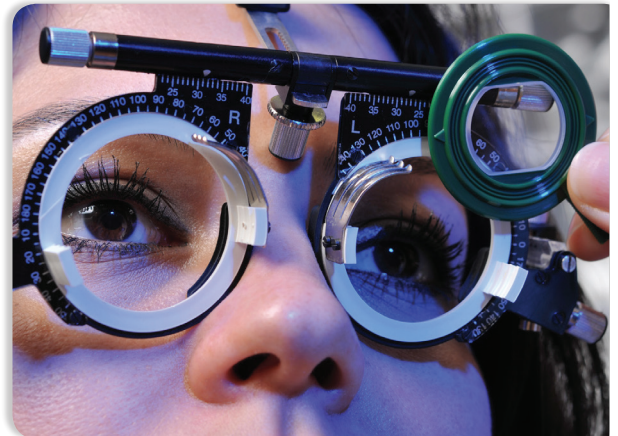


Ophthalmic Medical Technicians' Week



**November 2 - 6,
2015**



**Celebrate Your
Eye Care Team**

Providing Certification and Education for Eye Care Excellence Since 1969



6th ANNUAL OPHTHALMIC MEDICAL TECHNICIANS' WEEK

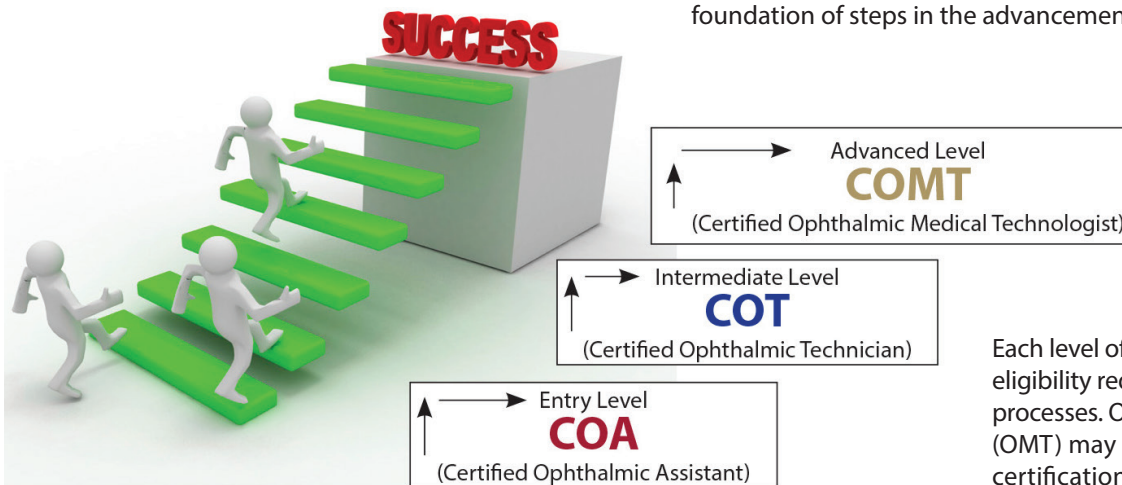


Ophthalmic Medical Technicians improve the delivery and quality of eye care and are crucial members of the eye care team. The role of Ophthalmic Medical Technicians is constantly evolving; technicians are now involved in almost every aspect of helping run an ophthalmic practice.

“Ophthalmic Medical Technician”* encompasses all three levels of JCAHPO Certification.

Core Levels of Certification

JCAHPO's three core levels of certification comprise a solid foundation of steps in the advancement of your career.








Each level of certification has prerequisite eligibility requirements and examination processes. Ophthalmic Medical Technicians (OMT) may progress from one level of certification to the next, through work experience and examination. Formal training can also serve as an entry point to certification at any of the core levels.

Ophthalmic Medical Technicians' Week is a combined effort of the Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO), the Association of Technical Personnel in Ophthalmology, Inc. (ATPO), and the Contact Lens Society of America (CLSA) to recognize Ophthalmic Medical Technicians and their contribution to eye care, and to make the public more aware of ophthalmic careers.






* Recognized occupational title by the Bureau of Labor

Ideas for Celebrating Ophthalmic Medical Technicians' Week





Public Awareness

-  Host a public event, such as an open house, where people can tour your facility and learn about ophthalmic medical technician careers. Invite the media to attend.
-  Write a press release about your ophthalmic medical technician career event and distribute to local media (a sample press release is provided).
-  Send a public service announcement (PSA) to local radio stations (a sample PSA is provided).
-  Display a poster highlighting Ophthalmic Medical Technicians' Week in the reception area of your facility.
-  Make Discover Eye Careers brochures available at the reception desk of your facility.
https://www.jcahpo.org/eblast/omtweek/img/discovereyecareers_broch.pdf

Celebrate Your Staff

-  Celebrate your outstanding ophthalmic medical technicians by displaying their name, photo, and a brief biography on a poster in the reception area of your facility.
-  Invite patients to nominate their favorite ophthalmic medical technician for an "Eye Care Award," presenting a gift card to the person with the most nominations.
-  Feature information on Ophthalmic Medical Technicians' Week in your employee newsletter.
-  Provide gift cards for those nominated by their peers for good work, or for the whole team, in recognition of their accomplishments over the past year.
-  Provide small, inexpensive, work-related gifts to the technicians to thank them for their work: pen lights, pupil charts, etc.

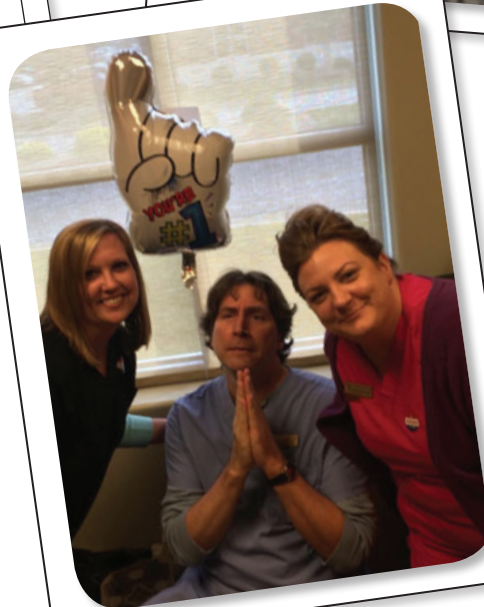
Recruitment

-  Host a continental breakfast for ophthalmic medical technicians in your facility and encourage them to invite friends and family members that might be recruited into the field.
-  Send posters and information about Ophthalmic Medical Technicians' Week to area high school counselors, asking them to post the information in a visible location.
-  Advertise your Ophthalmic Medical Technicians' Week event in the "Help Wanted" section of the classified ads in your local newspaper.
-  Set up a table at a local shopping mall to gather names of people who might be interested in more information about ophthalmic medical technician careers.

Celebration Ideas

Celebrate OMT Week With Style!

This Ophthalmic Medical Technician week is the perfect opportunity to show your OMT's how much you appreciate all the work they do. Make this year special! A fun event can give your whole office something to look forward to all year. Try hosting a potluck and breaking out the party games. Surprise your staff with a snazzed up lunch room and fancy snacks. Have lunch catered or provide a continental breakfast. Upgrade the office coffee for a day- or the whole week! Gifts and gift cards are another great way to show your gratitude. Don't forget that small gestures can have a big impact.



Planning Checklist

Here is a short checklist to assist you in planning your activities.

- _____ Get approval from your doctor or clinic manager to observe Ophthalmic Medical Technicians' Week with planned outreach activities.
- _____ Recruit a committee of co-workers to brainstorm ideas and then narrow them down to the best two or three.
- _____ Identify your target audience. Decide how to reach them.
- _____ Figure out a budget for planned activities.
- _____ Break down each activity into steps so everyone knows what has to be done.
- _____ Plan for getting each step done. Assign tasks and set deadlines for completion.
- _____ Schedule regular meetings and status reports to ensure that assignments are being completed.
- _____ Take photos or video of your events for follow-up media coverage or for posting online.
- _____ Evaluate results, what worked and what did not, and keep a record of both to assist in future planning.
- _____ Send thank you notes to media and others who helped make your events a success.



Tips on Generating Media Coverage

Newspapers: Contact the city editor or managing editor with your press release, or discuss the possibility of a feature story about your plans for Ophthalmic Medical Technicians' Week.

Television: Contact the news director with your press release. Remember that TV is about visuals, so plan something that is visually interesting to attract TV coverage for your event (i.e., demonstration of diagnostic procedure or interviews with a designated spokesperson).

Radio: Contact the news director with your press release and visit with the program director to see if there's a local talk show on which your designated spokesperson might appear to promote your event and discuss ophthalmic medical technician careers.

Internet: Post your press release and any other information on your organization's website, and email it to contacts that might be interested (e.g., college placement directors, school counselors, and local women's organizations).



Develop a Press Release (a sample is provided below) for distribution to media in you area. Your press release should be distributed **no more than 14 days in advance** to avoid getting lost. Follow up by telephone a week before your event to remind media, and ask if coverage can be expected.

- ✓ Include who, what, where, when, and why in the lead paragraph.
- ✓ Keep each paragraph short and the entire release no longer than one page in length.
- ✓ Be sure to include basic facts about your facility in the press release, as well as contact information for any media desiring more information.
- ✓ Remember that organizations do not speak - people do. Attribute direct quotes to a person and not an organization. Identify anyone quoted with full name and title.

Sample Press Release

<YOUR CLINIC NAME> to Sponsor Eye Care Careers Open House For Immediate Release

Contact: _____

The <INSERT LOCATION> will hold a 'Discover Eye Care Careers' Open House <INSERT DATE AND TIME> as part of a national campaign to introduce patients and the public to career opportunities in the field of eye care. The clinic is located at <ADDRESS>.

<INSERT NAME & CERTIFICATION>, Open House Coordinator, said the event will include information about a day in the life of an ophthalmic medical technician, qualifications needed for entry-level jobs, how career advancement occurs, and an overview of the salaries, benefits, and other advantages of working in eye care. Ophthalmic medical technicians with varying levels of education and experience will be on hand to share their personal stories and career insights.

"Almost every day, one of my patients will ask me about my job," said <NAME>. "This is a great way for people to learn more about the profession, and how they might become part of it."

"It's quite common for patients or family members to become interested in eye care after experiencing eye problems and receiving or observing the process of diagnosis and treatment."

<PHYSICIAN'S NAME> said, "Recruiting new people into the eye care field is important because a shortage of ophthalmic medical technicians is a growing problem."

"We look for people who are interested in health and medicine, who like working as part of a team, and who love helping people," <PHYSICIAN'S NAME> said. "Most entry-level ophthalmic medical technician jobs only require a high school diploma and a willingness to learn on the job." A variety of continuing education and certification opportunities are also available to those who want to advance in the profession. Job opportunities are virtually unlimited for those who hold advanced certification credentials.

More information is available by calling <INSERT PHONE NUMBER> or on the clinic's website, <INSERT CLINIC'S WEBSITE>.

Sample Radio Recruitment Announcement



Contact the program director at the radio station to determine the proper procedure for submission of PSAs. In most cases, the station will use one of its own on-air talents to record the spot for free. Here is sample copy for a 30-second spot.

You need an in-demand, high paying, rewarding career! Stop looking and start seeing yourself as an Ophthalmic Medical Technician. It's Ophthalmic Medical Technicians Week in <insert city name>, and the <insert clinic's name> is hosting an Eye Care Careers Open House on <date and time>.

Stop by and learn about the rewarding careers in eye care. Talk to an Ophthalmic Medical Technician and learn what they do, how much you could make, and how to get started.

It's 'Discover Eye Care Careers' Open House at <clinic name>, <address/city>, visit our website <insert Web address>.

