

08.26.2021

OBM General Meeting #1 with Dr. Lauren Fereday

Our speaker tonight will be Dr. Lauren Fereday and she will be going over ten hot topics that students don't really learn about in school or wish they knew coming out of it. Topics will include networking, branding, finance, and more. Dr. Fereday graduated from optometry school at MCPHS University School of Optometry in 2017 where she would then go on to join a private practice in San Diego and now joins Essilor as a full time Professional Development Director.

6:15 - Meeting Start

10 things she wished she knew coming out of school...

1. Network! She got her job just from talking to someone for 5 minutes. This person would then go on to send her resume out to others. Know your reps!
2. Don't wait until 4th year to start looking for jobs
 - a. Upload your resume to the AOA system
 - b. Look at your school boards
 - c. Facebook groups can work too!
3. When landing a job, consider the contract and the benefits.
 - a. When negotiating, let them make the first offer. Make sure the things you want (like health insurance or vacation) are part of the package.
4. Get your finances in order.
 - a. Student loans, taxes
 - b. If you're a 1099 employee (independent contractor), you'll be paying more in taxes
 - i. Look to be a W2 employee
 - c. Get an accountant
5. Prescribe from the chair. Take the extra time to let your patients try out trial frames.
6. Don't get caught up over name brands.
7. Make sure you have a good inventory of frames.
8. Learn how to manage your employees.
 - a. "Hire slow and fire fast." Take your time hiring to find the perfect fit.
9. Be unique!
10. Work/Life Balance
 - a. Take time for yourself so you don't get overwhelmed!

7:15 - Raffle Time!

Thank you to those that came out tonight! We hope you enjoyed your pizza and were able to pick up great tips.