

## Chapter Opt 7

### UNPROFESSIONAL CONDUCT

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**History:** Chapter Opt 7 as it existed on January 31, 1971 was repealed, and a new chapter Opt 7 was created, Register, January, 1971, No. 181, effective 2-1-71.

**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, January, 1971, No. 181, eff. 2-1-71.

**Opt 7.02 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, January, 1971, No. 181, eff. 2-1-71.

**Opt 7.03 Adequate equipment.** It shall be unprofessional conduct for an optometrist to fail to have in good working order or be unable to operate adequate equipment and instruments of such a character as is necessary to perform the minimum examination as specified in section Opt 7.04.

**History:** Cr. Register, January, 1971, No. 181, eff. 2-1-71.

**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) External examination.
- (4) Ophthalmoscopic examination.
- (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.
- (14) Prescription and visual acuity obtained, far and near.

**History:** Cr. Register, January, 1971, No. 181, eff. 2-1-71.

**Opt 7.05 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. This shall not prohibit identification of a service corporation or entity by such words as Limited, S.C., or Inc.

(3) The use by an optometrist, on his stationery, card or printed matter, of a multiple title. (e.g., jeweler-optometrist, optometrist-hearing aid salesman, 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) 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. This shall not prohibit identification of a service corporation or entity by such words as Limited, S.C., or Inc.

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

**History:** Cr. Register, January, 1971, No. 181, eff. 2-1-71.

**Opt 7.06 Verification.** (1) 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 and to record the fact that such verification was made.

(2) It shall be unprofessional conduct for an optometrist to deliver glasses compounded on a prescription prepared by him containing striae, bubbles, or distortions beyond that which is normally acceptable.

**History:** Cr. Register, January, 1971, No. 181, eff. 2-1-71.

**Opt 7.07 Capping and steering.** It shall be unprofessional conduct for an optometrist to engage in the practice of "capping and steering" defined as follows:

(1) The employment, either directly or indirectly, of any person or persons known to be advertising or soliciting in a manner contrary to the laws of this state concerning the practice of optometry in order to obtain optometric patronage, or

(2) The public solicitation by any licensed optometrist for the sale of either optometric materials or optometric service.

**History:** Cr. Register, August, 1973, No. 212, eff. 9-1-73.