

VSP

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Scholarship Opportunities

1. Practice Excellence Award

- a. \$4K
- b. 4th Year Students
- c. 2 Students per school each year
- d. Partnership with the Academy

2. Dr. Marvin R. Poston Leadership Award

- a. \$4K
- b. 5 students per year
- c. Active members of NOSA
- d. Partnership with NOA

3. Student Innovator Award

- a. \$5K
- b. 1 student each year
- c. Partnership w/Rick Bay Foundation
- d. Focus on new ideas & innovations

4. GO Grants

- a. Available to all OD students
- b. Major industry events

Student Brand-Ambassador Program

- 5 Student Winners each year
 - 4 Pairs of Sunglasses
 - Promote Marchon frames & VSP Optics lenses
 - Share experiences on Social Media

Skill-Building & Career Growth

1. Eyefinity Student Certification Program

- a. >70% of practices using software have Eyefinity
- b. Set yourself apart as a new doctor/future applicant
- c. Learn how to properly code ICD-10/CPT codes that get you paid in real life
- d. Learn/engage with optometry students nationwide - see each others' diagnoses/treatment plans
- e. Become a certified user of the leading EHR in the industry AND earn this awesome badge!

- Sign-up/register today: www.eyefinity.com/studentcertification
- Multiple Start Dates in 2020:

- April 3, 2020
- June 5, 2020
- November 6, 2020

2. Private Practice Job Placement Program

- a. Helps to set up recent graduates with VSP Premier program doctors
- b. www.ODCareersVSP.com

“How to use Instagram to Promote your Optometric Niche”

Dr. Arian Fartash: “The Glam Optometrist”

Bio

- Class of 2010 SCCO
- Founder of Glamoptometrist Blog and Instagram 2016
- Brand Ambassador
- Social Media followers totaling \$45K
- @glamoptometrist (Instagram)

Tips on How to Start an Instagram Branding Page

1. Learn How to Start

- 1. There’s no time like the present
 - 2. Know your goal
 - 3. Have a unique message
 - 4. Start creating online relationships
 - 5. Know who your audience is
 - 6. Keep the business account business
 - 7. Look up the accounts: @defocusmedia & @2020glance
- i. What are their objectives?
 - ii. Who are they speaking to?

2. Learn my IG Successes

- Best times to post: Breakfast, Lunch, 5PM - 7PM
- Post consistently (keeps you relevant in the feed)
- Tag business neighbors/colleagues for increased exposure (creates a sense of community and friendship)
- I tagged the owner of a restaurant in my food post, and the owner supported me by coming as a patient
- It only takes 1 big instagram profile to help your profile grow instantly
- Hashtag your heart out (Instagram allows up to 30 hashtags)
- Posts with at least 12.6% average more engagement
- Reposting is another way to network online

3. Learn Why it’s Worth Your While

- Instagram = Window shopping
- Inspiring product photos attracts customers

4. Learn to Be Your Own PR Agency

- Save money by avoiding a PR Agency (costs a lot to hire one)
- Be authentic - your audience can “sniff” out generic from authentic
- Instagram is free. Easy way to attract new marketing

Reflections on Personal Experiences

GlamOptometrist (Instagram)

- Extra income to make on the side is an added bonus
- Rewarding to inspire others, not just students, via branding
- Opportunities to work with other companies, such as VSP (video shown)

Instagram Branding Tips

- Create a page that will set you apart
- Get noticed by your community
- Stay relevant with your audience
- Inspire yourself and others

GlamBaby™

- 100% UV-A/B eyewear protection for babies
- Code: “boston” for discount

Corporate Optometry

- Sometimes need to work on the weekends
- Not as much room to grow, job hierarchy wise

Nursing Home Facilities

- Flexible Hours
- Fantastic pay; great to increase how fast you can pay off your loans
- Emotionally rewarding and emotionally draining; need to have thick skin
- Variety of practice models

General

- Important to, eventually, be willing to say no. Family is a priority and a big consideration
- Not everyone has the same preference. There is no right or wrong career path in optometry
- Don't be afraid to negotiate your wages
- Going in-person to deliver your resume can make a difference and help you stand out