

and licensed persons and thereby to protect the public health. That purpose may be fully accomplished though the persons rendering the services are employed by a corporation.

In summary, defendant's activities as enumerated above do not constitute the unlawful practice of optometry or ophthalmic dispensing. Accordingly, the plaintiff's motion for summary judgment is denied. Such determination is limited, as we have said, to the propriety of defendant's employment of optometrists and opticians as a necessary incident to the sale of eyeglasses at retail. The plaintiff further alleges, however, that the defendant represents to the public that it provides complete optical care. In this respect, issues of fact are raised as to whether the optometrists and opticians in the employ of defendant perform other functions which would constitute the practice of optometry and ophthalmic dispensing by the defendant. The presence of such issues precludes summary judgment in favor of the defendant and requires that the complaint and the reply be sustained. The defendant is entitled nevertheless to partial summary judgment, as indicated, to the extent of declaring that the employment of optometrists and opticians as a necessary incident to the sale of eyeglasses is not unlawful. Settle order.

PRACTICE MANAGEMENT—SEMANTICS IN OPTOMETRY

(By Jack R. Hale, O.D., D.O.S.)

Since optometry is a discipline of growing importance in the field of health, I wish to share my thoughts regarding the application of semantics. I do not anticipate complete agreement with my thesis; my only desire is to stimulate ideas that may result in a more positive approach to some of optometry's problems.

A well known story relates how George Westinghouse designed and patented a compressed air brake for railroad cars. One railroad tycoon remarked, "Do you mean to tell me with a straight face that a moving train can be stopped with wind?"

Words are more than descriptions, they are evaluations. The behaviorist school of psychology even believes that all thought is subvocal speech.

Grammar, in a sense, deals with word-to-word relations. Logic goes further, since sentences are assertions to logicians. Semanticists state that words and assertions have meaning only if they are related in operation to referents.

In general, semantics is of fundamental importance in the science of man. Gestalt psychology, psychiatry, cultural anthropology and various factors of human behavior are now assuming a growing importance. Both organizing and selecting factors have a positive relating importance to linguistic habits and the structure of language. Our culture demonstrates that both causes and effects are within man's evaluative mechanisms.

WORDS IN ACTION

Experience has demonstrated that there are segments or groups within organized movements (or professions) who cannot be comfortable until they find a panacea. These people find fulfillment in supporting cults.

Supporters of professional optometry should not associate with unscientific groups because skilled propagandists can use them. Beware of those who offer vague or undefined words which support a superstructure of semantic gobbledegook! The scientific method, in approach, attitude and dissemination, is a hallmark of professionalism.

CONTRASTING APPROACHES

Misuse of words is apparent in the contrast of positive and negative approaches—

Negative: "I want to think about referring you to a doctor."

Positive: "Our case findings indicate your best interests would be served by referral to a physician for additional professional attention."

Use "physician," rather than "doctor." By choice of words, indicate that your skill and training is on a comparable professional level. Substitute the term "ophthalmologist" for "physician" when indicated.

When asked if you use drops—

Negative: "As a non-medical man, I can't use them."

Positive: "Your refractive needs can be evaluated more efficiently without drops, and drops have bad carry-over effects at times."