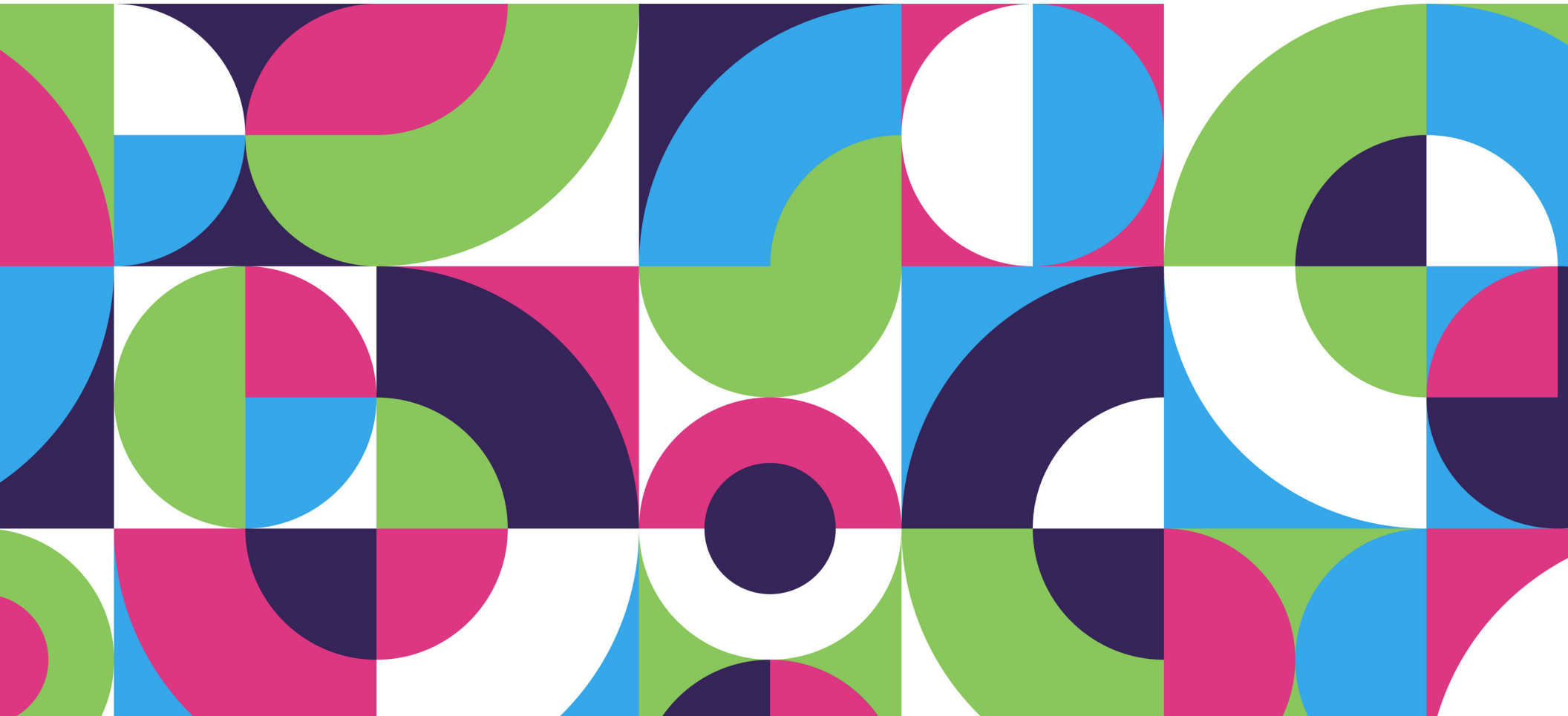




COLLEGE *of* OPTICIANS
OF BRITISH COLUMBIA
a B.C. Health Regulator

Strategic Plan



Mission & Mandate

VISION

Safe, quality, accessible vision care for all.

MISSION

Serving the public through excellence in the regulation of opticians as health care professionals.

VALUES

Integrity • Ethics & Fairness • Transparency
Accountability • Collaboration • Innovation

WHAT WE DO

Our mandate is to protect the public. We:

- Promote trust in opticianry as a regulated health profession.
- Establish, monitor, and enforce professional standards and ethics.
- Ensure professional rigour among opticians through continuing competency programs.
- Manage, investigate and resolve complaints to improve quality of care and ensure public safety.

High Level Goals

Over the next 3 years, the College of Opticians of BC aims to champion the modernization of vision care. We will do this through targeted and strategic focus on the following 5 goals:

Collaboration

Engage in constructive collaboration to meet the vision care needs of the public.

Cultural Safety

Model cultural safety and patient-centred care.

Registrant Engagement

Foster reciprocal engagement with registrants to strengthen professionalism and quality of care.

Operational Efficiency

Develop and refine streamlined, consistent, and automated processes and systems.

Public Accountability

Increase public trust and recognition of the regulated profession.

Goal 1 **COLLABORATION**

Engage in constructive collaboration to meet the vision care needs of the public.

- Active and constructive engagement in the multi-professional college amalgamation.
- Strengthen relationships and clarify roles and responsibilities with educational institutions and associations.
- Collaborate with other vision care organizations to improve continuity of care.
- Raise the profile of opticianry as a regulated health profession.
- Seek feedback to evaluate, refine, and enhance COBC's programs and services.



Goal 2

CULTURAL SAFETY

Model cultural safety and patient-centred care.

- Provide cultural safety training for all staff and board members.
- Administer and ensure high standards of cultural safety competency programs for opticians.
- Continue proactive investment to ensure safe patient relations.
- Champion patient-centred care that is culturally-sensitive, inclusive and trauma-informed.
- Promote the inclusion of cultural safety and humility on a national level.

Goal 3

REGISTRANT ENGAGEMENT

Foster reciprocal engagement with registrants to strengthen professionalism and quality of care.

- Strengthen COBC's communications, transparency, and online presence to registrants.
- Collaborate with the Opticians Association of Canada and educational partners to increase understanding of the role of COBC to registrants.
- Welcome and support new registrants with relevant information about COBC.
- Promote recognition and value of licensure.
- Strengthen board and committee recruitment efforts and registrant connection to COBC.

Goal 4 OPERATIONAL EFFICIENCY

Develop and refine streamlined, consistent, and automated processes and systems.

- Manage and grow available funds to support core operations, fund strategic priorities, and ensure long-term sustainability.
- Adapt board recruitment to align with modernized regulatory framework changes.
- Strengthen onboarding, training and succession planning for board members.
- Maintain a diversified and skilled staff team to meet on-going operational needs.
- Revise and improve systems and processes related to governance, complaints, and operations.

Goal 5 PUBLIC ACCOUNTABILITY

Increase public trust and recognition of the regulated profession.

- Provide cohesive, consistent, and clear communication to the public.
- Increase accessibility and understanding of the profession to the public.
- Demonstrate accountability to the public through the complaints process.
- Invest in improvements in efficiency and accessibility for the complaints process.
- Training and education to the board, committees and staff on public accountability measures.

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