



Optometrist of the Year

The 2012 *Optician Awards* will soon be launched. Over the coming weeks *Optician* will be profiling each of the Awards to provide some vital tips on which category is best for you



OPTICIAN
AWARDS

The category of Optometrist of the Year is designed to reward an optometrist who uses his or her optometric skills to enhance the lives of patients, colleagues and the community.

The judges will be looking for evidence of excellence in a range of areas. These should include clinical techniques, interaction with other practice staff and, most importantly, patients. The judges will be looking for true commitment to patient care and examples of how the optometrist's actions have benefited patients and the practice.

The judges will also want to see how the optometrist has made an effort to further the eye care of patients and enhance his or her practice's reputation. This category is for the optometrist who goes the extra mile for patients and the profession.

The Optometrist of the Year is one of the most fiercely contested *Optician*



2011 winner David Wilson, Boots Opticians, Huddersfield, and Marc Bennett of AEL

SPONSOR'S STATEMENT

With its commitment to independent optics, BBGR recognises the influence optometric excellence has in growing this vital segment of the market.

Through its sponsorship of the Optometrist of the Year category, BBGR hopes to identify a role model for optometrists of the future.



'The awards night was a career highlight I will fondly remember for the rest of my life. I would like to thank all involved for letting me be part of it'

Awards. Entrants should make sure they explain all of the various aspects of practice work undertaken, be it clinical, business or people-focused.

If you are involved in interdisciplinary work with other health professionals, professional bodies, teaching, dispensing or specialist spectacle and contact lens work, provide evidence to let the judges know.

Interaction with the community or other activities that raise the profile of the profession may also interest the judges. Do you spread the message of optometry with local schools, in the local media, sporting or leisure groups? All of the entrants to this category will be sure to explain what sets you above the rest. ●