

Oregon Board of Optometry

At A Glance Strategic Plan: 2025 – 2030

Our Vision

To protect the public of Oregon by ensuring the highest standards for optometric practice. We achieve this through efficient licensing, ethical and thorough oversight, and compassionate resolution of patient concerns, making Oregon a national benchmark for excellence in optometric care.

Our Mission

To protect the people of the state of Oregon with safe and competent practice of Optometry.

Our Core Values

Core values are non-negotiable and actionable; they express what is important to the organization and how individuals within it carry out its mission and vision.

Fairness
Approachability
Thoroughness
Proactivity
Integrity

Our Equity Statement Preamble

The **Oregon Board of Optometry** (OBO) is committed to ensuring an equitable optometrist licensure process and related patient safety protection system for all people in Oregon. We believe that all Oregonians, regardless of their background or identity, deserve equitable access to OBO services.

Key Strategic Initiatives

Strategic Initiative #1

Adopt Technology to Increase OBO Efficiency, Consistency and Public Information Accessibility.

Metric: By June 2030, appropriate technology is in place, communicated, and utilized, resulting in complaint precedent readily available to Board members, 25% decrease in time for ODs to record Continuing Education credits, and new utilization of Artificial Intelligence by staff enhancing effective communication and allowing for communication to the public in multiple languages.

1. Develop and create complaint case history database enhancing analysis and ensuring consistent Board decisions.
2. Streamline Continuing Education credit reporting process for ODs, while maintaining reporting integrity.
3. Utilize Artificial Intelligence to simplify development of presentations and making them available in Spanish and potentially other languages in support of patient safety.
4. Increase outreach to the public to build awareness of OBO.

Strategic Initiative #2

Enhance Understanding of Governing Requirements and Relationships with Licensees.

Metric: By 2028, OBO’s annual survey of licensees will achieve an average rating of “fully meets expectations” or higher with OBO engagement, information sharing, and licensees feeling well informed on timely and important practice related topics.

1. Discover which communication options would be most readily and regularly used by doctors.
2. Design meaningful visuals and topics to appeal to ODs, improving open-rate and relevance.
3. Identify professional groups to engage to improve information sharing and connection.