

AIO to open up the new Independents Code (IC) to subscribers at Optrafair

IC – The Independents Code becomes a reality.

The Association for Independent Optometrists and Dispensing Opticians (AIO) has decided that Optrafair will mark the opening up of the much anticipated independents Code (known as IC) for applications by practices that wish to be one of the Pioneer Subscribers of this new ground breaking quality mark of distinction. IC has been many months in formulation following extensive consultation with AIO members and other stakeholders, and sets out the minimum standards by which those practices that offer excellent clinical care will be judged. The Code will be regulated by a new and Independent oversight body known as the IC Oversight Board which will maintain the subscriber Register as well as ensure that subscribing practices live up to the standards set out in the Code.

Peter Warren, Chairman of AIO said 'I am delighted that we are able to start taking bookings for the first 50 practices that will become Pioneer Subscribers of the IC which will start to appear on the High Street from September 2016. AIO has long harboured the ambition of introducing a mark of distinction for those Independent Practices that not only offer excellent patient care but have the long term eye health of their patients as their main objective. That ambition has now become a reality and know many members of AIO are waiting to sign up to the IC'

AIO will create individual launch plans for subscribers in their local communities and ensure that IC gains maximum exposure with health care providers and of course the general public. 'IC also provides a wonderful opportunity to promote greater understanding of the professional roles of Optometrists and Dispensing Opticians amongst the general public. It has long been the case that people do not understand the vital role that we play in the eye health of the nation' Peter added.

To find out more about IC and/or to become a Pioneer Subscriber come and visit AIO on stand C61 at Optrafair or call 0800 1300 486