



Policy and Procedures Manual

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1. Training

- a. At all times the 7 touch points for patients and the process must be remembered and managed:
 - i. Make appointment;
 - ii. Arrive for appointment;
 - iii. Eye Exam;
 - iv. Choose frame and lenses;
 - v. Collect spectacles;
 - vi. Follow Up SMS;
 - vii. Recall.
- b. 5 Senses approach must be followed wherever possible:
 - ii. SIGHT - stock and store must be clean and neatly presented;
 - iii. SOUND - appropriate music must be playing at all times;
 - iv. TOUCH - give the patient frames and encourage them to take their own choices from the shelf too;
 - v. SMELL - ensure the store smells fresh and clean;
 - vi. TASTE - ensure each patient is given a few lollies with their spectacles on collection.

2. Privacy, Confidentiality and Respect

It is important to be aware that ALL patient records and information is kept strictly private and confidential.

Under no circumstance may information be discussed outside of the business with any person unless that person or party requires that information for professional reasons.

All information on business process, turnover, policies, procedures or any other information that is not known by the general public is considered confidential and may not be discussed or divulged outside of the business.

All patients must be treated with dignity and respect at all times, discussions with them about their condition must be done with the utmost care.

Patients can be sensitive to their condition as well as the possible aesthetic outcome of their spectacles and as such all staff are required to be sensitive to this.

2.1. Uploading of Patient Information to Third Parties

Under no circumstances may any staff member upload, share, or transmit patient information of any kind to any external or third-party platform, website, or service unless that platform has been expressly approved in writing by Head Office.

This includes, but is not limited to:

- * Clinical data such as retinal photographs, OCT scans, topography, or visual field results;
- * Patient identifiers such as name, date of birth, address, or contact details;
- * Prescriptions, invoices, consultation notes, or any other personally identifiable or clinical information.

Examples of platforms where uploading is strictly prohibited include — but are not limited to — ChatGPT, OpenAI, Google Drive (personal accounts), Dropbox, Canva, social media messaging platforms, email to personal addresses, or any AI, data analysis, or document-sharing service not authorised by Options Optometrists Head Office.

Uploading, copying, or entering patient details into such services constitutes a serious breach of patient confidentiality and data privacy and may lead to disciplinary action, including termination of employment.

All patient information must remain stored only within authorised and secure systems used by Options Optometrists (for example, Sunix Vision, and approved communication systems, in compliance with the Australian Privacy Principles and the business's internal confidentiality policies.

3. Location of Banners and Posters

Banners, posters and sunglass cabinets are carefully placed with retail behaviour in mind. These should always be displayed where marked on your store plan or where advised by Options HO representatives.

4. Window Dressing Where Applicable

Any windows must be neat and dressed appropriately to the Options Optometrists standard

5. Customer Facing Tablet Standard

Purpose

Tablets are for staff use (price lists, lens options, offers and approved patient information). Because patients can see them, they must always meet a premium Options presentation standard.

5.1. Approved Setup

Device

- Samsung Galaxy Tab A11 or equivalent
- **No smaller than 11 inch**

Cover

- Slimline silicone cover only
- Black or clear only
- No branding, labels, stickers, tape, writing, patterns

Stand

- Desk stand required at all times
- Small, neat, non branded
- Wood, black or silver only

5.2. Approved Use

This tablet is **expressly for Options price lists and related customer facing information only**, accessed via the **Options Intranet**.

The tablet must NOT be used for anything else.

Specifically not permitted at any time :

- **Email**
- **Messaging**
- **SMS**
- **WhatsApp**
- **Facebook / Instagram**
- **Personal web browsing**
- **Photos**
- **Phone calls**
- **Any personal staff use**

If the activity is not part of the Options Intranet price list and information system, it is not allowed.

5.3. Presentation Standard

Tablet must always look like part of the fitout.

Must be

- Screen clean and fingerprint free
- Cover clean and intact
- Stand clean and stable
- Cables neat and discreet
- Positioned straight and tidy in the same place on the desk
- No clutter around it

Not allowed

- Tatty or damaged covers
- Cracked screens
- Bulky or branded stands
- Messy charging cables
- Notes stuck to the tablet or stand

5.4. Daily Open and Close Checklist

Start of day

- Wipe screen with microfibre cloth
- Confirm cover and stand are clean
- Confirm tablet is charged and ready
- Open Options Intranet price list / approved info page

End of day

- Wipe screen and cover again
- Return tablet to stand
- Place tablet on charge ready for morning

5.5. Charging Rule

Tablet must be placed on charge every night

Charging cable must be neat and professional

5.6. Replacement Standard

Replace immediately if:

- cover becomes worn, shiny, torn or tatty
- stand is unstable or broken
- screen is cracked or device malfunctions

6. Stock and Pricing

6.1.1. Frame Stock Holdings

- Each store must keep the **minimum number of frames per brand on display** as set out in the current **Head Office (HO) stock matrix**.
- Stores may hold **more than the minimum**, but **must not hold less**. Frame selection **within an approved brand** is at the store's discretion (unless otherwise directed by HO).
- **Brands are licensed (not "suppliers")**. Any new brand must be licensed and approved by HO in writing before ordering.
- **Any brand not listed on the current matrix is not approved** and must not be ordered.

6.2. Licensing Terms

Tier 1 : Compulsory for all stores

- Minimum units are prescribed by HO and **cannot be reduced** (may be increased at store discretion).
- Must be **displayed at all times**.
- **Rotation rules apply** as per the matrix.

Tier 2: Optional - at store discretion

- If stocked, the store must commit to the **prescribed minimum units** (cannot be displayed below the minimum).
- **Rotation rules apply** as per the matrix.
- Reps may be asked to rotate out a poor-performing brand in exchange for an approved brand in their portfolio, but **they are not obliged** (their decision must be respected).
- If retiring a Tier 2 brand that **cannot be rotated out**, discount to **\$99 for 30 days**, then move remaining stock to the **Health Fund (HF) range**.
- New Tier 2 brands may be proposed, but **must not be stocked until HO approval is received in writing and the Tier 2 list/matrix is updated**.

Matrix control (compulsory):

- Each store must maintain a **local matrix** showing minimum display levels for each approved brand.
- **Do not order beyond your matrix quantity** except to **top up to minimum** or as part of an approved **rotation**.
- A copy of the store matrix must be sent to HO **quarterly** (to monitor Tier 2 movement and compliance).
- The matrix is mandatory to support **cash flow** and prevent **excess working capital tied up in stock**.

Frame to follow (FTF):

- Where a brand is designated **Frame-to-Follow**, frames should **not be sent directly to the lab** (i.e., not supplied as “no stock held”) **unless exceptional circumstances apply** (e.g., emergency job) and the store can justify the exception.
- FTF protects **cash flow**, supplier arrangements, and ensures **required units remain on display**.

Rotations:

- Rotate stock as often as practical to keep ranges fresh, **within matrix parameters**.
- Reps must meet agreed rotation minimums; they may have discretion—maintain professional relationships and **accept “no” respectfully**.

Out of Collection Purchasing (Sun & RX)

- No out-of-collection purchases are authorised (Sun or RX) unless approved by HO in writing.

6.3. Frame Pricing

Frames are to be colour coded with supplied dots corresponding to the selling price and neatly placed on the right top corner of the left lens (patient side)

A clear price list as supplied by head office must be on display at all times in the appropriate holder/display unit.

6.4. Health Fund No Gap Frame Collection

At all times the Health fund no gap collection must be displayed in the manner as prescribed by your Options representative.

7. Safety Glasses

The store must keep a range of safety frames on display for sale with Rx single vision or multifocal lenses. Safety spectacles to be ordered through PSG.

8. Consumables

At all times the store must have the appropriate number of:

- Spray bottles;
- Lens cleaning cloths;
- Business cards;
- Spectacle cases.

These items must be ordered as specified by head office in the approved format.

Accessories for sale should include but not be limited to:

- Spectacle cords;
- Contact lens solutions;
- Eye lubricant drops.

Tools and spare parts should be available in the workshop to carry out repairs of spectacles as required.

8.1.Approved Suppliers

Stock may only be purchased from approved suppliers but this does not mean all products carried by that supplier are approved. The store may only keep approved product/brands. This list may be amended from time to time.

9. Sunglass Labelling

All Sunglasses will be delivered with a label affixed, showing the category of protection as well as distributor.

These labels are to be left on the product in order to comply with ACCC regulations. Please ensure that sunglasses at all times have this label. There are significant fines for non-compliance.

10. Frame and Stock Ordering

All frame and stock orders, other than for patient job orders, must be authorised by the business owner/store manager.

11.Consulting Room Equipment

To ensure a high standard of clinical care is given to each client, consulting room equipment should include, but is not limited to, the following:

Chair, stand, phoropter, slit-lamp, vertometer, tonometer, keratometer, trial frame and lens set, Ishihara colour vision book, Stereo acuity test, automated visual field test equipment, high-definition retinal camera and OCT.

Options Optometrist specific Amsler grids may be ordered from HO and are preferred to generic ones.

12. Reading Cards

A good opportunity to promote our brand is by using Options Optometrists reading cards. Only Options Optometrists official reading cards are to be used in the business. In the event that more cards are required please order from HO.

13. Repairs Policy

All repairs carried out in store are provided free of charge, e.g. screw replacement, straightening of spectacles, nose pad replacements etc.

Any repair that must be sent to a third-party repairer must be charged at cost x2 plus GST plus postage.

The customer should be warned of potential breakage before undertaking at risk repairs.

Frame repairs that are left in store overnight are to be entered under the patient's name as a job on the system with a job number allocated.

There is **no charge** to all customers for the following;

1. No charge for in store repairs, nose pads or screws
2. No charge for cleaning or adjustment of any frame even if not purchased from us
3. No charge for using patient own frame
4. No charge for fitting patient old lenses into new frame
5. No charge for giving PD on a valid script
6. No charge to give out a script

14. Bulk Billing and Consultation Charges

An appropriate fee should be charged for extra procedures such as retinal photography, OCT, corneal topography, punctal plug insertion etc. Please refer to the supplied price list for these procedures / tests.

Each patient must have the procedures explained and the cost involved and have the opportunity to accept or decline.

15. Private Fees and Medicare Billing for Work or Safety Vision Tests

Private fees must be charged for any eye test performed solely for the purpose of assessing vision for work-related or safety glasses, or where the test is being paid for by an employer.

However, if during or prior to the consultation the patient reports a change in vision or if a clinical issue (for example, pathology or refractive change) is identified, the test may be billed to Medicare.

To ensure compliance and transparency, staff should note:

- If the patient's existing prescription is less than 12 months old, it can be used for work or safety glasses without requiring a new test;
- If the patient believes they may have had a change in vision or other eye health concerns, a new test may be performed and billed under Medicare;
- The consultation notes must clearly record the reason for the visit and confirm whether the prescription was issued for both safety and private glasses;
- As always, comprehensive notes are to be made to justify the billing method used.

16. Contact Lens Assessment and Fitting

Time spent with an optometrist must be billed to the patient at the following rates:

- New wearers single vision lenses - \$125 for fitting, instruction and aftercare appointments;
- New wearers (monovision/multifocal lenses) - \$149 for fitting, instruction and aftercare appointments;
- Existing wearers - \$50 for single vision re-fitting appointment;
- Existing wearers - \$75 for monovision/multifocal refitting appointment.

17. Police Screening Appointments

Police screenings are charged as follows:

Appropriate bulk billed eye exam as well as \$89 for the screening. The \$89 must be paid by the applicant.

18. Locum or Attending Optometrist Procedure and Process

Any locum or Optometrist working in the business is required to read and sign appendix A.

19. Rostering

Staff rosters should be issued at least 2 weeks prior to the beginning of the period. Roster requests will be accommodated where possible.

One person in store will be responsible for rostering and any requests should be directed to that person. It must be understood that in some cases changes will not be able to be accommodated and you will be required to work the shift assigned and accepted at the beginning of the two-week period.

The When I Work program is recommended for staff rostering and attendance.

20. Shifts

You must arrive 10-15 minutes before a shift begins to ensure you are ready to start work at the agreed time. If you are opening the store you must arrive in time to ensure the store is clean and ready to open on time.

21. Greeting Customers and Receiving Telephone Calls

All customers should be greeted or acknowledged within 30 seconds of entering the store, when entering the store even if the staff member is busy with another customer.

If the phone rings while the staff member is busy with a customer in store, the customer can be asked to please wait so the call can be taken. This can be handled satisfactorily if a message is taken from the caller or the call is quickly dealt with. Phone calls can be an important source of revenue.

22. Lens Dispensing

Education is the key! We do not sell to the customer. It is important to educate the customer on the benefits and features of the lenses and lens coatings appropriate for them. The customer will feel empowered to select the lens they feel suits their needs and budget.

All multifocals with pricing must be explained to EVERY patient every time.

23. Multifocal Lens Dispensing

In every instance in which a multifocal is quoted staff are required to itemise the cost of each lens – Budget – Intermediate – Digital – XR with each and every patient.

The reasons include:

- Our responsibility to educate each patient;
- Our responsibility to ensure each patient is offered the opportunity and choice to select the lens they are comfortable buying;
- To ensure that if that patient hears of a cheaper lens at a later date that they clearly understand that they had purchased a premium product.

Multifocal lenses are to be ordered as follows:

- Seg Heights of 14 mm or below ordered as Short corridor;
- Seg heights of 15 and above order as Long Corridor.

24. Invoicing

Invoices must be itemised to show the discounts shown below for frames and lenses:

- Health Fund members 20%;
- Pensioners and Seniors Card holders 25%;
- Non-Health Fund members 20%.

The following are not discounted:

- Frame and lens package pricing;
- Maui Jim and Oakley sunglasses;
- Maui Jim and Oakley Rx lenses.

25. Deposits

A minimum deposit of 20% (including any HF claim) must be taken before spectacles are ordered. A 50% deposit is recommended.

26. Refunds and Extra Discount

No refunds may be given to any patient without authorisation from the store owner.

No extra discounts may be given without authorisation from the store owner.

Any extra discount authorised, or prices charged at less than usual, must have an explanation written in the notes section of the job.

27. Staff and Family Discount

27.1. Staff

Each member of staff is entitled to one pair of prescription spectacles per year, Staff may not order a new pair before 12 months has passed since their last pair. Sunglasses are not included. The frame is offered by the store's owner and the lenses by Essilor.

Each staff member is entitled to further pairs with a discount of 40% off normal retail value of prescription frames and lenses and 35% off sunglasses with plano lenses.

Contact lenses are offered at 30% off full retail price.

Spectacles, sunglasses and contact lenses MUST be paid for BEFORE they are removed from the store.

27.2. Staff Families

Family is defined as mothers, fathers, brothers and sisters, husbands, wives, children (including step children) and long-term partners (more than 6 months).

30% discount is offered off any gap after HF claim and 20% off plano sunglasses. 25% discount is offered off any frame and lens package.

Contact lenses are offered at 18% off full retail price.

Other relatives such as cousins, aunts and uncles will need to be discussed with the store owner.

28. Health fund Claiming

We do not claim plano sunnies on Hicaps to obtain a health fund rebate.

Plano sunglasses can only be prescribed by a registered optometrist as part of a clinical treatment. Should a clinical need for plano sunglasses be found by the optometrist, the optometrist should note the need on the consultation screen and item 110 be itemised on the invoice issued to the patient.

The patient will still need to claim themselves we may NOT put plano sunnies through Hicaps whether there is a clinical need or not.

Optical frames excluding lenses are not to be processed via Hicaps. A patient may however pay for the frames and claim from their fund using the invoice. This eliminates the grey area where someone may be purchasing a frame on their health fund for someone else.

Ready made readers may NOT be supplied (including Maui Jim bifocals) against their health fund benefits UNLESS accompanied by a valid prescription from an optometrist. The prescription may not be close it must match exactly eg if the add is a +2.00 then +2.00 ready readers are allowed to be claimed but in the event it is +2.25 you cannot supply a +2.00 or +2.50 on benefits

When claiming on HICAPS, the selling price of frames and lenses should be entered. If you have put through a transaction and the patient changes lens type e.g., from MF to SV or lens extras, the transaction must be reversed and the correct amounts entered.

Fully covered range should be entered as below:

- Frame price;
- Lens price;
- Coat price;
- Transition price;
- Other extras.

Fully covered range and health fund upgrades:

- Frame Price \$99;
- SV Lens price \$99;
- MF lens price \$149 + any upgrade lens price;
- Coats;
- Transitions;
- Other extras e.g., Grind.

This will result in a gap being shown that is MORE than the gap the patient will pay. The gap should be crossed out and the patient MUST be explained to that we discount the base free pair to the health fund, this is why we are crossing out the gap and charging the patient less.

For the sake of clarity ALL health fund claims through Hicaps MUST show the CORRECT value of the frames and lenses. If you wish to find out what the health fund will pay you must use the quote function on Hicaps with any value but when putting through the claim, the values of the frame and lenses MUST be exact.

Health Fund Benefits due to an individual are for that individual only – benefits cannot be used across patients ie you cannot use a husbands benefit for a wife - this is fraud.

HICAPS health fund claiming must be made in the same year as the spectacles are ordered.

Health Fund Patient Questions and Answers:

Can I use my fund for a family member or friend?

Not allowed under any circumstances

Can I use my fund for an optical frame only?

Allowed, however only the frame benefit may be claimed

Can I use my fund for plano sunglasses?

Not allowed under any circumstances

Can I use my fund for a frame this year and lenses next year?

Not allowed – one claim per complete pair

My child/husband/partner is on my plan but they don't wear glasses – can you claim for mine on their benefit?

Not allowed – glasses made for a particular individual can only be claimed on that individual's benefit

Can I use my health fund for coloured plano contact lenses?

Not allowed

I am buying a frame and my health fund split benefits for frame and lenses, can you claim the lenses as well so I can receive the full benefit?

Not allowed – you may only claim for what you have legitimately supplied

Please claim for much higher than what I have paid so that I can claim a medical expense out of pocket from the ATO

Not allowed – the hicaps claim value should be exactly what the patient was actually charged on Sunix.

Can I use my fund for prescription lenses in my own frame?

Allowed, however only lens benefit may be claimed

29. Receipt of Spectacles from the Lab

- All dummy lenses are to be kept WITH the job;
- Patient's own lenses are to be returned to the patient;
- Dummy sunglass lenses are also to be returned to the patient;
- Spectacles are to be checked for accuracy of prescription and that they match the lens type and lens extras ordered;
- Ensure frame is in alignment;
- Check for cleanliness of frame and lenses and place in case with cleaning cloth;
- Receipt job in Sunix and send notification to patient.

30. Spectacle Delivery

All Spectacles must be delivered to the customer with the customer at a dispensing table. The spectacles can then be tried on, adjusted and vision confirmed to be clear and comfortable.

The customer is then taken to the front counter to finalise payment and spectacles are to be placed in an Options carry bag with lollies, a case, cloth and Options spectacle spray bottle.

31. Warranty Claims and Complaints

A business is a good business only when issues are dealt with efficiently and effectively.

Deal with any complaint by sympathising with the patient.

LISTEN to the customer, sympathise with their problem, determine what is required to ensure they are happy and reassure them that the problem will be rectified. We 100% guarantee all our work and product.

Warranty periods:

- Prescription, lenses and frame - 3 months satisfaction guarantee;
- Crizal ARC coats - 2 years against peeling/crazing;
- Crizal Forte or prevencia – 12 months warranty against scratching (from day to day use);
- Frames - 12 months.

If Px has a problem with multifocal lenses:

- Check prescription has been made correctly on vertometer;
- Check the patient is clear on how to use the multifocal;
- Check PD;
- Check correct seg heights;
- Check tilt of the frame is optimal;
- If problems still unresolved = Book review appointment with Optometrist;

- Replace lenses and assure the problem will be solved;
- If you are unable to resolve, advise the store owner or manager.

If Px has a problem with single vision lenses:

- Check prescription has been made correctly on vertometer;
- If spectacles made as per prescription = Book review appointment with Optometrist;
- Replace lenses to correct any error.

If Px reports problem with frame:

- If in warranty period and spectacles do not appear mistreated - replace at N/C;
- If in warranty period and patient admits they damaged frame by mistreatment (eg. sat on, drove over) - offer to replace at 50% of usual price;
- If in warranty period but spectacles appear mistreated it is advisable to ask Px if they know how the frames became damaged. If they claim no mistreatment the manager may replace as goodwill;
- If NOT in warranty - normal retail price.

31.1. Procedure for Warranty Claims

In order to ensure that warranty claim credits are received and we can track problem trends it is very important to follow the following procedure when reordering lenses:

- A new job order is to be created on the system as a Warranty;
- Reason for warranty must be entered on the lab instructions tab;
- A full description of the problem and resolution is to be entered into the job notes section of that particular job.

When reordering a frame under warranty the same process must be followed. The frame price is entered as zero and notes made about the problem in the notes section.

The notes section should advise if a credit has been sent to the supplier or if it is a goodwill exchange at store level.

32. Credit Process

When requesting a credit from the lab or supplier for a job remade under warranty:

- A new job must be created for the patient – on Sunix it must be created as warranty job (store or Lab);
- A credit form must accompany the new job being sent to the lab – this must note our last job number and the reason for warranty. E.g., script change, non adapt etc.;
- Ideally a zero invoice should be sent back with the new job, but if not – please follow up with the lab as to where the credit is;
- A copy of the credit form must go with the new job and a copy must be filed under pending credits;

- The spreadsheet on the desktop must be filled in, this allows us to isolate issues that re ongoing and fix them;
- Once a credit is passed by the lab – the credit and copy of the credit request is to be filed under processed credits.

33. Uncollected Jobs

If a job has not been collected 12 months from the date of purchase, the following process must be followed:

- Lenses must be removed from the frames;
- Put these lenses in a bag marked with the patient's name;
- Put this bag in the drawer under the patient's name;
- Dummy lenses are to be replaced in the frames and the frames put back on the shelf for resale;
- Do not adjust the patient's account on Sunix.

34. Finances

A float is to be retained in the till at all times to allow correct change to be given to customers.

Banking is to be done each day and any variance over \$10 that does not correct itself over two days MUST be reported to the store owner/manager. Over-banking is as significant as under-banking and must be reported to the store manager.

No money may be taken from the till without prior permission from the owner unless it is replaced that day by a till receipt for petty cash purchase.

35. SMS Policy

Preferred communication with patients is via SMS. SMS appointment reminders are sent automatically through Sunix. Thank you for purchasing with us SMS's sent manually and should be done DAILY. for those who collected the previous day. No personal SMS should be sent via Sunix.

36. Recalls and Outstanding Accounts

Recalls are a critical part of the business. Recalls for the month are to sent via SMS on the 1st of the month for the month you are in and by the 15th of the month for the previous month as a second reminder

Outstanding accounts over 90 days must be actioned every month with a Reminder to Pay SMS sent as well as a phone call.

37. Vacuuming and Housekeeping

It is a requirement that the store is in a neat and presentable state at all times.

The store should be vacuumed daily and the floor mopped at least once every three days. Spot cleaning to be done as required.

Vacuuming and mopping may NOT be done during opening hours

38. Sunix Online Appointments

This is done automatically for you based on your in store appointment book

39. End of Day

- Ensure store is clean and tidy;
- Log off and shut down all equipment except computers (which are left on);
- Perform backup procedures as required;
- Send end of day email to store owner;
- Lock the store securely as you leave.

The end of day spreadsheet is to be completed each evening and emailed to the store owner and head office. This is an important way to ensure we have enough consumables and daily tasks are completed.

Doors may NOT be closed before closing time in any circumstance, the store should look like it is open for business to the very last minute of the day. You may only bring items in and prepare for closing at closing time and not before.

40. End of Month Reports

On the last trading day of the month, at the end of trade, the following reports for the month, from Sunix, need to be run and emailed to Lance:

- KPI Report;
- Detailed Stock/Frame Usage Report;
- Outstanding Accounts report.

41. Incentives, Gifts Etc. from Suppliers

Suppliers will from time to time have competitions, giveaways or offer certain team members a free frame etc. This must be carefully considered and dealt with in the fairest manner.

It is expected that any items of any nature are fully declared to the company dealt with as per the below:

- If a rep offers a staff member a free frame, they can take it so long as they have not already had one free frame for the year. Otherwise, the frame goes to the store owner and put into stock;
- All gifts or prizes including free frames, bottles of wine, gift cards etc up to the value of \$500 are to be given to the store owner/s who will decide on distribution to all current staff;
- All gifts or prizes over the value of \$500 are to be sold by the store owner/s and the proceeds, less any relevant taxes and costs, are to be distributed evenly between the store owner/s and all current staff;
- “All current staff” are defined as a staff member who works no less than two shifts per fortnight at the time the gift was given.

42. Internet Policy

Only work-related sites may be visited.

43. Mobile Phone Policy

Mobile phones may be left on silent and kept in kitchen. Messages may only be checked during breaks and not in front of store. Please exercise restraint and common sense.

44. Dress Code

44.1. Intent

Options Optometrists requires all employees to present themselves in a professional manner, with regard to attire, personal hygiene and appearance. These standards are commensurate with our organizational practices of appropriate business conduct, professionalism and dress code.

44.2. Hygiene

Employees are expected to meet hygiene requirements during regular business hours for the duration of their employment.

- Maintain personal cleanliness by bathing daily;
- Oral hygiene (brushing of teeth) required;
- Use deodorant / anti-perspirant to minimize body odors;
- No heavily scented perfumes, colognes and lotions. These can cause allergic reactions, migraines and respiratory difficulty for some employees;
- Clean and trimmed fingernails ($\frac{1}{4}$ inch long or less);
- Wash hands after eating, or using the restrooms.

44.3. Personal Grooming

- Clothing must be clean, pressed, in good condition and fit appropriately;
- Socks or hose must be worn with shoes;
- Neat and well-groomed hair, sideburns, mustaches and beards (no artificial colors e.g. pink, green, etc. that would be deemed unprofessional);
- Moderate make-up;
- Secured long hair (hair must be tied back to prevent potential for being caught in equipment);
- Clothing must not interfere with the safe operation of equipment;
- Limited jewelry;
- Body piercing must be limited to three per ear. Other visible body piercing is unacceptable, unless demanded by religion / culture;
- Tattoos that are perceived as offensive, hostile or that diminish the effectiveness of the employee's professionalism must be covered, and not visible to staff, customers or visitors.

44.4. Business Attire

Staff that maintain regular, in-person contact with customers will be required to wear appropriate business attire.

44.5. Appropriate Business Attire

- Men - Dress shoes, jackets, collared shirts, ties, slacks, sweaters, Collared shirts; either dress or golf. Khakis, slacks, dress shoes or casual dress shoes, sweaters. No painted nails. No dangling or hoop earrings.
- Women - Dress tops, dress pants, dresses, skirts, sweaters, pant-suits, dress shoes/sandals.

44.6. Inappropriate Attire

The following items are not permitted in any area during normal working hours:

- Track pants;
- Jogging pants;
- Runners / trainers;
- Skin tight jeans /leggings unless under a long top;
- Pants that expose the midriff, underwear or leggings;
- Gym shorts;
- Bicycle shorts or other athletic shorts;
- T-shirts printed or otherwise;
- Low-cut tops;
- Halter tops;
- Spaghetti strap tops;
- Tops that expose the midriff or underwear;

- Mini-skirts;
- Any form of clothing that is mesh, sheer, see-through or otherwise revealing;
- Any form of clothing that is generally offensive, controversial, disruptive or otherwise distracting;
- Any form of clothing that is overtly commercial, contains political, personal or offensive messages;
- Plastic flip-flops or sandals;
- Beach footwear.

44.7. Name Badges

Name Badges are required to be worn when in the store. One name badge will be supplied by the store, per employee. Any lost name badges need to be notified to Head Office and will need to be replaced at your cost.

45. Valuables

Valuables and the securing of those valuables are your responsibility.

46. Fire, Theft, Damage Procedure

- Ensure you and others are safe and if necessary, remove yourself from the store;
- If removing yourself and others and if possible, lock the doors;
- In the case of fire or emergency dial 000 or call the shopping centre security;
- Advise the owner of the store immediately;
- Owners, please call Bruce insurance 1300 656 713 if applicable to lodge a claim and if emergency assistance is required e.g., carpet cleaners or locksmiths etc they will be able to advise you.

47. Medical Emergency

Dial 000 and take advice from the operator.

48. Social Media and Representation Policy

All staff and store owners are to be mindful that they represent the brand as well as all other team members and management, in things they do, say or post online both during and outside business hours.

48.1. Third Parties

Staff or owners are often asked how business is going by third parties such as sales representatives or customers. Team members should be mindful that comments may be misheard, misinterpreted and or repeated to other third parties such as the public or the competition.

Be aware that what you say represents everyone in the business as well as the brand.

48.2. Social Media

Social media is the term used for internet-based tools for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared over open digital networks.

Social media may include:

- Social networking sites (for example Facebook, Myspace, LinkedIn, Bebo, Yammer);
- Video and photo sharing websites (for example Flickr, Youtube);
- Blogs, including corporate blogs and personal blogs;
- Blogs hosted by media outlets micro-blogging (for example Twitter);
- Wikis and online collaborations (for example Wikipedia);
- Forums, discussion boards and groups (for example Google groups, Whirlpool);
- Vod and podcasting;
- Online multiplayer gaming platforms (for example World of Warcraft, Second life);
- instant messaging (including SMS);

48.3. Overview

This policy does not to discourage nor unduly limit employees using social media for personal expression or other on-line activities in their personal life.

Team members should be aware of and understand the potential risks and damage to the business that can occur, either directly or indirectly from their personal use of social media and should comply with this policy to ensure that the risk is minimised.

Team members are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from head office on how to comply with this policy.

Any comments or representations made online should be carefully considered before being shared.

No personal details of patients, interactions with those patients, colleagues or team members may be shared or discussed outside the business.

In order to avoid negative consequence, you may not do or say anything either in your business or personal capacity that could be construed as bringing the brand into disrepute.

Options policy only allows centrally run accounts. All are managed by head office, individual store or team member accounts representing the brand in any way are not authorized.

In Summary:

- Be a good digital citizen;
- Consider what you write;
- Consider your audience;
- Remember that what is put online is permanent;
- Exercise good judgment;
- Behave politely and respectfully;
- Only disclose publicly available information;
- Do not post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or contractor;
- Do not use or disclose any confidential information or personal information obtained in their capacity as an employee or contractor;
- Do not post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Do not comment, like or post any material that might otherwise cause damage to Options reputation or bring it into disrepute.

What you can do:

- Shout from the rooftops if you are happy and love Options;
- Tell everyone about your fantastic day or experience at Options;
- Like our page;
- Encourage your friends to like our page;
- Share our posts (if you like them);
- Give us feedback about what sort of posts you would like to see.

49. Patients Using Their Own Frames

All patients using their own frames **MUST** sign where applicable on the order form that frames are being re used at their own risk.

However, it should be explained that in the unlikely event that the frame does break that they will be entitled to any frame in store at a 50% discount and we will recut lenses at no charge to fit that frame.

You still have a choice of whether or not to take on the job e.g., if the frame looks like it will not hold up to new lenses, please advise the patient and suggest they get a new frame.

50. Smart Watches

Smart watches are not allowed while on duty **UNLESS** ALL notifications are turned off. In the instance when they are not turned off **DO NOT** look at your watch while speaking to a patient, this sends the wrong message. Eg you are running out of time or have a better place to be.

51. Mask Mandate

In the event that there is a government mandate of masks in a jurisdiction in which your store is located, the following will apply:

Mask mandates are designed to protect ourselves, the business and our patients.

To enter the store - ALL patients or browsers are required to wear a mask REGARDLESS OF them having a medical exemption or not.

AVOID CONFLICT – BY ASKING THE PATIENT OR BROWSER POLITELY TO PLEASE WEAR A MASK (they may have forgotten)

If they refuse or claim a medical exemption advise them that we understand and that is OK:

1. We would still be happy to help them BUT we can only do so by special arrangement
2. They will need to email lance@optionsoptometrists.com.au to make that special arrangement

This will give us an opportunity to avoid conflict and respond in a timely, safe and thoughtful manner

Regardless of our policy, this is an emotive issue for some people and there may be push back. If the patient will not comply, please REMOVE yourself from the situation by perhaps going to a quiet part of the store and advise centre security who will come and deal with the issue.

Do NOT enter into an argument, simply follow the above protocol and allow security to manage the process.

Mask mandate signs are to be displayed at all times under the check in at the door
Please ensure these are put up NEATLY

vii. Appendix A

1. Options Locum and Optometrist Advisory Memo

Welcome to Options Optometrists, we value our relationship with our Locums and Optometrists as much as we value our relationship with our patients.

In the spirit of ensuring that we work well together it is important that we outline our expectations going forward.

* All patients are to be treated with dignity, respect and patience. We try to ensure each patient gets individual care and that their questions and concerns are properly addressed.

* It is important to explain each part of the eye examination as you go along..

* Please ensure that you fill in a prescription form for each patient and hand that form to the dispenser during handover.

* Please walk the patient out of the consulting room and hand over the patient to a dispenser. An example would be, "Hi (staff member name), (Patient's name) will require help discussing frames and lenses, I have recommended (state what you have "prescribed" e.g., Multifocals with transition)". It is not necessary to explain all lens options to the patient as dispensing staff are trained to do that. Thank the patient and move to the next patient.

While it may rarely happen, if you find that your opinion differs from a practitioner that has previously seen the patient – please do NOT contradict in front of the patient but discuss first with the store manager.

- If it is found that an error has occurred in the manufacturing or prescription, please advise the patient that the problem will be rectified and then hand over to the manager on duty to arrange.

* It is recommended that you do NOT discuss cost of frames and lenses with patients as this will be managed by front staff who are able to discuss and manage that part of the business.

We receive many walk-in patients during the day and it is expected that you should be in the store at all times unless it has been discussed with the store manager and you ensure you have your mobile with you.

Retinal Photography:

We encourage all new patients to have retinal photographs taken and periodic retinal photographs taken to existing clients to assist with eye health assessment. If the patient has declined to have a retinal photograph with front line staff it is appreciated if you could still discuss the reasons, you recommend a retinal photograph and advise the staff on handover for billing purposes.

Length of consult:

Each patient should feel as though we have taken the time and effort to give them the best eyecare possible. They should not feel rushed or that we did not take due care.

With that in mind NO consult is to take less than the time allocated to the patient on Sunix.

In the case that this allocation is 30 minutes then 25 minutes with the patient is acceptable, in the case that 25 minutes is allocated then 20 minutes is the minimum.

During the consult it is also expected that time is taken to thank the patient for choosing Options as well as explaining each part of the test. Eg explain the pressure test.

This goes a long way to building patient relationships.

Visual Fields:

All practices have Humphrey Matrix Field Analysers available for visual field assessment

Below are the guidelines issued by the association:

Indications for performing automated visual field testing.

*Note these indications are not exhaustive nor will Medicare always cover such testing. Consult the OAA Billing Guide or the Optometric MBS available online for further details.

1. Risk factors for glaucoma.

The NHMRC practitioner guideline for the Screening, Prognosis, Diagnosis, Management and Prevention of Glaucoma 2010 considers glaucoma risk factors as those obtainable via patient history or obtained from ocular examination and allocates them a degree of risk. The table below is an adaptation of Table 6.1 and Table 6.2 which is useful for determining where automated visual field testing is indicated.

Strength of risk *** Strength of evidence ** *

EXTREMELY HIGH 12x or more	IOP>26mmHg Central corneal thickness <555micron		
HIGH 3x or more	Age over 80 years IOP>24mmHg Family history Specific ethnic origin	Cup:disc ratio >0.7 Cup:disc ratio asymmetry >0.2 Optic nerve rim haemorrhage	
MODERATE 2x or more	Diabetes Myopia Age over 65 years	Cup disc ratio >0.5 Rural location Steroid use Exfoliation	Eye injury

LOW Over 1x	Migraine High blood pressure IOP>21mmHg	Age over 50 years	Smoking
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2. Investigation of intracranial disorders potentially affecting the visual pathways.

- Transient ischaemic attack
- Cerebrovascular accident³⁹
- Known or suspected carotid artery insufficiency
- Significant head trauma
- Intracranial space taking lesions
- Cranial nerve abnormalities, gaze palsies
- Atypical visual aura or differentiation of migraine symptoms⁴⁰

Maeda S, Usuba S, Nagata K, Matsuyama S. Visual field examination in cerebrovascular accident. Doc Ophthalmol Proc Series 1981; 26: 351-357

McKendrick AM, Badcock DR. Decreased Visual Field Sensitivity Measured 1 Day, Then 1 Week, after Migraine Invest. Ophthalmol. Vis. Sci. April 2004 vol. 45 no. 4 1061-1070
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3. Investigation/differentiation of optic nerve disorders.

- Optic disc oedema, optic disc pallor
- Afferent pupil defects or other abnormal pupil reactions
- Known or suspected multiple sclerosis
- Acquired colour vision loss
- Baseline measurements of congenital optic nerve abnormalities (e.g. optic nerve drusen, optic nerve pits, tilted disc syndrome)

4. Unexplained symptoms such as.

- Ocular/peri ocular/retro bulbar pain
- Reduction in visual acuity
- Subjective visual field loss or positive scotoma

5. Abnormalities detected with confrontation.

6. Monitoring of potential ocular toxicity of systemic drugs.