

Optometric Business Management Club
August 30, 2018
Meeting 1

Speaker: Ron Kemper, *University & Students Relations Manager @ VSP Global*

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Why contact? Questions about VSP, source to all things VSP related for students and professionally

Follow on IG for contests, free \$\$\$!!!, etc

FB: /vspproviders

IG: @vspvisioncare

Twitter: @vspproviders

Mr. Kemper's role: share programs, opportunities, events w/ students (scholarships, skill-building, networking)

5 Lines of VSP

1. VSP Global

- Not for profit, ran by doctors
- 40,000 members nationally
- 84million members worldwide

2. Marchon

- frame line
- Nike, Chloe, bebe, Lacoste

3. Optics Group

- custom lenses
- unity/via lenses

4. eyefinity

- practice management software w/ EHRs

5. VSP Retail

- strengthen doctor-patient relationship wrt consumer
- incr sales/marketing

Scholarships

Practice Excellence Award

- 2 students from every school
- \$4000
- each school determines who receives the award – takes into account full career

Dr. Marvin R. Poston Leadership Award

- first African American to be accepted into opto school; founding father of VSP
- \$4000
- need to apply via interview (talk about community service, commitment to diversity)

Healthy Vision Association Scholarship (NEW)

- healthy vision: helps people who don't have vision insurance get vision care
- 20 students/year
- \$2500
- Criteria
 - looks at GPA (undergrad if you're a first year, optometry school GPA if not a first year)
 - essay about community service and passion for optometry
 - Must be member of HVA (free if you're an opto student)
- www.healthyvisionassociation.com/student-signup
- **Deadline: October 31, 2018**

Travel Grant

- Often done thru instagram

Skill Building & Career Growth

Eyefinity Student Certification Program

- Training FREE to all opto students
- 6 hours (can be done over 60 days)
- receive email certification and badge to put on LinkedIn/other social media
- on the OBM website!!
- **NEXT SESSION STARTS TOMORROW so sign up today (else, wait until next January)**

Practice Management Center (PMC)

- optometrymatch.com
- Doctors who want to sell their practice match w/ doctors who want to buy a practice
- **FREE** service

Speaker: Dr. William To, O.D. and Dr. Katalina Yandell

Dr. To: UCSD, Western (2016), Wharton

Dr. Kat: Northern Arizona University, Western (2018)

Optical Illusions (San Jose, San Mateo)

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Building Your Brand: The Modern OD

Every 5 years after you graduate, everything you (think) you know about the profession becomes obsolete

What to expect as a student? What to expect when you graduate?

The State of Optometry

Saturation Issue?:

- **4000:1** -- The 'healthy' ratio of patients to optometrists in an area
- Currently practicing optometrists: 40,200
- Ratio in US population: 8037:1
- Projection for 10 years 47,400
- Projected ratio in 10 years 7418:1
- Reason: people aren't retiring at 65

CL is the "next best thing" but optometrists have prescribed an average of 5 specialty CL

Optometrists were able to manage glaucoma 2009, but only 30% got the certification to treat

Branding

What's your 'why?'

Remember we're all on different paths which are our own. Know your definition of success and pursue that. If you try to do someone's else's path, you'll be miserable.

Have an idea of where you're going to be professionally. Doctors will ask you what school, what year, ...where you want to practice when you graduate. If you don't know, then they can't help you build connections and expand your network. Your idea can change, but pick one.

Be willing/prepared to travel. Live where you want to live; there are lots of places you can work as long as you can drive.

20/20 Glance : helps you know what's going on in optometry

Networking

- Join all the clubs you can
- Go to conferences, they're a great way to put yourself out there and meet others in the profession. People go to an average of 4 and its how you can get out of the Berkeley Bubble.
- Get/stay connected (Facebook, LinkedIn, Instagram)

"If you build it they will come"

"If they can't help you directly, they'll find someone who can"

Loans

- You WILL pay it off, whether it's fast or slow
- Make it autopay and leave it
- Don't let the amount of your loans make your decisions for you

New Grad Experience (2018)

- In California, you don't know when your license will come in
 - Dr. Kat got hers 1.5 months after graduating
- Other states are faster
- People get their licenses

54% Private Practice

- + partnership (can be associate, or partner), salary growth, basically everything

16% Integrated Care (OD/OMD)

- + starting salary, work/life balance
- - ophthalmologists can't partner w/ optometrists in business/partnership

14% Commercial/Corporate

- People get in early, get out early and switch to practice
- + starting salary (~\$115k)

8% Consultant (w/ industry)

- + work/life balance, equity/partnership

3% Government (VA/Military)

- + scope of practice, benefits (PTO, paid holidays, flexibility)
- - starting salary (~\$52k)

5% Other (ex. academia, research)

- + benefits