

Chapter Opt 7

UNPROFESSIONAL CONDUCT

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Opt 7.01 Inspection. Information concerning place and mode of practice shall be furnished to the board by any licensed optometrist when such is requested, and every optometrist shall permit the inspection of his office and equipment during office hours by any board member or representative of the board.

History: Cr. Register, March, 1962, No. 75, eff. 4-1-62.

Opt 7.02 Affiliation with violator. Optometrists who are affiliated in any manner with those who violate any portion of the optometry law or the rules of the board will be considered as participating in the violation.

History: Cr. Register, March, 1962, No. 75, eff. 4-1-62.

Opt 7.03 Improper use of title. It shall be unprofessional conduct for an optometrist to use the title "Doctor" in printed form unless he has actually been granted the title of doctor of optometry by an optometric college and unless he indicates that he is an optometrist.

History: Cr. Register, March, 1962, No. 75, eff. 4-1-62.

Opt 7.04 Minimum examination. In the absence of compelling reasons to the contrary, it shall be considered unprofessional conduct for an optometrist to fail to make the following minimum examination in all cases and keep a permanent record thereof:

- (1) Complete case history.
- (2) Visual acuity at far and at near.
 - (a) Unaided.
 - (b) With last correction.
- (3) Detailed report of the external examination.
- (4) Ophthalmoscopic examination (Media, Fundi, Blood vessels, Discs).
- (5) Corneal curvatures.
- (6) Retinoscopy.
- (7) Amplitude of convergence and accommodation
- (8) Phorias and ductions
- (9) Subjective findings, far and near.
- (10) Fusion.
- (11) Stereopsis.
- (12) Color vision.
- (13) Visual fields (confrontation).
- (14) Prescription and visual acuity obtained, far and near.

History: Cr. Register, March, 1962, No. 75, eff. 4-1-62.

Opt 7.05 Verification. It shall be unprofessional conduct for an optometrist to fail to verify before delivery the accuracy with which the prescriptions prepared by him are compounded.

History: Cr. Register, March, 1962, No. 75, eff. 4-1-62.

Opt 7.06 Unprofessional practices. The following practices, among others, constitute unprofessional conduct:

(1) The use of bold face type or any other means of attempting to attract special attention to himself in any telephone or other public directory, newspaper, or any other communication media including newspapers, magazines, television, radio broadcasts, or any other advertising matter distributed to the public.

(2) The use of stationery and professional cards containing other than the names, titles, office hours, location and telephone number.

(3) The use by an optometrist, on his stationery, card or printed matter, of a multiple title. (e.g., optometrist-optician; jeweler-optometrist; etc.) The illustrations are not meant to be exclusive.

(4) The use of the title optometrist or other reference to his profession in the advertising of hearing aids or other articles.

(5) Failure to have or inability to operate adequate equipment and instruments in good working order and of such a character as is necessary to make the minimum examination as specified in section Opt 7.04 of this code.

(6) The use of any advertising, by whatever media, containing other than the name of the duly licensed optometrist, his title, office hours, location or place of practice, telephone number and any one specialty.

(7) The use or representation of eyes, or glasses, or show cases or window displays, or ophthalmic equipment as advertising.

History: Cr. Register, March, 1962, No. 75, eff. 4-1-62; am. (1) Register, September, 1967, No. 141 eff. 10-1-67.