

PRESIDENT'S MESSAGE



CALIFORNIA STATE BOARD OF
OPTOMETRY



May 2018

When BreEZe became a common phrase in the Department of Consumer Affairs' (DCA) vernacular, we knew it would only be time before the new, streamlined online licensing and enforcement system would be embraced by California's professional eye care community. We also surmised that it would take some time for it to become familiar and accepted by users. What we didn't expect was how quickly it would take hold and how the optometric and opticianry profession would help the Board shift user metrics impressively quarter over quarter. BreEZe allows licensees and license applicants to do business with DCA electronically, and allows greater access for consumers to interact with DCA.

As we heard in the Executive Officer's report at the last Board meeting, the number of optometrist applications submitted this quarter has tripled what it was the prior quarter; accordingly, the cycle times for processing these applications have risen by 24% over the same period. The BreEZe online system continues to be the go-to method for submission of optometrist applications, with 94% online usage over the fiscal year.

A special thank you to Board staff for helping our licensing community and consumers navigate the BreEZe cutover and for advancing the use of the tool for Statement of Licensure, Branch Office License, and Fictitious Name Permit applications as well. Through this commitment of support, the Board will continue to look at new ways to reach out to existing licensees in order to encourage them to apply for these additional licenses online and help us reach our 100% online usage goal in the coming quarters.

Cyd Brandvein, President