



Hiring an Associate Optometrist: How Candidates Can Stand Out and How Employers Can Hire the Right Way

Chris Lopez, OD

Financial Disclosure



**Career Consultant
for ODs on
Finance**

Cooper Vision



YoungOD Connect

All relevant relationships have been mitigated.

A photograph of three business professionals (two women and one man) shaking hands over a table. The table is covered with documents, a laptop, a coffee cup, and a small potted plant. A large green circular overlay is positioned over the handshake, containing the text 'SPECIAL THANKS' and 'Vision Expo team'.

SPECIAL THANKS

Vision Expo team

What's the “Why”?



**Share my
experience**

**Start off on
the Right
Foot**

**Empower
Employers**

Starting the Career Search

- ◆ **Resume**
- ◆ **CV**
- ◆ **Write down goals**
 - Personal
 - Financial
 - Professional
- ◆ **How can you achieve goals?**
 - “Who Not How”
- ◆ **Apply and Interview**

YOU CAN HAVE EVERYTHING IN
LIFE YOU WANT, IF YOU WILL
JUST HELP ENOUGH OTHER
PEOPLE GET WHAT THEY WANT.

- ZIG ZIGLAR





Christopher Lopez

Doctor of Optometry

Associate Optometrist at Stine Eye Center
providing the highest quality eyecare to patients
throughout Wisconsin.



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EDUCATION



Doctor of Optometry
University of Houston College of
Optometry

08/2014 - 05/2018

Houston, TX



Bachelor of Arts
Cornell College

08/2009 - 05/2013

Mount Vernon, IA

WORK EXPERIENCE



Doctor of Optometry
Stine Eye Center

09/2020 - 2020

Wausau, WI



Associate Optometrist
College Hill Eye & Optical

12/2019 - 09/2020

Providence, RI

SKILLS & COMPETENCES

Critical/Analytical Thinking



Verbal/Written Communication



Problem Solving/Conflict
Resolution



Time Management



Team Work



PUBLICATIONS/PRESENTATIONS

An Inside Look at Renal Coloboma Syndrome (2020)

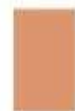
▪ Modern Optometry

Focal Choroidal Excavation (2020)

▪ Healio Primary Care Optometry News

The Ins and Outs of Retinal Detachments (2019)

▪ Modern Optometry



Associate Optometrist
Roberts Eyecare Associates

06/2018 - 2020

Vestal, NY

Evaluation of dry eye status using non-contact infrared thermography (2016)

- American Academy of Optometry (poster)

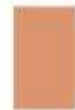


•Optocon
Optometry Student Consulting

01/2018 - 2020

Achievements/Tasks

- Founder, CEO



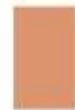
Research Fellow
University of Houston College of Optometry

06/2015 - 03/2018

Houston, TX

Research Purpose

- To investigate the influence of a desiccating environment on ocular surface temperature.



Instructor, Grand Rounds Course, TEXOCOP Program
University of Houston College of Optometry

06/2016 - 07/2016

Houston, TX

Task

- Educate pre-optometry students on ocular disease diagnosis, treatment, and management.

AWARDS/HONORS

Career Consultant

ODs on Finance

Letter of Clinical Excellence (3)

Robert D. Newcomb Leadership Award

Excellence in Neuro-Ophthalmology Service Award

Excellence in Pediatric Service Award

Past National Liaison, AOA

Member, Phi Kappa Phi Honor Society

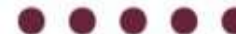
Executive Editor, www.OptometryStudents.com

Past President, Beta Sigma Kappa

Past Student Liaison, AOA-PAC

LANGUAGES

English



Spanish



How to Stand Out (Associates)

Highlight specialty skills

- ◆ Clinical (CLs, LV, VT, etc.)
- ◆ Non-clinical (B&C, financials)

Employer needs/wants

- ◆ Clinical
- ◆ Personal

Make the process fun

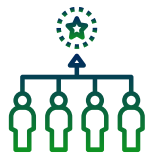
- ◆ Good fit ?

"Ask not what the employer
can do for you, ask what you
can do for the employer."

- "JFK"

- - Chris Lopez

Why Specialty Skills are Important



Competition



Candidate stands out



Practice stands out

Candidate Missteps (pt 1)

No research

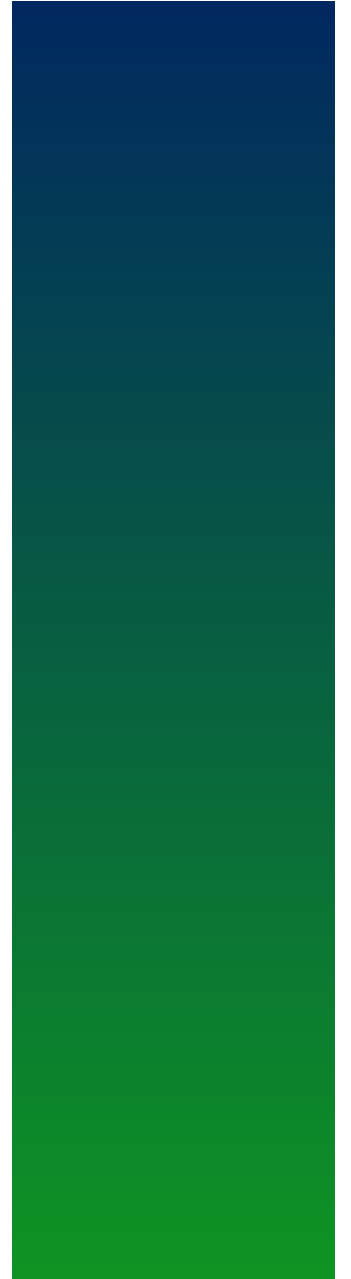
- ◆ Opportunity
- ◆ Area/region

Not discussing goals

- ◆ Ownership vs employee
- ◆ Transition process
- ◆ Income

Focusing on salary

- ◆ Entire compensation package





Candidate Missteps (cont.)

- ◆ Ignoring restrictive contractual elements
 - Non-compete
 - Long term notice
 - Intellectual property
 - Exclusion/devotion (part time status)
 - Clinic exclusion
 - Consulting exclusion
- ◆ Unreasonable negotiating
- ◆ Focus on you instead of practice



What questions do we have?

Hiring an OD

Creative job listing

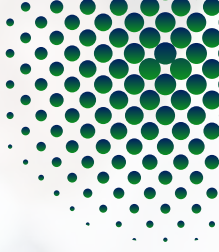
- ◆ Be TRANSPARENT
 - NOT “competitive salary”
 - Duties
 - Travel
 - ON CALL
- ◆ Photos/video

Interview

- ◆ Good fit ?
- ◆ Employer goals vs Associate goals
- ◆ Working interview



LOI vs Employment Agreement

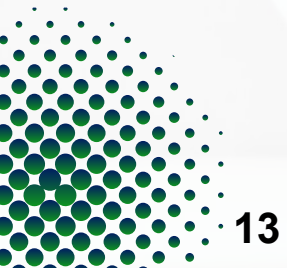


Letter of Intent

- * *can* * be binding
- not always used
- * **CAN** * streamline negotiation
- can leave out important details

Employment Agreement

- binding, it's a contract
- more “intimidating”
- **MUST** be read **IN FULL** by Employee





How to Stand Out (Employers)

- Highlight specialty care (LV, sclerals, VT, etc.)
- Ask Candidate about their goals/interests
 - ◆ Can you help?
 - ◆ Clinical
 - ◆ Personal
 - ◆ Financial
- Pay well
- Offer standard benefits

Compensation

- ◆ **Base salary**
- ◆ **% production**
- ◆ **Base + bonus**
- ◆ **Either/or model**



Common Benefits (full-time AOD)

- ◆ Retirement
- ◆ Health insurance
- ◆ License
- ◆ Malpractice
- ◆ CE stipend
- ◆ Dues (AOA, state)
- ◆ PTO
- ◆ Paid Holidays



LESS Common Benefits (full-time AOD)

- ❖ **DEA**
- ❖ **Paid CE days**
- ❖ **PTO rollover**
- ❖ **Signing bonus/moving expenses**
- ❖ **Disability insurance**
- ❖ **Life insurance**

Unique Benefits

- ◆ **Student loan assistance**
 - requires proper set up
- ◆ **Lifestyle/Wellness stipend**
- ◆ **Country club dues**
- ◆ **Paid volunteer day**
- ◆ **Paid vaccine day**
- ◆ **Cell phone allowance**
- ◆ **Paid maternity/paternity leave**
- ◆ **Paid voting day**
- ◆ **MENTORSHIP**



Mentorship

- ❖ **HUGE opportunity (esp private practice)**
- ❖ **Carve out time**
 - Scheduled = priority
- ❖ **1-2x/mo**
- ❖ **New grads crave mentorship and growth**
- ❖ **Knowledge**
 - Financial documents
 - B&C
 - Leadership
- ❖ **Competitive advantage over higher paying corp opportunities**



Hiring an OD

Hurdles

- ◆ **Credentialing**
 - Time-consuming
 - Done by Employer, not Associate
 - AOD tech role vs “doctor” role
 - “Credit” for encounters
- ◆ **Patient volume**
- ◆ **Tech support**
- ◆ **AOD motivation**
- ◆ **Good “fit”**



Employer Missteps

- ❖ Not asking about long term plans/goals
- ❖ Not setting appropriate expectations
- ❖ Excess contractual restrictions
 - Non-compete
 - Long termination notice
- ❖ Lack of transparency
 - “Competitive pay”
 - Work hours
 - Travel between offices
 - Bonus structure
- ❖ Low pay

GOOD Example of Hiring

- ❖ Accommodating schedule
- ❖ Open, clear communication
- ❖ Flew new grad out for interview
- ❖ Tapped into interest/specialty
- ❖ Made competitive offer

- ❖ NOW
- ❖ AOD crushing it
- ❖ AOD has higher RPP than owner
- ❖ Revenue increase
- ❖ Owner has more time off

BAD Example of Hiring

- ❖ Owner promised ownership
- ❖ Owner promised joint cold start
- ❖ Bad non-compete
- ❖ Devotion/exclusion clause
- ❖ Credentialing agreement gone bad
- ❖ Owner changed mind on ownership
- ❖ Owner scrapped joint cold start
- ❖ Owner interviewed diff AOD for NEW cold start



What questions do we have?



THANK YOU



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