



Association of
Optometrists

2019

Member benefits



Your member benefits at a glance

Expert, tailored legal defence for individual members from our in-house team, who work solely on optometry issues

Employment law advice, support, and resources for employees and business owners

Clinical and regulatory advice, and support on GOC and commercial matters

Insurance and indemnity cover with no excess. Retrospective and run-off cover, and vicarious liability included

Optometry Today in print and online for the latest clinical, regulatory and business news to your door and your inbox

CET and professional development events and webinars throughout the year

Free and confidential Peer Support Line for students and professionals in optics

Our affinity partners provide additional services, exclusive to AOP members, intended to enhance your membership package

www.aop.org.uk/benefits

Terms and conditions apply, go to www.aop.org.uk/terms-and-conditions for details

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New benefits



Protecting you

- **We have expanded our employment and clinical negligence teams**, with two new solicitors, meaning we can grow the expert legal services already available to individual members. We continue to disseminate good employment and clinical practice through our education programme and member resources
- **We continue to work with the DVLA to update its public-facing guidance**, most recently on cataracts and driving, to reconcile this with their *Assessing fitness to drive guidance for medical professionals*. We also updated our guidelines and member resources on vision and driving



Supporting you

- **Our expanded services for locums** include valued locum CET and professional development events, and resources such as our internal referrals template and the *AOP locum logbook*
- **A new online GDPR resource and webinar** are available to help members understand and implement the new data protection regulations in practice
- **A new low-stress guide for employees and employers** encourages members to work together to tackle causes of stress in the workplace



Representing you

- **Our members are invited to take part in research**, including our Voice of Optometry insight panel, giving you the opportunity to inform and influence debate and decision-making
- **Our public campaigns, like our new Celebrate your sight television campaign**, promote the profession and raise awareness of the importance of eye health
- **Our policy position statements represent your voice** on issues affecting optometrists and help improve patient care. Recent positions have included primary care eye health services, sight test fees, and driving and vision



Protect

We are confident we offer the best package and value for money. Our medical malpractice insurance provides first-class protection for individual optometrists, and our expert in-house legal team deliver the best possible legal defence for our members' reputations and livelihoods

Your benefits package includes:

Expert legal defence

- First-class defence for individual members in the event of a GOC or NHS investigation, or civil claims
- An in-house legal team working solely on optometry issues

Employment law expertise

- Expert in-house advice and resources on employment issues for employees and business owners
- Union representation and support to ensure your rights in the workplace and secure fair outcomes

Clinical and regulatory advice

- Expert guidance on complying with GOC Standards and regulations
- Advice on clinical, commercial and contractual requirements

Insurance and indemnity cover

- Medical malpractice insurance up to £5m per claim, £10m per year, whatever your mode of practice
- Up to £2m product liability insurance
- Free retrospective and run-off cover provided
- Vicarious liability for the whole practice team, including dispensing opticians, where all optometrists are members



It's good to know the AOP has my back. Their expert legal, clinical and regulatory support provides guidance and reassurance, so I can focus on my patients and practice

JONATHAN COHEN

INDEPENDENT PRACTICE OWNER,
OPTOMETRIST AND AOP MEMBER

FIND OUT MORE

For more information about our insurance and legal package, including employment law topics and frequently asked legal questions, go to www.aop.org.uk/legal

Find our latest regulatory guidance at www.aop.org.uk/regulation

Find our latest clinical guidance at www.aop.org.uk/clinical

If you need advice relating to your individual circumstances, turn to **page 14** for a list of useful AOP numbers and email addresses

The Association of Optometrists is authorised and regulated by the Financial Conduct Authority (FCA) for certain regulated products and services

Support

We provide a range of valued education and professional development opportunities, alongside outstanding services, guidance and resources. All designed to meet our members' diverse professional needs, so you can deliver best practice with confidence

Expanded support for locums including an *AOP locum logbook* for every locum member, a downloadable template for internal referrals, tailored webinar content and 100% Optical seminars

Your CET and professional development requirements can be met through our events and webinars, our journal *Optometry Today (OT)* and exclusive seminars and workshops at 100% Optical

Free practice and patient resources downloadable from our website. These include short films, leaflets on eye conditions and posters to help your patients learn more about eye health and eye conditions

Stay up-to-date with the latest professional and business news, cutting-edge science and research, opinions and features, jobs and career guidance with our award-winning journal *OT*

Our Peer Support Line (0800 870 8401) offers a free and confidential service to any optical student or professional. Staffed by trained, empathetic AOP member volunteers, callers can talk through any issue in complete confidence, with someone who understands



Make sure your career and communications preferences are up-to-date on **MyAOP** so we can keep you informed about new resources, webinars and events relevant to your career choices at www.aop.org.uk/myaop

You can also download your **insurance certificate** and a **personalised AOP logo** for your professional communications and keep track of your **OT CET points** at www.aop.org.uk/myaop



I can access
high-quality CET
and CPD at a time
and place that's
convenient for me

ANDREA KURPIEL

OPTOMETRIST AND AOP MEMBER

FIND OUT MORE

For more information about
the range of CET available
to members, go to
www.aop.org.uk/cet

For more information about our
resources for patients, go to
www.aop.org.uk/patients

For business and practice
resources, go to
www.aop.org.uk/business

To find out more about our
Peer Support Line, go to
www.aop.org.uk/peersupport

If you need advice relating to
your individual circumstances,
turn to **page 14** for a list of
useful AOP numbers and email
addresses

Represent

We represent our members' interests at a local and national level. Our positions and consultation responses influence the government, media and public opinion, raising the issues that matter to optometrists and improving patient care

Our responses to public consultations influence the optical sector and the wider environment for the benefit of our members. Recent examples include our comments on the GOC's draft new standards for optical businesses, and our input to NHS England's current work on a long-term plan for the NHS

Our in-depth policy positions set out our stance on some of the key issues that affect optometrists. Recent new or updated positions cover sight test fees, primary care eye health services, children's eye care; and contact lens substitution

Our Council actively engages members via our online community forums and face-to-face meetings. And we lobby national decision makers on eye health issues, including joint work with other optical organisations

We campaign on eye health issues throughout the year, providing members with resources to use in practice. Our recent *A B See* children's eye health campaign reached over 40 million people through national and regional media coverage

Our Voice of Optometry panel offers members the opportunity to share their opinions and experiences on important eye health topics, and allows the AOP to harness your collective voice to effect change through our media and public-facing work

If you need advice relating to your individual circumstances, turn to **page 14** for a list of useful AOP numbers and email addresses



With the AOP I know I'm listened to. I can share my views and my voice is represented on the issues that matter

MICHAELA JOSEPH

OPTOMETRIST, CONTACT LENS PRACTITIONER AND AOP MEMBER

FIND OUT MORE

For more information on recent consultation responses, go to www.aop.org.uk/consultations

To read our position papers on a range of important issues, go to www.aop.org.uk/positions

To ask your Councillor or peers a question, or browse topics, go to the AOP community at community.aop.org.uk

To see how our Voice of Optometry panel can help us develop influential media campaigns, like the A B See campaign, go to www.aop.org.uk/campaigns

Affinity partner benefits

Specialist financial advice and preferential rates on everyday insurance essentials

info@lloydwhyte.com
01823 250 700

Delivered through our partner Lloyd & Whyte, members benefit from:

- For your practice — practice insurance, locum insurance, credit and debit card processing
- Everyday essentials — home, travel and property owner's insurance
- Financial planning — savings and investments, pensions and retirement planning and independent financial advice

“ I saved over £1600 switching my practice insurance to Lloyd & Whyte, and I'm covered for everything I need including business interruption and locum cover. Thank you AOP



SUSAN BOWERS

AOP COUNCILLOR FOR THE WEST
MIDLANDS AND AOP MEMBER

Disclosure and Barring Service

info@cbscreening.co.uk
01443 799 900

Standard or enhanced level (for the NHS Performers List) Disclosure and Barring Service checks through Complete Background Screening Ltd (CBS)

Tax and accountancy

0161 480 5665

Discounted accountancy services through TWD Accountants Limited including fixed fee packages for sole traders, tax returns for employees and company directors and a free tax refund service

Debt collection

info@jwfc.co.uk
01934 863 616

Debt collection services via John Whitewood Finance (JWF), specialists in legal and investigation services. Avoiding dispute, JWF prefers to seek solutions with debtors face to face



FIND OUT MORE

For more information on all our affinity partner benefits, go to www.aop.org.uk/benefits

Useful contacts

General enquiries

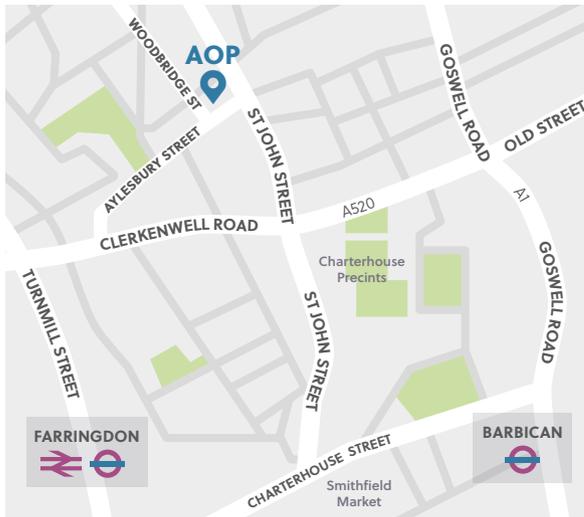
postbox@aop.org.uk
020 7549 2000

AOP membership team

membership@aop.org.uk
020 7549 2010

Where to find us

2 Woodbridge Street, London EC1R 0DG



AOP legal team

legal@aop.org.uk
020 7549 2020

Please note, this number goes to a voicemail system. After leaving your details, a member of the legal team will call you back within one working day

AOP Peer Support Line

0800 870 8401

Our confidential, free-phone helpline is for optical students and professionals. Calls will be answered 24 hours a day, by an external answering service, with volunteers on duty to return calls between 8am and 8pm

Follow us on Twitter, Facebook or Instagram for daily updates



@The_AOP
@OptometryToday



/AssociationOfOptometrists
/OptometryTodayJournal



@optometry_today

**Free legal advice line for
non-optometry issues**

0345 250 0762

This service is for all legal enquiries not necessarily related to your work, remember to quote your membership number

CET enquiries

CEThelp@optometry.co.uk

020 7549 2076

Events and webinars

events@aop.org.uk

020 7549 2008

AOP regulatory team

regulation@aop.org.uk

020 7549 2009

Promoting
the profession,
protecting the
professional