

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



Financial Disclosure

Chris has received honorarium from Alcon, B&L, CooperVision, YoungOD Connect, and ODs on Finance

All relevant relationships have been mitigated.



Hiring an Associate OD

Chris Lopez, OD





SPECIAL THANKS

Vision Expo team

What's the "Why"?

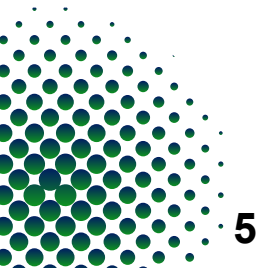
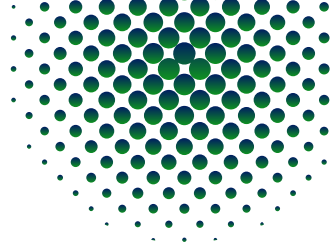
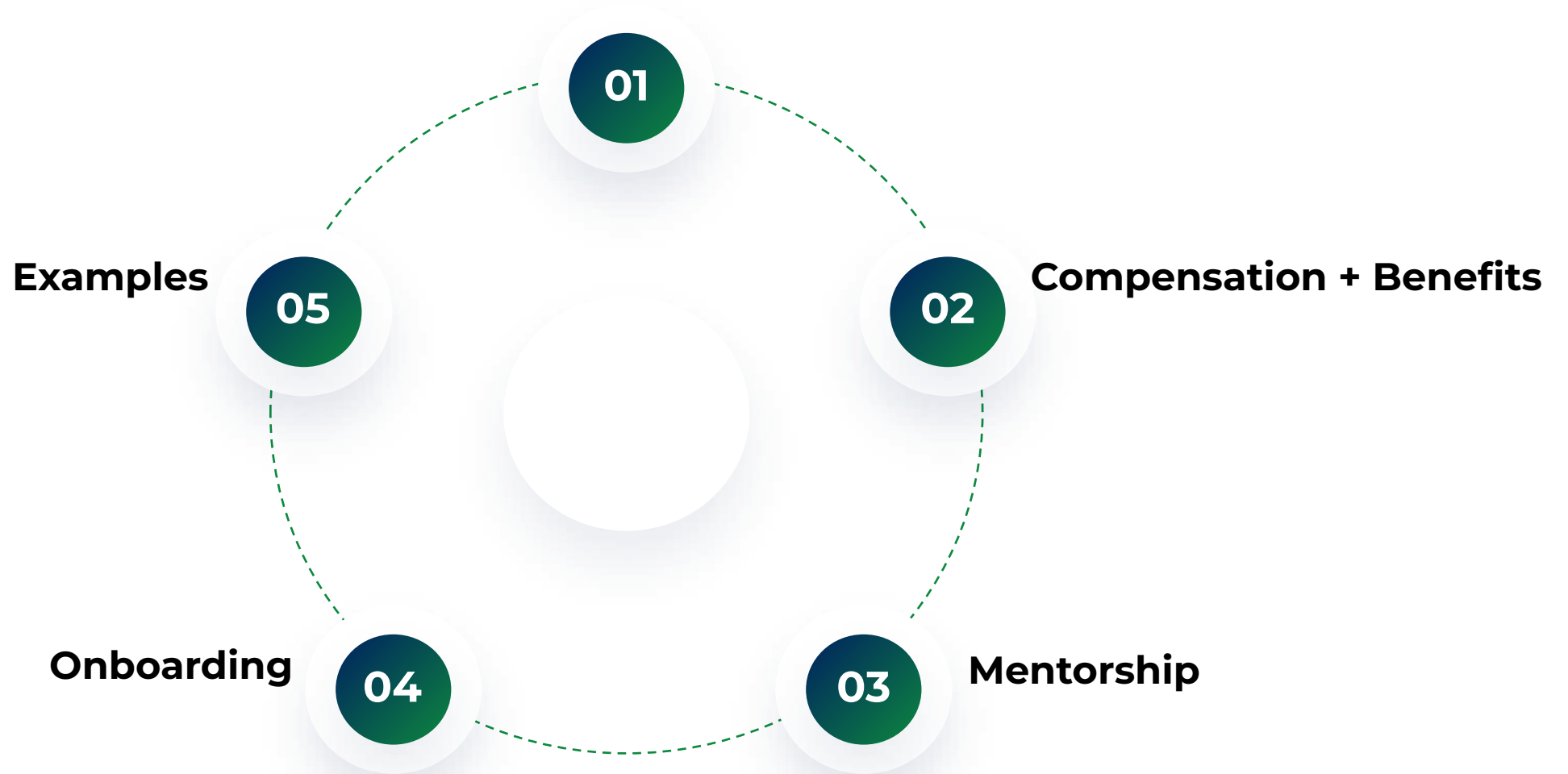
**Share my
experience**

**Start off on
the Right
Foot**

**Empower
Employers**

OVERVIEW

Hiring "Rules"



Hiring an OD

Lopez's 4 Rules for Hiring an AOD

- ◆ A - Advisorship
- ◆ S - Security
- ◆ S - Stress reduction
- ◆ S - Specialties



Hiring an OD

Creative job listing

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

Interview

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



Hiring an OD

◆ CONSIDERATIONS:

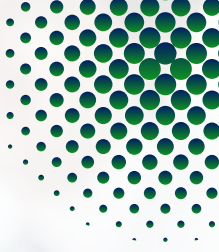
- **Shadow owner OD**
- **Slower schedule to start**
- **Chart audits (to mentor)**
- **Review dz management**
 - **RTC for testing, referral patterns, etc**
- **Accountability**
- **Share cases (normalize helping)**

Hiring an OD *(Continued)*

◆ CONSIDERATIONS:

- **Personality test**
- **Introduce AOD to outside providers**
- **Sandbox for EMR**
- **Delivering bad news to pts**
- **Communicating with staff**
- **Fine-tuning glasses Rx**
- **Rx troubleshooting**

Offer Letter vs Employment Agreement

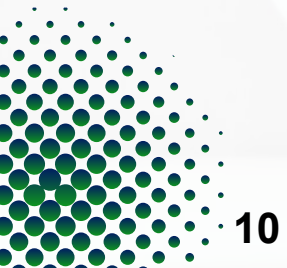


Offer Letter

- not always used
- *** CAN *** streamline negotiation
- often leaves out important details

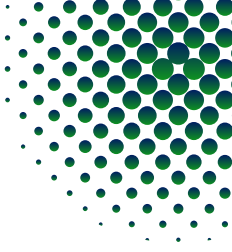
Employment Agreement

- binding
- more “intimidating”
- **MUST** be read **IN FULL** by Employee



Basic Contractual Items





Basic Contractual Items (Cont)

Restrictive Covenants

- ◆ Non-compete
- ◆ Non-solicitation of patients
- ◆ Non-solicitation of staff
- ◆ Non-solicitation of business relationships

Confidential Information

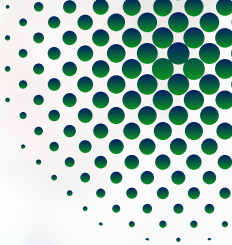
Fees

Patient Records

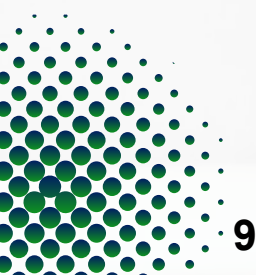
Termination

- ◆ With cause
- ◆ Without cause

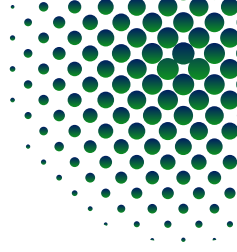
Other Contractual Items



01. Damages
02. Arbitration Process
03. On-Call
04. Corporation Responsibilities
05. Patient Selection
06. Assignment
07. Indemnification
08. Non-disparagement
09. Access to Records
10. Right to Counsel
11. *Intellectual Property*
12. Headings/Captions
13. Attorney Fees
14. Severability
15. *Entire Agreement*
16. Amendments



W2 vs 1099



**Legal
guidelines**



**1099 tax
implications**



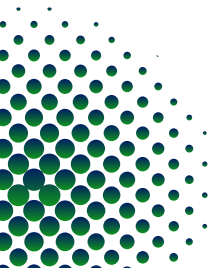
**Create an LLC
?**



**1099 higher
pay ?**



Get a CPA





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 (coming up)



What questions do we have?



Compensation

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



Straight Base salary

❖ PROS:

- minimal stress for AOD
- good for AOD (if low production)
- good for employer (if high production)

❖ CONS:

- no additional motivation
- bad for AOD (if high production)
- bad for employer (if low production)

% Production

◆ 15-17%

◆ PROS:

- \$\$\$ for AOD (if high production)
- good for employer (if AOD motivated by \$\$\$)

◆ CONS:

- no PTO for AOD
- no safety net for AOD
- stress of production for AOD
- bad for AOD (if low production)
- mortgage loan for AOD

Base + Bonus

◆ PROS:

- safety net for AOD
- good for AOD AND Employer (if high production)

◆ CONS:

- bad for AOD if poor bonus structure
 - i.e. threshold too high
- bad for employer if threshold too low

Either/Or Model

◆ PROS:

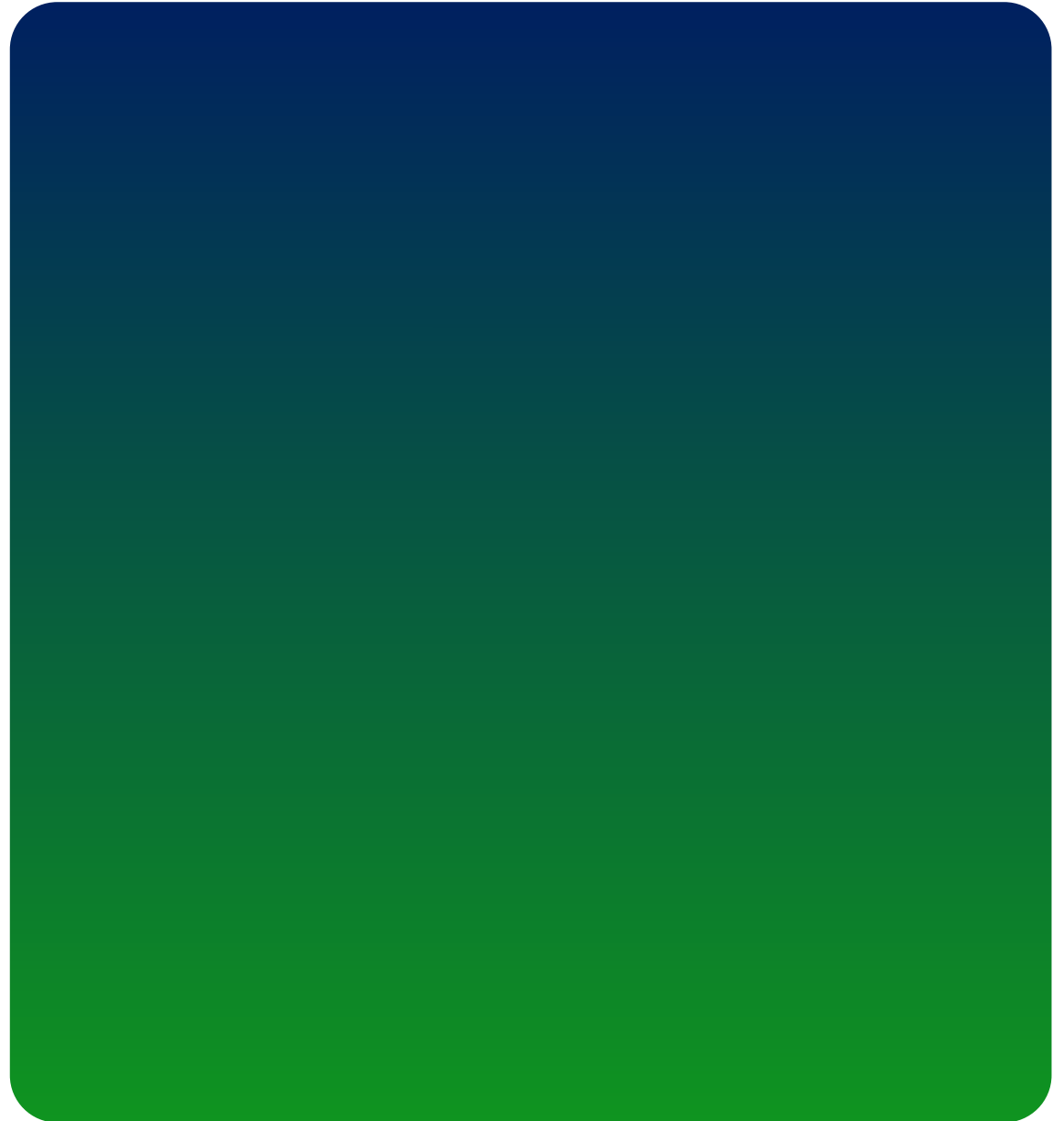
- removes biggest hurdle of % production (i.e. safety net)
- \$\$\$ for AOD (if high production)
- good for employer (low base and fair % offered)

◆ CONS:

- Employer can't price base too high
- % offered can't be too low
- stress of production for AOD

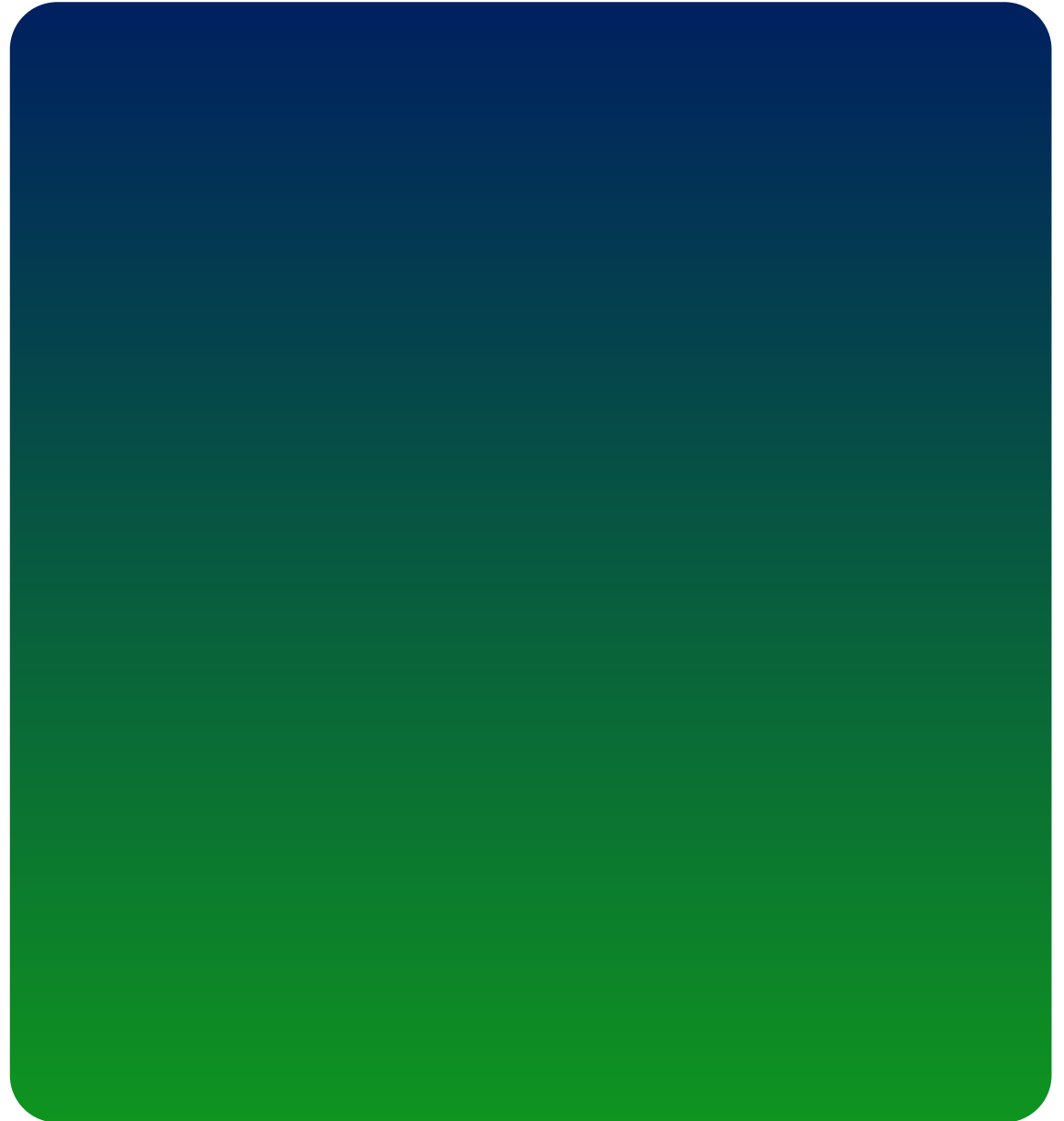
Compensation

- ◆ **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**
- ❖ **Uniforms**
- ❖ **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** (*next slide*)



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**





What questions do we have?



Associate Production

- ◆ **Often \$750k-\$950k/yr** (once established)
- ◆ **Many >\$1M/yr**
- ◆ **Depends on many factors**
 - pts/day, optical, medical, insurance, testing, tech support, handoff, etc
- ◆ **\$1M/yr = \$4000/day**
 - 2 pts/hr, 8 hrs/day, RPP \$250, 250 work days (2 weeks vacation)
- ◆ **20 pts/day and RPP \$300, 250 work days**
 - \$1.5M
- ◆ **Production lower to start**
 - credentialing
 - fewer pts

Hiring an OD

Hurdles

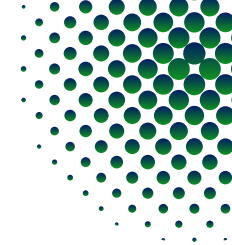
- ◆ Credentialing
- ◆ Patient volume
- ◆ Tech support
- ◆ AOD motivation
- ◆ Good “fit”
- ◆ **“Super Tech”**



How Employers Can Seal The Deal

- ◆ Make a reasonable offer
- ◆ Seek advice
- ◆ Include common fringe benefits
- ◆ Consider unique benefits
- ◆ Keep the “big picture” in mind!
- ◆ MOST important item? (*next slide*)





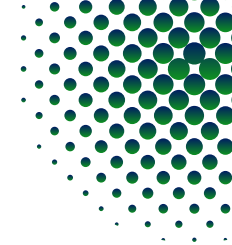
MOST Important Employer Consideration

- ◆ Make the Associate OD feel **VALUED**
- ◆ Builds team spirit
- ◆ #1 exit reason is feeling undervalued
 - Underpaid
 - Poor scheduling
 - Lack of tech support
 - Not expanding care
 - Broken promises
- ◆ Value items
 - Goals
 - Implementing new services
 - Flexibility
- ◆ MENTORSHIP

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**





RURAL OD Hiring

- ◆ **MUCH more difficult**
- ◆ **Usually higher comp**
- ◆ **Signing bonus / moving expenses**
- ◆ **Lower COL does NOT justify lower pay**
- ◆ **RECRUITING**
 - **\$\$\$**
 - **costs offset by earlier OD hire**

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

GOOD Example of Hiring

- ❖ **Solid pay**
- ❖ **Only 3 days available**
 - **No exclusion clause**
 - **Employer found more days elsewhere for AOD**
- ❖ **Started 2 pts/hr, slowly went up**
- ❖ **Added DES specialty**
- ❖ **Mentorship**
 - **business training**
- ❖ **Employer introduced AOD to community**
- ❖ **NOW entering into partnership**

GOOD Example of Hiring

- ❖ Good office culture
- ❖ 5 weeks PTO
- ❖ Common benefits included
- ❖ (+) Exclusion carveout for lecturing and consulting
- ❖ ***\$6000/yr CE benefit***
- ❖ Pay was LOWER than average

- ❖ NOW
- ❖ AOD crushing it
- ❖ AOD agree to 1 Saturday/month
- ❖ AOD “under”paid BUT great work/life balance

BAD Example of Hiring

- ❖ Owner promised ownership
- ❖ Owner promised joint cold start
- ❖ Bad non-compete
- ❖ Devotion/exclusion clause
- ❖ Credentialing gone bad
- ❖ Owner changed mind on ownership
- ❖ Owner scrapped joint cold start
- ❖ Owner interviewed diff AOD for NEW cold start
- ❖ AOD voiced concern, owner threatened litigation
- ❖ AOD left. Owner can't find replacement

BAD Example of Hiring

- ❖ Owner promised higher-than-normal pay based on incr patient count
 - low pt volume
- ❖ Owner promised lots of medical
 - refractive-based practice
- ❖ Owner promised mentorship
 - AOD started and owner left for months
- ❖ Owner promised strong support
 - 1 tech who was also the optician
- ❖ **CREDENTIALING !!!**



What questions do we have?



THANK YOU



Contact Info

❖ CareerConsulting@ODsOnFinance.com

❖ Christopher.Lopez.2013@gmail.com

❖ **LinkedIn:**

<https://www.linkedin.com/in/christopherlopezod/>

