



Meet the Optometric Advisers

Who are we ?

What do we do ?

What can we do for you ?

Are all Optometric Advisers the same?

Currently I provide advice to

- BPCSSA (contracts and payments)
- BENPCT (clinical governance)
- HOB+PCT (clinical governance)

But the role is changing to include service development

The Development of Optometric Advice

- 1990's
 - Fraud
 - Changing NHS
- Shipman
 - Accountability
 - Probity
 - Equity
- Today
 - New Contract
 - Clinical Governance

How informed is an Optometric adviser

- Familiar with how optometry operates
 - Opticians Act
 - GOS and POS regulations
 - Model contracts
 - Professional guidelines
 - Making accurate claims, the red book
 - Other legislation affecting businesses and premises
- Works in primary eyecare
 - Hands on experience
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Different PCTs have different needs

- Emphasis determined by local PCT
- Meets local needs
- Timescales
- Different from one PCT to the next
 - Difficulties for businesses operating in several PCTs
- Diversity is positive

What do PCTs do in primary eyecare

- New contracts (mandatory, additional, enhanced)
- New performers (ophthalmic)
- Payments plus pre/post payment verification
- Care Quality Commission standards
monitor and support
- Managing poor performance
training
- Contract monitoring
- Commissioning enhanced services
- Patient advice and liaison

A little more detail

- Practice visits
- Poor performance
- LOC Liaison

How is this all achieved

- Protocols development
- Questionnaire /survey of your contractors
- Premises visits
- Additional services monitoring
- Data collection
- Investigations
- Audits
- Resource links
- Health needs assessment
- Project boards for service development
- Local and national liaison

At a local level

- This will most likely include data collection and visits to contractors for both mandatory and additional service contractors
- The new contracts allow for information to be requested
- The keyword is reasonable
- So it is unlikely you will be asking for data on a monthly basis
- Probably on a 3 year cycle but may be annual updates

Using your Optometric Adviser

- Your optometric adviser can be a useful link
 - To assist you to interpret the needs of mandatory and additional contracts
 - To assist in implementing business plans for enhanced services
 - To help your patients understand the 'rules'

Could you be an Optometric Adviser

- PCTs wanting to recruit will
 - Offer support and training
- Consider job share/part time
 - Allows for a better skill mix
 - Could be shared by locality
 - Could be shared by function such as monitoring contracts and strategic planning
- Job Description
 - Remember CQC need to know your PCT is keeping an eye on its contracts

What sort of person is an OA

The OA has a role to represent optometry to the PCT and also the PCT to optometry so will need to be

- A good **communicator**
 - **Compassionate** when dealing with a poor performer
 - **Assured** when dealing with a potential fraud case
 - **Flexible**
 - **Familiar** with PCT area and contractors
- and have
- A sound **knowledge** base around contracts and regulations
 - Robust qualities of **equity** and **probity**