

# AOP Week 2020



## *Celebrate Your Eye Care Team*

Certification and Education for Eye Care Excellence

November 9-15, 2020



# ALLIED OPHTHALMIC PERSONNEL (AOP) WEEK NOVEMBER 9-15, 2020

## 11<sup>th</sup> Annual Allied Ophthalmic Personnel Week

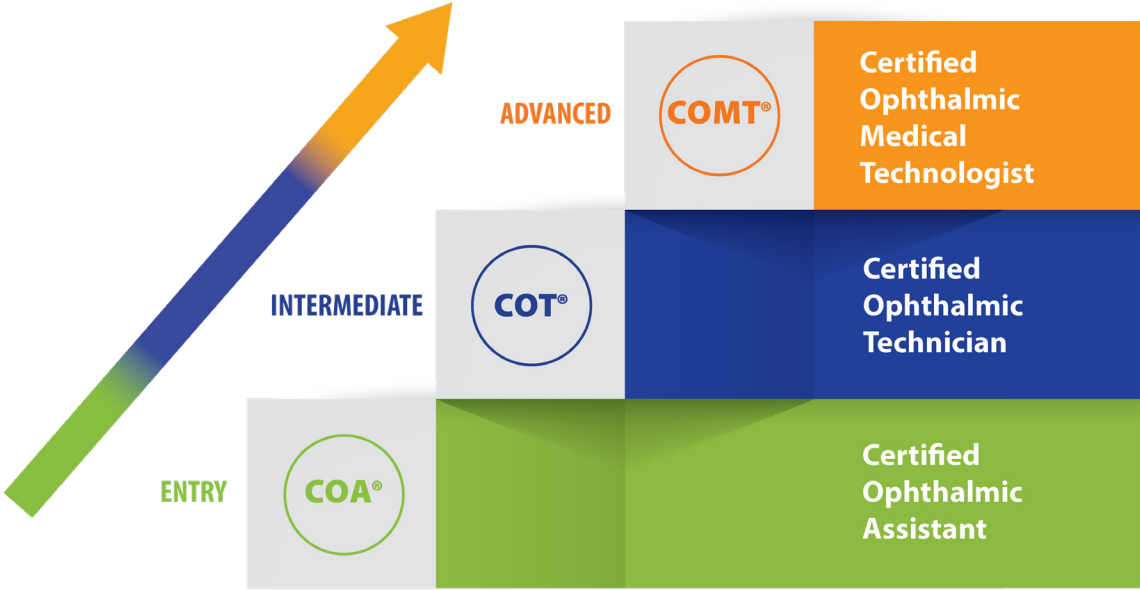
Allied Ophthalmic Personnel (AOP) improve the delivery and quality of eye care and are crucial members of the eye care team. The role of AOP is constantly evolving; technicians are now involved in almost every aspect of helping run an ophthalmic practice.

AOP benefit from all core levels of IJCAHPO certification.



### Core Levels of Certification

IJCAHPO's three core levels of certification provide a foundation for the advancement of your career.



Each level of certification has prerequisite eligibility requirements and examination processes. AOP 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.

AOP Week is an international promotion by the International Joint Commission on Allied Health Personnel in Ophthalmology (IJCAHPO) to recognize AOP, their contribution to eye care, and increase public awareness of ophthalmic career opportunities.



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## *Ideas for Celebrating AOP Week*

### Public Awareness

- ▶ Host a virtual open house, where people can virtually tour your facility and learn about AOP careers. Invite the media to attend.
- ▶ Write a press release about your AOP career virtual open house and distribute it to local media (a sample press release is provided).
- ▶ Send a public service announcement (PSA) to local radio stations (sample PSA is provided).
- ▶ Display a poster highlighting AOP Week in the reception area of your facility (posters are provided).

### Recruitment

- ▶ Send posters and information about AOP careers to area high school counselors and unemployment offices asking them to post the information in a visible location.
- ▶ Share AOP testimonials with IJCAHPO on how they got started, what they love about their job, and how they celebrated AOP Week. These may be used in future IJCAHPO publications, including on the [www.DiscoverEyeCareers.org](http://www.DiscoverEyeCareers.org) website!
- ▶ Advertise your AOP Week virtual open house in the "Help Wanted" section of the classified ads in your local newspaper.
- ▶ Share the video, "There is a Career In Sight for You!" <http://www.bit.ly/ACareerInSight>.



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### *Celebration Ideas*

#### Celebrate Your Staff

- ▶ Celebrate your outstanding AOP by displaying their names, photos, and a brief biography for each person on a poster in the reception area of your facility, your website, and/or your social media accounts.
- ▶ Invite patients to nominate their favorite AOP for an “Eye Care Award,” presenting a gift card to the person with the most nominations.
- ▶ Feature information on AOP 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.
- ▶ Recognize your team’s accomplishments through small gifts such as:
  - ✓ Gift Cards
  - ✓ Pupil charts
  - ✓ Pen Lights



#### Celebrate AOP Week With Style

AOP week is the perfect opportunity to show your AOP how much you appreciate all the work they do. **MAKE THIS YEAR SPECIAL!** A fun celebration can give your whole office something to look forward to.

**HOST A VIRTUAL POTLUCK** or **HAPPY HOUR** with your staff or other clinics in the area.

Share **STORIES, BEST PRACTICES,** or **INTERESTING CASE STUDIES** during your virtual event to strengthen your AOP community.

Surprise your staff with a **DECORATED LUNCH ROOM** and **FANCY SNACKS.**

Have **LUNCH** or **BREAKFAST CATERED.**

**UPGRADE THE OFFICE COFFEE** for a day—or the whole week.

Don't forget that **SMALL GESTURES** can have a **BIG IMPACT.**



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# Planning Checklist

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



- Get approval from your doctor or clinic manager to observe AOP 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.
- Determine a budget for planned activities.
- Break down each activity into steps so everyone knows what has to be done.
- Create a plan for getting each step done. Assign tasks and set deadlines for completion.
- Schedule regular in person or virtual meetings to provide status reports to ensure that assignments are being completed.
- Take photos of your celebration for follow-up media coverage or for posting online, and share with IJCAHPO.
- 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 celebration a success.

# Tips on Generating Media Coverage

*Tell the media about this field and share why you are an essential worker!*

**NEWSPAPERS:** Contact the city editor or managing editor with your press release or discuss the possibility of a feature story about your plans for AOP 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 virtual open house (i.e., demonstration of diagnostic procedure or interviews with a designated spokesperson).

**RADIO:** Contact the news director with your press release and the program director to see if there is a local talk show on which your designated spokesperson might call in to promote your virtual open house and discuss AOP 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, high school counselors, and other local organizations).





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### Sample Press Release

Develop a press release (a sample is provided below) for distribution to media in your area. Your press release should be distributed no more than 10 days in advance to avoid getting lost. Follow up by phone a week before your virtual open house to remind media and ask if coverage can be expected.

- ▶ Include who, what, where, when, and why in the first 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 Virtual Open House For Immediate Release

Contact: \_\_\_\_\_

The <INSERT LOCATION> will hold a virtual “Career In Sight” Open House on <INSERT DATE AND TIME> as part of a national campaign to introduce patients and the public to career opportunities in the eye care field. Ophthalmic medical technicians play an important role in patient care and are an essential part of the eye care team.

<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.

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

Visit [www.DiscoverEyeCareers.org](http://www.DiscoverEyeCareers.org) to learn more about the profession.

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### 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 its own on-air talent to record the spot for free. Here is sample copy for a 30-second spot.

Are you interested in an in-demand, high paying, rewarding career? Stop looking and start seeing yourself as a member of an eye care team in ophthalmology. It's Allied Ophthalmic Personnel Week in <INSERT CITY NAME>, and the <INSERT CLINIC'S NAME> is hosting a virtual Career In Sight Open House on <DATE AND TIME>.

Contact <INSERT CLINIC'S NAME> to learn about the rewarding careers in eye care. You will talk to Allied Ophthalmic Personnel and learn what they do, how much you could make, and how to get started.

It's "Career In Sight" Virtual Open House at <CLINIC NAME>, in <CITY>. Visit our website <INSERT WEB ADDRESS> to sign up.



#### Photo Credits

**Cover**  
 Illinois Retina Institute  
**Page 1**  
 Top Left: Hawaiian Eye Center on Oahu  
 Bottom right: Sergina Flaherty, COMT, OSC

**Page 2**  
 Top Left: Beyers Eye institute at Stanford  
 Bottom Left: Patricia Jaramillo, COA  
 Bottom Middle: Valentina Werth, COA  
 Bottom Right: Cigna Medical Group

**Page 3**  
 Top Left: Retina Institute of Virginia, PLLC  
 Middle Right: Cape Fear Eye Associates, PA  
 Bottom Right: Vanderbilt Eye Institute

**Page 4**  
 Top Left: Marlene Quintanilla-Caceres, COA  
 Top Middle: Nancy Jones  
 Top Right: Antonio Martinez, COT

**Page 5**  
 Top Left: Vanderbilt Eye Institute  
**Page 6**  
 Top Left: Pima Medical Institute  
 Middle Right: Vanderbilt Eye Institute





## CONSENT and RELEASE FOR USE OF IMAGE

I hereby irrevocably consent to and authorize the use by International Joint Commission on Allied Health Personnel in Ophthalmology and its assignees and licensees, (hereinafter referred to as "IJCAHPO") of any and all photographs, images, and likenesses taken of me and any reproduction of them in any form in any media whatsoever (hereinafter referred to as the "Image(s)").

Without my further consent, I understand that IJCAHPO may use the Images as IJCAHPO may choose, including without limitation, in connection with all books, brochures, pamphlets, advertising or other works ("Work"), in any medium, including but not limited to, print and electronic, and in any derivative work based thereon throughout the world, and to use them to publicize, promote and advertise such Work, including but not limited to, use for point of sale advertising.

I also irrevocably consent to IJCAHPO's use of my own name or any fictitious name which may be used or associated with the Images.

I hereby release any and all claims of any kind I may otherwise have against IJCAHPO its employees, contractors and agents in connection with the capturing of the Images, use of the Images and association of my name or a fictitious name and the reproduction to the fullest extent authorized under applicable law.

I hereby waive any right that I may have to inspect and/or approve the Images or Work or the advertising copy that may be used in connection therewith or the use to which it may be applied. I am over 21 years of age. (If under 21, see attached certification.)

Individual's Signature

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Individual's Name (Print)

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Mailing Address (Print)

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Date

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### **If the individual executing the Release is under the age of 21, the following acknowledgment is required from the individual's parent or legal guardian.**

I hereby certify that I am the parent or legal guardian (circle one) of the individual who executed the foregoing Release. Acting both for myself individually and on behalf of said individual, I consent to the execution of the foregoing irrevocable Consent and Release by said individual and the grant of the rights made therein.

Signature of Parent/Legal Guardian

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Printed Name of Parent/Legal Guardian

---

Relationship to Minor

---

Date

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*Place your eye care  
team's photo here.*

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