

Optometric Organizations Develop Optometric Guidelines for Independent Continuing Education

SECO INTERNATIONAL AND OTHER OPTOMETRIC ORGANIZATIONS PREPARE DRAFT DOCUMENT TO HELP GUIDE RELATIONSHIPS BETWEEN EDUCATION PROVIDERS AND CORPORATE SUPPORTERS

ATLANTA (Apr. 18, 2009) – SECO International and representatives from the American Academy of Optometry (AAO), the American Optometric Association (AOA), the Association of Regulatory Boards in Optometry (ARBO), and the Association of Schools and Colleges of Optometry (ASCO) formed the National Steering Committee on Optometric Guidelines for Independent Continuing Education. The purpose of the committee was to create a document to establish voluntary guidelines for the profession to help ensure the independence of accredited optometric continuing education.

THE OPTOMETRIC GUIDELINES FOR INDEPENDENT CONTINUING EDUCATION (ICE)

The optometric profession recognizes the significant contributions made by industry to the profession, and the role industry plays in support of education providers who produce continuing education. The Optometric Guidelines for Independent Continuing Education (ICE) document is intended as a guide for providers and industry as they strive to deliver fair and balanced education. The guidelines are not regulated and education providers may participate on a voluntary basis. Rather, with the same intent as the PhRMA Code on Interactions with Healthcare Professionals, and the AdvaMed Code of Ethics, Optometry's Guidelines for Independent Continuing Education are meant to help doctors, meeting planners, and industry supporters alike create and administer quality educational programs.

DRAFT PHASE IS OPEN FOR COMMENTS AND SUGGESTIONS

The Optometric Guidelines for Independent Continuing Education are now in draft format and published for comments on SECOInternational.com from April 21, 2009, through May 8, 2009. SECO will receive comments addressed to Optometryonice@aol.com with the subject heading, "Optometric Guidelines for Independent Continuing Education." Respondents should include name, email address and a contact telephone number. SECO welcomes respondents to provide substantiated and well-founded critical comments to structure the final revision of the guidelines.

The SECO Tradition

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