

A vision specialist attempting to practice in a commercial atmosphere is not true to himself, let alone to his patients. These surroundings indicate a schizophrenic-like deterioration of patient interest.

Intelligent practitioners now engaged in commercial practice should phase-out the trimmings and decorum of unprofessional practice and turn to the quality approach of professionalism. Up-to-date practice management techniques build a practice consistent with ethical standards and can be dynamic. The old-fashioned heavy advertiser is facing less and less return and needs emancipation from the snake pit of self-interest.

The words and language of communication channels shape the content of the human psyche and the influence of that process on human behavior. Optometrists, in particular, should be vitally aware of the insights of today's public. Our surging, changing modern society finds up-to-date professional optometry in tune with its needs and desires. A larger and growing number of optometrists are building ethical large-volume practices. Last year, personal income in the United States rose to a record \$478.8 billion. Blind adherence to commercialized practice management techniques of years past may condition or prejudice some optometrists against 1965 professionalism.

Objectivity is and always has been a rare talent. The umbilical cord of wishful thinking, vanity, and self-interest requires a decisive slash.

Professional progress is a re-evaluating and upgrading of the tools and talents of one's occupation. However, postgraduate training and constant upgrading of professional materials are in vain without upgrading of professional semantics. Knowing more and acquiring better facilities are also in vain without meaningful communication to patients.

Above all, we must be true to ourselves, our God, and our professional destiny in the service of mankind.

[From the Manual of Professional Practice for the American Optometrist]

EXHIBIT "3"

PROFESSIONAL TERMINOLOGY

The public and particularly your patients will understand and appreciate your professional services only if what you say and do reflects professional thinking. The American Optometric Association recommends that all optometrists use the following terminology:

A.O.A. recommended terminology

Please use:

Practice.....	instead of Business
Patient.....	instead of Customer
Fees.....	instead of Price or Cost
Optical laboratory.....	instead of Optical Shop
Optical technician.....	instead of Shop Man
Supply house.....	instead of Wholesaler
Providing services.....	instead of Selling Glasses
Ophthalmic materials.....	instead of Optical Merchandise
Prescribing.....	instead of Selling
Supplier.....	instead of Jobber
Visual examination or visual analysis.....	instead of Eye Examination or Eye Test
Vision care.....	instead of Eye Care
Visual training.....	instead of Orthoptics
Secretary or assistant.....	instead of Office Girl
Public relations.....	instead of Publicity
Local society.....	instead of Local Association
State association.....	instead of State Society
AOA.....	instead of National Society
Educational meeting.....	instead of Meeting
Physician.....	instead of Doctor
Motorists' vision.....	instead of Drivers' Vision
Optometric.....	instead of Optical
National congress.....	instead of Convention