation (EUROM) on two important issues: the sale of optical appliances via the internet; and the implementation by member states of the European Union's directive on driving licences. Policy papers by ECOO on these issues will be circulated soon.

Finally, in recognition of the establishment of the European Academy of Optometry and Optics – and in particular its future role in education – ECOO decide to dissolve its Education Committee. In its place, an Economic Committee will be constituted in the autumn.

## European Academy Meeting

(from [www.eaoo.info](http://www.eaoo.info))

190 delegates from 26 countries met at the European Academy's conference in Copenhagen, Denmark from 15 - 16 May 2010. The event featured keynote presentations from Professor Bernard Gilmartin (Aston University) on myopia and Dr Barbara Ryan (Cardiff University) on postgraduate education.

Delegates from a diverse range of clinical, research and educational backgrounds, heard a broad range of oral presentations from researchers and academics from across Europe. They also benefited from the opportunity to engage directly with researchers at the poster presentations. (See Abstracts Booklet 2010 on the website.)

Commenting Dr Feike Grit, President of the European Academy said:

"The excellent response to our Copenhagen meeting demonstrates the real desire for events which promote clinical, educational and scientific excellence that transcends geographical barriers. This year's conference programme was structured around, but not limited to, the themes of education and research. We presented an ambitious, exciting programme and feedback from delegates was exceptionally positive."

This year's conference programme also included:

- Academy member-only round-table discussion groups. Academy members had the opportunity to discuss strategies for optometry research and share ideas on the challenges in assessing professionals within Europe.
- Education and clinical workshops - including sessions on communication skills, managing clinics, Optical Coherence Tomography and screening and diagnosis. Workshops were designed to support the development of practical skills.

For the first time the Academy also awarded prizes for the best poster and oral presentation, sponsored by The College of Optometrists, UK:

- Professor Giancarlo Montani won the prize for his oral presentation *Change of Tear Film in Keratoconus and its Management with Solium Hyaluronate Eye Drops*
- Dr Heiko Pult's poster focusing on *The Impact of Soft Contact Lens Wear on Ocular signs with Increasing Experience*.

Two new Academy programmes were launched at this year's conference, the Academy Fellowship and Special Interest Groups (see also the Academy's website).

The Academy's next annual conference will be held in Prague from 13 - 15 May 2011.

## POZNAN UNIVERSITY HONOURS ECOO PRESIDENT

The President of ECOO, Wolfgang Cagnolati, has been honoured by the Karol Marcinkowski Medical University in Poznan for his promotion of optometry.

The honour, in the form of the Witelo Medal, was awarded by Prof. Bogdan Miśkowiak MD PhD, the Head of the Department of Optometry and Biology of Visual System at the university. Witelo lived in the 13th century and was called Pater Optometriae.

In thanking the university for its prestigious award, Dr Cagnolati wrote:

"Dear Prof. Miskowiak,

Thank you very much for your email and the information that you have awarded me the Vitelo medal. That is a big honour to me which I appreciate very much ... In regard to the development of optometry in Poland, please be assured that ECOO generally - and I personally - will support you in any way that we can.

Thank you very much again for the award.

Best regards,

Wolfgang Cagnolati"



The awarding of the Witelo Medal to ECOO's President took place at the same time as an important conference at the medical university. The conference was held on March 12-13, 2010. There were over 200 participants including higher education schools representatives, optometrists, graduates of the optometry postgraduate studies, and students. The conference speakers were visiting associate professors from the USA, the UK, Germany, and also guests from Polish schools dealing with optometry and vision sciences. The lectures were scheduled in four sessions and a separate open lecture.

During the conference the following subjects were covered:

- Prof. B. Miskowiak (Poznan University of Medical Sciences) - 'Partaking of the Department of Optometry and Biology of Visual System at Poznan University of Medical Sciences in the development of Polish optometry'
- Prof. B. Kedzia (Poznan University of Medical Sciences) - 'Why optometry?'
- Prof. B. Pierscionek (UK) - 'Optometry and Vision Science: a clinical profession with a multidisciplinary basis'
- Prof. R. Naskrecki (Adam Mickiewicz University in Poznan) - 'How to educate opticians and optometrists at the Faculty of Physics?'
- Dr W. Cagnolati (Germany) - 'The contents of a full eye examination'
- Prof. A. Kowalczyk (Nicolaus Copernicus University of Torun) - 'Anterior segment of the human eye imaging by optical conference tomography'
- Prof. J. Pizzimenti (USA) - 'Optometry the discipline, optometry the profession'
- Dr K. Perz (Poznan University of Medical Sciences) - 'Usage of the assessment of selected vision system parameters in case of patients with Graves' disease'
- Prof. W.C. Maples (USA) - 'Documenting Changes In Quality of Life from Optometric Care'
- Dr M. Zajac (Wroclaw University of Technology) - 'Night myopia'
- Dr A. Przekoracka-Krawczyk (Adam Mickiewicz University in Poznan) - 'Effects of causing transitional symptoms of one-side negligence in case of people with heterophoria'
- Prof. T. Wingert (USA) - 'Lens Treatments that Benefit Ocular Health and Visual Performance'
- Dr D. Pieczyrak (Poznan University of Medical Sciences) - 'Screening as a basic tool for assessment of vision system condition'
- M.Sc. H. Pracharczyk - 'Rehabilitation offer of the Rehabilitation Clinic for the Blind and Amblyopic Patients'
- Prof. H. Kasprzak (Wroclaw University of Technology) - 'Measuring stability of the tear film at cornea and contact lenses with the use of interferometry'
- Prof. W.C. Maples (USA) - 'Why is optometry necessary in Poland?' - open lecture.

The conference participants received letters of congratulation from the Health Minister, Ewa Kopacz, and from the Rector of Poznan University of Medical Sciences, Prof. Jacek Wysocki, who rated highly the activities of the Department of Optometry and Biology of Visual System.

Occasional medals of Vitelo (the father of world optometry) were awarded to:

- the Rector of Poznan University of Medical Sciences, Prof. Jacek Wysocki,
- the Director of European Integration Centre of Adam Mickiewicz University in Poznan, Prof. Stefan Jurga,
- the Dean of Medical Faculty II of Poznan University of Medical Sciences, Prof. Andrzej Tykarski,
- the Dean of Faculty of Physics of Adam Mickiewicz University in Poznan, Prof. Ryszard Naskrecki,
- Prof. Barbara Pierscionek from University of Ulster,
- the President of ECOO, Dr Wolfgang Cagnolati,
- the Polish Association of Optometry and Optics, as well as to the National Guild Chamber of Optics.

The medals were presented by Prof. Bolesław Kedzia (father of Polish optometry) and by Prof. Bogdan Miskowiak (Chairman of the Conference Organization Committee).



## GREEN LIGHT FOR STUDY OF EYE CARE IN EUROPE

Members of ECOO have agreed to make a financial contribution towards meeting the cost of a study on the delivery of primary eye health care in Europe. The study, to be conducted by Professor Jürgen Wasem and his team at Duisburg-Essen University, will compare the methods of delivery in France, Germany and the United Kingdom. Having similar populations and economic conditions, the three countries nevertheless have different methods of delivery: in France a model dependent essentially on ophthalmologists, in Germany a model mixed between ophthalmologists and increasingly optometrists, and in the UK a model which is overwhelmingly optometric. All aspects of delivery will be studied: financial, budgetary, economic and clinical.



ECOO President Dr. Wolfgang Cagnolati, Prof Dr Ing Mihaela Baritz from the Transilvania University in Brasov, President Mircea Tatar-Moiesescu from the Romanian Optica Federation and Patronatul Optica Romania.

## ECOO PRESIDENT VISITS ROMANIA

The President of ECOO, Wolfgang Cagnolati, visited Romania on the occasion of the Salonului National de Optica si Optometrie (SNOO) in Brasov on 4-6 June, 2010.

During his stay in Romania, Dr Cagnolati visited the Universitea Politehnica in Bucharest, as well as the Universitea Transilvania Brasov, and had a lot of very interesting talks about academic optometric education in Romania. The President also took part in an interactive seminar about "Optica Mobila", together with the Secretary of the Ministry of Health and de Stat in Ministerul Sanatatii si Di and the Director of the Autoritatea Nationala pentru Protectia Consumatorilor.

At the same time ECOO's president had fruitful discussions with representatives of the Romanian optometric and optical profession about the situation of optometry and optics in Romania.

After his return to Germany, Dr Cagnolati said:

"I was impressed by the high quality and the attractiveness of the exhibition in Brasov, the great motivation and efforts of the academic and professional people involved - and also the unforgettable hospitality of my Romanian colleagues."

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## Newsletter

The newsletter will be sent to members by e-mail or fax and we want to make sure it is received by every member:

Are your details up to date?

Telephone or email Charlotte at:  
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**ECOO member state organisations should send relevant news and information which is of interest to all ECOO members to the ECOO office. Please email to: [charlotteverity@aop.org.uk](mailto:charlotteverity@aop.org.uk)**

## ECOO CONDEMNS SALE OF CONTACT LENSES WITHOUT PRESCRIPTION

ECOO has condemned the recent move in Canada to deregulate the sale of contact lenses. At its recent meeting in Copenhagen, the Professional Services Committee of ECOO learned with dismay that, from May 2010, residents of British Columbia have been able to purchase contact lenses and ophthalmic glasses over the Internet without a written prescription or eye test from an optician or optometrist.

The legislation is intended to address complaints from patients who suggest that their optometrists or opticians will not provide them with copies of their prescriptions to legally purchase contact lenses online.

Optometrists in British Columbia say the legislation puts the public at risk. "The existing regulation is in place to protect the public and their eye health," says optometrist Antoinette Dumalo, president of the British Columbia Association of Optometrists (BCAO). "These proposed changes are regressive. The used-car warning 'buyer beware' should not apply to health care products."

Nevertheless, the new legislation:

- Removes most of the restrictions that allow only opticians or optometrists, or workers supervised by them, to dispense glasses or contacts.
- Allows prescriptions issued by medical doctors and optometrists outside of the province to be filled within British Columbia.
- Allows individuals to order glasses or contact lenses online without having to give the seller a copy of their prescription, sight-test assessment or contact lens specifications.
- Requires British Columbia opticians and optometrists to include the pupillary distance measurement in spectacle prescriptions.
- Requires British Columbia opticians and optometrists to give clients, free of charge, a copy of their prescription, sight-test assessment or contact lens specifications — whether or not the client requests it — and also to give a copy, free of charge, to a third-party eyewear seller or other person if requested by the client.

Finally, the legislation permits opticians to perform vision tests on healthy adults, and issue prescriptions without first showing the results to a medical doctor for approval.

The legislation was introduced by the province's Health Ministry. "With advances in technology and more consumers turning to the Internet, it makes sense to modernize a decades-old system to give more British Columbians more choices while maintaining public safety," says Kevin Falcon, British Columbia's Health Services Minister.

Neither the BCAO, nor the College of Optometrists, which is mandated to protect the public, were consulted about these new changes in the regulations.

"The BCAO believes that the regulatory changes will adversely impact patient health and safety, and the practice of optometry in British Columbia," Dr. Dumalo says. "The BCAO intends to mount a campaign to oppose the regulatory changes being imposed on our profession."