

THE TEACHING OF OPHTHALMOLOGY

How we elaborated the future,
innovated technology and overcame
the pandemic effects.

Dr. Tania Schaefer MD MBA PhD

SOBLEC President (2020- 2021)





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ORIGIN

Ch. 1
Context

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ORIGIN

2007

What was the answer to this question?

As SOBLEC's President

(Brazilian Society of Contact Lens, Cornea and Refractometry)

my question was how could we innovate in a world in permanent transformation?

ORIGIN

2007

What path should we take? Where was the answer?

That perception led SOBLEC to envision the need to shorten distances and beat the time.

The clock was ticking.





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ACTIONS

Ch 2
Strategies

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TECHNOLOGY

2007

An answer enables us to ask new questions and evolve.

We used modern means of communication to draw people closer together, got to know different realities, and shared expertise.

All of this was KNOWLEDGE!



ACTIVITIES

2007

We selected content, invited colleagues and talked about our everyday life and experiences.

We highlighted SOBLEC's topics:

- + Contact Lens Fitting
- + Cornea
- + Refractometry

These topics make up most of what we practice in Ophthalmology. .



ACTIVITIES

2007 to 2022

We integrated the digital medium and prepared it to converge with face-to-face events; we achieved concrete and recognizable results to expand public access and enhanced the relevance of SOBLEC's agenda.



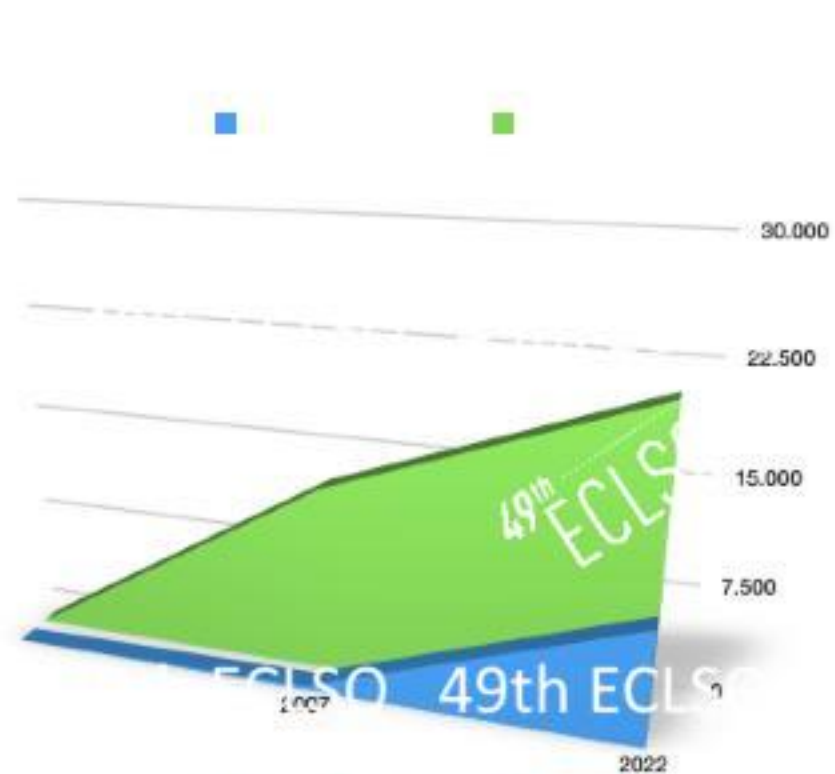
SCALABILITY

2007

Reached: 300 (2.3%) of the total number of ophthalmologists (13,000)

2022

8,000 followers: (38.1%)
> out of 22,000 Brazilian ophthalmologists



Impressive numbers in my point of view!!

PANDEMIC

In 1971

SOBLEC was grounded in the teaching practice by MD enthusiasts. In that historical context, it aimed to generate and share knowledge.

2022

For five decades, SOBLEC has faced several challenges - the most impactful was in 2019 with the advent of COVID-19 pandemic.



PANDEMIC

Restriction

There was a shift in the frenetic habits of coming and going, and restrictions on mobility were imposed.

Action

We managed to develop solutions and preserve SOBLEC's consolidated essence as the leading entity in our current reality.



PANDEMIC

Period

January/2020 to December/2021

During 2 years, 350 hours of instruction were broadcast live.



PANDEMIC

Around 5,000 hours were used to produce pre- and post-events, ranging from communication protocols, training sessions, monitoring plans, promotion in social networks, among others.



PANDEMIC

Face-to-Face

Finally, at the end of 2021, we held a face-to-face interactive congress
in São Paulo





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CÓRNEA E REFRACTOMETRIA



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50th ANOS
soblec 2021
SOCIEDADE BRASILEIRA
DE CENTROS DE CONTATO
COMERCIAL INTERNACIONAL



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SOCIEDADE BRASILEIRA
DE LENTES DE CONTATO,
CÔRNEA E REFRAOMETRIA







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FOUNDED BY THE SOCIETY OF CONTACT LENSES, CORNEA AND REFRACTOMETRY



PANDEMIC

SOBLEC

+ was once more keeping its leading role,
acknowledging the importance of taking risks.





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OVERCOME

Ch. 3
Learning Outcomes

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OVERCOME

New concepts

We understood the importance to integrate people and diffuse knowledge.

Learn to learn

We allowed ourselves to engage in constant development and accepted that every time period has its technologies. What makes us overcome obstacles is collaboration. By exchanging ideas, we reach our destinations. This is an invitation to be ever more interconnected and ready for the next chapters of our lives.

Shall we?



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