



TATAAMALAN

untuk

Optometris dan Juruoptik

CODE OF PRACTICE

for

Optometrist and Opticians

FOREWORD

It is heartening to see to fruition the cooperative efforts amongst three major associations involved in providing visual care in Malaysia. I would like to commend The Association of Malaysian Optometrists (AMO), the Malaysian Associations of Practising Opticians (MAPO) and the Malaysian Optical Association (MOA) for formulating the Code of Practice.

With the registration of opticians and optometrists in this country, the public expects high quality visual care. The profession must take cognizance of this expectation and strive to fulfil the public's needs.

I hope that with this Code of Practice, members of the profession would be guided towards improving the quality of their services thereby enhancing their image and ensuring a more effective, ethical, caring and professional visual care is provided to the public

The Malaysian Optical Council fully expects the profession to maintain a high standard of professionalism at all times. To achieve this, the Council expects that members of the profession not only stand by but also live by this Code.



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The Chairman of the
Malaysian Optical Council

CODE OF PRACTICE FOR OPTOMETRISTS AND OPTICIANS

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INTRODUCTION

The Code of Practice is established with the general aim of promoting high standards of professional conduct and professional education among optometrists and opticians. The contents have been endorsed by the 3 major optometry/optical associations in the country. Practitioners should adhere to the code as recommended by a committee comprising members of the Malaysian Optical Council.

1. GENERAL PROFESSIONAL CONDUCT

1.1 PROFESSIONAL INTEGRITY

- 1.1.1 It is overriding and continuing responsibility of all practitioners to place the welfare of their patients before all other considerations, and to apply to each patient the full extent of their knowledge and skill.
- 1.1.2 The preservation of professional integrity is always the responsibility of individual practitioners however and wherever they practice. They should therefore always satisfy themselves that they have full freedom to do whatever in their professional opinion is necessary for each patient and that the circumstances and conditions of their practice in no way obstruct this freedom or interfere with the individual relationship between patient and practitioner.

1.2 THE PRACTITIONER-PATIENT RELATIONSHIP

- 1.2.1 The relationship between practitioners and patients is an individual one and depends on mutual trust. Practitioners should do everything possible to promote and preserve their patient's confidence in them and in the profession as a whole.
- 1.2.2 The establishment and maintenance of confidence and trust between practitioner and patient depend primarily on the full application of necessary professional skill, and also on the assurance of confidentiality and on the environment in which such skill is exercised, including the equipment and support services employed by the practitioner.

1.2.3 Confidentiality: Practitioners must preserve the confidentiality of all information revealed by patients, and divulge such information only with the patient's consent or by order of a court of law.

1.3 Interprofessional relationship – In the course of their professional practice, practitioners should refer any cases of abnormalities found to the relevant medical specialist.

2. SALE AND SUPPLY OF OPTICAL APPLIANCES

2.1 For the purposes of supervision of the sale or supply of spectacles practitioner should-

- i) personally take and record the facial measurements, or personally supervise the taking and recording of those-measurements; or check that they have been properly taken and recorded;
- ii) if he does not check the finished spectacles himself, carry full responsibility for such checking;
- iii) personally carry out the final fitting or check that it has been properly done, unless spectacles have to be delivered by post or other mean to suit the convenience of the patient, in which case the patient should be advised to return, so that the practitioner can check the fitting.

2.2 Practitioners should ensure that in their practices any dispensing of optical appliances undertaken by an unregistered person is genuinely and adequately subject to supervision of the fitting and supply as a whole.

3. USE OF DESCRIPTION AND TITLES

3.1 USE OF TITLES AND QUALIFIQATIONS

Practitioners should not use-

- i) any titles other than those relating to public honours, honorary degrees or recognised professional or scholastic qualifications; or

- ii) any suffixes other than those relating to public honours and those qualifications approved by the Council as a basis for registration or for inclusion in the register

3.2 USE OF HEADED PAPER

It is inappropriate for headings mentioning work as optometrist or opticians to be used except for the purposes of a practice or business. Correspondence relating to work as optometrists or opticians should also not be conducted on paper mentioning other activities, e.g. as chemists or jewellers. In other words, optometrist or opticians who have other activities, and wish to use headed paper, etc., should order different letterheads, billheads etc., for the two purposes, and so far as reasonable ensure that those relating to work as optometrist or opticians are used only for those purposes, and not in connection with other activities. This does not apply, of course, to headed paper mentioning only the names of individuals or without reference to their qualifications or function.

3.3 BUSINESS NAMES

The following principle should be applied to the names under which a practice or business is carried on-

- i) As a general rule a practitioner is advised to practice under his personal name;
- ii) A partnership should not adopt a name other than one comprising of the names of all the partners who are registered opticians/optometrists;
- iii) Where a practitioner does not practise under his personal name, (e.g where he uses a title under the Registration of Business Names Acts) that name should be adequately mentioned;
- iv) Where a partnership includes a partner who is not a registered person, the association with the partnership name of a description such as "optometrist" or opticians should not be used either at the practice or on notepaper.

3.4 USE OF NAMEPLATES AND PROFESSIONAL CALLING CARDS

3.4.1 Nameplates

Nameplates should bear only the following

- a) name
- b) registrable qualification
- c) titles

Visiting practitioners may have their nameplates, however the days and hours of practice should be stated.

Names of practitioners who do not practice in the clinic should not be exhibited.

3.4.2 Professional calling card

Professional calling cards should only contain registrable professional qualifications, state and national awards, home address and telephone number, practice address and telephone numbers. Registered contact lens practitioners may include contact lens practitioners/consultants on their calling cards.

3.5 **LAY OWNERSHIP OF PRACTICES**

It is the duty of practitioners working in a practice owned by lay people (i.e. not doctors, hospital authorities, registered optometrists/opticians) to ensure that his name is adequately mentioned.

4. **PRESCRIPTION, FITTING AND SUPPLY OF CONTACT LENSES**

4.1 **PRINCIPLES WITH REGARD TO UNDERTAKING CONTACT LENS WORK**

Registered contact lens practitioners should appreciate the danger to the public, and the risks they run, if they undertake contact lens work without adequate training and experience.

Registered contact lens practitioners should before embarking upon contact lens practice ensure that they have sufficient knowledge and skill in contact lens work.

4.2 **RESPONSIBILITY FOR CONTACT LENS WORK**

Any practitioner providing a contact lens service should be responsible for this service, including after-care, whether by himself, by salaried employees, or by any other practitioner whom he remunerates for contact lens services.

5. **THE USE OF DIAGNOSTIC DRUGS**

5.1 **THE NEED FOR CARE**

It is proper and helpful to emphasize the need for care and discrimination by practitioners in the use of diagnostic drugs.

6. RULES ON PUBLICITY

6.1 GENERAL NATURE OF PUBLICITY

All means of giving publicity to a practice business used by optometrists, opticians and bodies corporate should be of a dignified and restraint character and free from any reference to the efficiency of, or facilities given by other registered optometrists/opticians or enrolled bodies corporate.

6.2 TRADE OR PROFESSIONAL PRESS

Any optometrist, optician or bodies corporate may publish advertisements or other matter relating to his or its practice or business in periodicals and should circulate them mainly among optometrist, opticians, medical practitioners, members of profession ancillary to medicines, or manufacturers of or dealers in optical appliances.

6.3 NEWSPAPERS, MAGAZINES AND DIRECTORIES

6.3.1 An optometrist, optician or body corporate may insert in periodicals, directories or newspapers an announcement or advertisement, and it is proposed that the advertisement or announcement display only the following part thereof-

- 6.3.1.1 The optometrist or optician's name, registrable qualification and titles related to the optometric/optical profession;
- 6.3.1.2 The name, address, practising hours and telephone numbers of the practice;
- 6.3.1.3 The description Contact Lens Practitioner/Consultant for an optometrist or optician who is allowed to prescribe and dispense contact lenses under the Act;
- 6.3.1.4 Educational information related to optometry/optical profession.

6.4 REMINDERS AND SERVICE LETTERS

6.4.1 An optometrist, optician or a body corporate may send to persons who have had their eyes examined in the course of his or its practice or business a reminder that a further test of sight may be desirable-

The reminder should preferably be sent in a sealed envelope containing nothing else.

6.5 CIRCULARS, BOOKLETS, LEAFLETS AND PAMPHLETS

6.5.1 An optometrist, optician or a body corporate may send to persons who have had their sight tested or have been supplied with an optical appliance in the course of his or its practice or business a notice to inform them of-

6.5.1.1 a change in the address, telephone number, opening and closing hours or name of the premise;

6.5.1.2 the acquisition by the optometrist, optician or body corporate of the goodwill of his or its practice or business;

6.5.1.3 transfer of the goodwill of his or its practice or business to some other optometrist, optician or body corporate;

6.5.1.4 the fact that an optometrist, optician has or will become or ceased or will cease be a partner in the practice.

6.5.2 An optometrist, optician or body corporate may send circular letters, booklets, leaflets, or pamphlets to medical practitioners.

6.5.3 An optometrist, optician or body corporate may issue gratuitously booklets, leaflets, or pamphlets, relating optical appliance, optometry or optical profession and of an informative nature-

6.5.3.1 by making them available at his or its premises;

6.5.3.2 by sending them to persons who have had their sight tested or have been supplied with an optical appliance in the course of his or its practice or business;

6.5.3.3 by sending them to any person who has specifically requested that they should be sent to him.

6.6 EXHIBITIONS

6.6.1 An optometrist, optician or body corporate may take part in relation to his or its practice or business-

6.6.1.1 in trade shows, fashion shows or exhibitions which are not open to the general public and are wholly or mainly related to the display of optical appliances and parts thereof;

6.6.1.2 in other shows or exhibitions such as career's exhibition, or road safety exhibition, for the purpose of giving information to the public.

6.7 TELEVISION, RADIO AND REDIFFUSION

An optometrist, optician or body corporate should not advertise in any form or in any manner in television, radio or rediffusion.

6.8 DISCOUNT CARDS, BILLBOARD, BANNER

6.8.1 An optometrist, optician or body corporate should not issue cards which may carry the intention of discount or any unfair practices.

6.8.2 An optometrists, optician or body corporate should not advertise in any billboard, billboard or banner.

6.9 OTHER MEANS OF ADVERTISEMENTS

6.9.1 An optometrist, optician or body corporate should not advertise in cinema, video tapes, laser discs or any form of public transport and balloons.

7.0 OPTICAL VENDORING

7.1 It is considered inappropriate for optometrists, opticians, or bodies corporate to engage in activities of optical vendoring from place to place.