

# Standard 13: Conflict of Interest

## Related Standards of Practice

- Standard 1: Client-Centred Practice
- Standard 6: Professionalism
- Standard 12: Privacy and Confidentiality

## Description

The optician recognizes, prevents, and takes action to resolve conflicts of interest—whether direct, potential, or perceived.

## Expected Outcome

The client can expect that their optician will deliver services in the client's best interests and that conflicts of interest will be disclosed and managed.

## Criteria

- 13.1 Ensure that financial and commercial practices do not compromise the client's safety or vision care needs.
- 13.2 Avoid, where possible—and manage, where necessary—any direct, potential, or perceived conflict of interest that is not in the best interests of the client.
- 13.3 Refuse to accept gifts, money, or other incentives from clients that may be perceived to affect client care, professional judgment, and/or trust in the profession.
- 13.4 Take steps to appropriately initiate, maintain, and terminate optician–client relationships throughout the course of care.
- 13.5 Where a conflict of interest is unavoidable, disclose the conflict to clients and others, as appropriate, and document in a complete, open, and timely manner how the conflict was managed.