

Chapter Opt 9

UNPROFESSIONAL CONDUCT

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Opt 9.01 Standards. The board shall consider unprofessional conduct any act which is stated or implied to be unprofessional in the statutes regulating the practice of optometry.

History: 1-2-56; am. Register, January, 1957, No. 13, eff. 2-1-57.

Opt 9.02 Affiliation with violator. Optometrists who are affiliated with those who violate any portion of the optometry law or the rules of the board will be considered as participating in the violation of the law or rule.

Opt 9.03 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.

Opt 9.04 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 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 findings.
- (4) Ophthalmoscopic examination (Media, Fundus, Blood vessels, Disc).
- (5) Corneal curvature findings.
- (6) Retinoscopy, far and near.
- (7) Amplitude of convergence and accommodation.
- (8) Phoria and duction findings.
- (9) Subjective findings, far and near.
- (10) Fusion.
- (11) Stereopsis.
- (12) Color vision.
- (13) Visual fields (confrontation).
- (14) Prescription given and visual acuity obtained, far and near.

Opt 9.05 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.

Opt 9.06 Continuing association. It is unprofessional conduct for an optometrist to continue in the association with any person who solicits optometric patronage by price advertising or the offer of free examination or who otherwise violates section 153.10, Wis. Stats.

Opt 9.07 Sale of merchandise. An optometrist who engages in the sale of optical merchandise, as an optician or otherwise, shall be governed in his advertising and conduct in this field by those limitations and principles, of statute and rule, which govern him as an optometrist, or be guilty of unprofessional conduct.

Opt 9.08 Unprofessional practices. The following practices, among others, constitute unprofessional conduct: (1) The use of any large display glaring, illuminating or flickering light sign.

(2) The use of any office sign larger than 600 sq. inches in size over all, or containing letters over 6 inches in size.

(a) Such office sign may contain only the name or names of the optometrists practicing therein, title and office hours.

(3) The retention in or about the office or building for a period of longer than 6 months of a sign or signs of former optometrists or the use of the name of former optometrist or optometrists in any form of advertising, listing or signs is misleading and constitutes unprofessional conduct.

(4) 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.

(5) The use of any printed advertisement larger than 20 sq. inches. This may contain only the name or names of the optometrists, titles, office hours, location, telephone number or numbers, and one optometric specialty.

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

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

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

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