



# Dr. Matthew Geller

October 15, 2015

## Minutes

Matt Geller is the founder of [Optometrystudents.com](http://Optometrystudents.com), [Newgradoptometry.com](http://Newgradoptometry.com), and [Covalentcareers.com](http://Covalentcareers.com).

- The typical optometry student knows 90% of the clinical knowledge they need to but only 20% of the entrepreneurial info that would massively benefit them!
  - Long story short - It's okay to get a B+ if you are working your butt off to do extra-curriculars related to the field!
- Dr. Geller presents: "How to go from Student, to a Licensed and Practicing OD – The Ten Exact Steps:"
  - Step 1: You have to get licensed. This is different for every single state. In California you must pay 409 dollars, get finger printed. and be registered with the COA.
  - Step 2: You have to get your NPI (National Provider of Insurance): It is a 10 digit number that every healthcare provider must get.
  - Step 3: Next you have to get malpractice insurance. Most of your employers will cover this (And if they don't – ask!) but it's about \$500.
  - Step 4: Next you have to apply to CAQH/Medicare. The CAQH application is actually pretty great because it allows you to be eligible for many different insurance plans without independently applying to each one. Saves you a lot of time, although it is a "monster application".
    - Side note: Some employers these days are trying to hire ODs as independent contractors, be wary of these as employers may try to take advantage of you. Even telling an independent contractors what hours they are supposed to work is illegal in the state of California.
  - Step 5: Getting Continuing Education (CE): Many optometry students don't know this but optometrists must get 50 hours of CE every two years. Nobody tracks this except for you but you can get audited, and if you can't prove that you've done it, you're in trouble.
  - Step 6: Join your state association. Dr. Geller says it is extremely important to donate to people who will fight for your rights.
  - Step 7: Find a job!! Of course there are never enough resources to find your dream job, but the #1 tip according to Dr. Geller is to make yourself a talkative, interesting person. Signing up on [CovalentCareers.com](http://CovalentCareers.com) is a great resource.



work best in the morning, some people work best at night. It is all about scheduling, and I know that I have to do a bit more work than my co-workers, but I'm okay with that".

- "Sometimes I ask my older patients what their advice on life: One guy told me: "You should always enjoy your drive to work and your drive home from work. If you are happy on your drive, you're doing something right!." You spend 33% of your life at work - you need to enjoy it! Part of what we're going into tonight is how are you going to be happy? Even if this doesn't mean seeing patients every single day you can do it. Maybe 50% of the room is interested in doing entrepreneurial things but how can you do this? I knew when I graduated that I wanted to do things just a bit different, not that seeing patients is at all bad but let's talk about being an entrepreneur. How do you get to this big business idea? You can't start with a big business; you MUST work up to it. "
- "Everything that I have in my life I owe to BMX bike riding. When I was in school I blogged, I made videos, I got experience. From these online experiences I saw that there was potential for businesses here. It's about growing every day. How can I be better every single day? Form friendships with like-minded people and form new ideas. What can you guys do together? Then you have to ask yourself: Where do I see myself in five years. Another thing that you have to think about is what annoys you? What do you want to change? What frustrates you? For example this projector, this projector is awful, it needs changing. Employers want someone with a track record, they want someone who thinks outside the status quo. " DISRUPTION IS YOUR FRIEND. Look up "The Shop" at VSP. All these guys do is disruptive engineering and marketing all day long.

Additional Tips:

1. Have confidence in your voice and body language.
2. Figure out your pain points – what is ripe for disruption?
3. Write your business cards personally with a note.
4. Take the initiative to follow up: Take the time to periodically e-mail those that you network with.
5. Self-sacrifice for those around you. Take initiative to set-up communications with them.
6. Opening cold conversations – it's hard but get used to it. Do it solo or with one other person max so you can get YOUR point across.

- Books that Dr. Geller finds useful:
  - Bold by Steven Kotler and Peter Diamondis.
  - Anything by Tim Ferriss.
  - Think and Grow Rich by Napoleon Hill.
  - As a Man Thinketh by James Allen.

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## Useful Resources

[Optometrystudents.com](http://Optometrystudents.com)

[Newgradoptometry.com](http://Newgradoptometry.com)

[Covalentcareers.com](http://Covalentcareers.com)