

# Blink

a brief from the ASORN Board of Directors

## Eyes on the Prize Recruit or Renew!

ASORN is the “Crème de la Crème” of Ophthalmology’s educational resource for nurses and other allied health professionals. A membership with ASORN is comparable to obtaining the ultimate prize in a competition. Through ASORN an individual can learn about the nurse’s role as an ophthalmic caregiver. The mission statement focuses on ophthalmic excellence, which is achieved by providing courses that are patient centered and quality driven.

High performance ophthalmic care begins with quality education and training. ASORN’s goal is to equip members and associates with current information that is beneficial in any ophthalmic practice. ASORN has provided educational tracks at both annual and regional meetings that assist the attendee in maximizing their professional potentials.

ASORN is indeed a prize worth having and its quest for enhancing ophthalmic knowledge through various venues has effectively improved the practices of many nurses. Therefore, it is prudent that current members encourage others to join this elite group of eye-care professionals.

The *INSIGHT* Journal is also an ophthalmic prize; where you can find evidence of professional pride in action. The information in the journal mimics the effects of a magnet; it draws the reader’s attention to articles that focuses on ophthalmic awareness and career development.

Healthcare professionals sometimes fail to “see the forest for the trees”. In other words, we apathetically recognize the significance of ASORN’s purpose as an intricate part of an ophthalmic nurse’s training and resource. An ASORN membership is the avenue in which clinical, medical, legal and ethical issues of ophthalmic nursing can be found. This organization is attentive to the needs of its membership and welcomes their ideas.

ASORN’s recent strategic plan in action was the implementation of two programs that have improved communication within the membership. A Listserv (e-mail alert) and “Blink”, (commentary written by an ASORN Board member) has disseminated quick reminders, editorial blasts and other pertinent information to the membership as soon as it becomes public knowledge.

The present economic situation has placed constraints on some programs and ideas. However, it has not impeded ASORN’s progress. ASORN is dedicated to professional excellence through educating and training. Ophthalmic excellence continues to be a significant identifier that describes this organization.

As we look toward the future, ASORN has recognized that computer technology is the preferred method used to reach a diversified audience. Blogs, Twitter, YouTube and Webinars are being explored as an

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avenue to continue to educate and communicate with members.

As President-Elect and an ASORN member for 20 years; I can attest that ASORN has been the ideal educational prize for this ophthalmic nurse. Through ASORN I have learned numerous valuable lessons; gathered many “pearls of wisdom” networking with peers and have established life long friendships. More importantly, through the educational offerings ASORN has infused new ideas, concepts and examples in my practice that have enhanced my professional growth.

Professional pride begins with you as an ASORN member. Through you others may be persuaded to join and receive the benefits of an ASORN membership. I challenge you to be a recruiter; invite a friend or co-worker to be a part of the team. ASORN is a prize! Become proactive and spread the word that ASORN exists. The Annual Meeting will be held in October and ASORN has a wonderful program prepared for you. Make renewing your membership or recruiting a new member a professional goal. Be vigilant and recruit or [renew today!](#)

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