


Experience EXPO With Us!

- Main Stage – *Exhibit Hall – Booth P1586*
 - OptiCon General Session: Presented by United Opticians Associations (UOA) - A Conversation with Scott Shapiro, Thursday, 12:30pm – 1:30pm
 - UOA College Bowl, Friday, 12:30pm – 1:30pm
- OptiCon Hub – *Exhibit Hall – Booth P1271*

The OptiCon Hub is brought to you by the United Opticians Association (UOA). The UOA is the international member-based organization that represents Opticians, Contact Lens Technicians and Ophthalmic Allied Professionals.
- Exhibit Hall Hours

Thursday, Feb 20	9:30am – 6:00pm	Socials @ Poolside - Rosen Centre	
Friday, Feb 21	9:30am – 6:00pm	Conferee Happy Hour	Wed, Feb 19 6:00-7:00pm
Saturday, Feb 22	9:30am – 3:00pm	Conferee Happy Hour	Thur, Feb 20 6:00-7:00pm
		Tropical Cocktail Reception	Fri, Feb 21 6:00-7:30pm



1

Living Into Your Values



Cira Collins, ABOM, MPH

2



Cira Collins

ABOM, MPH

- 19 years in the Optical Industry
- Director on 2 Boards: ABO-NCLE and GoodVision
- Most Influential Women in Optical: Rising Star category 2024, Eyecare Business Game Changer 2024
- Corporate and Private Practice Experience
- Dispenser, Buyer and Vendor
- Currently representing LaFont in the PNW
- Returned Peace Corps Volunteer
- Master of Public Health, International Health and Development – Tulane University

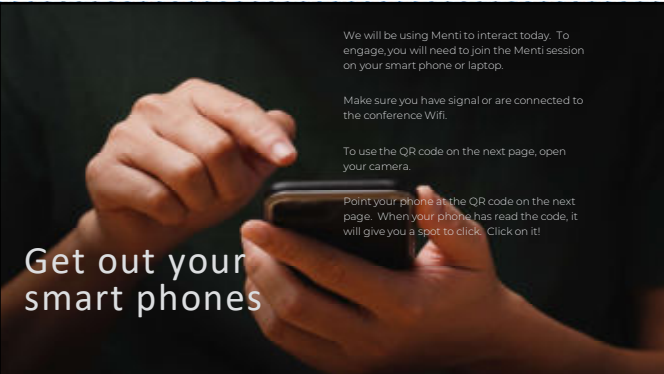
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Class Overview



- Identify your personal values
- Define how you may identify your corporate values
- Installing values in your practice
- Understanding conscious consumerism
- What good can you do and how
- Eyecare in the developing world
- The impact of unmet vision care need on poverty and development
- What is being done right now to meet the need
- 13 ways to engage consumers on your social mission
- Reframing your ask

4



We will be using Menti to interact today. To engage, you will need to join the Menti session on your smart phone or laptop.

Make sure you have signal or are connected to the conference Wifi.

To use the QR code on the next page, open your camera.

Point your phone at the QR code on the next page. When your phone has read the code, it will give you a spot to click. Click on it!

Get out your smart phones

5



Are you IN?


6

Why Should You Care?

Personal Values
By knowing our personal values, we are better able to articulate our match with our employers.

Corporate Values
By making our corporate values clear we become faster at making decisions, attract talent and attract patients.

Expressing Values
By showing rather than telling patients what we value, we invite them to belong to the community you are creating.



7

How much do you agree with these statements?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

8

What is a value?

- The root beliefs that a person or organization operates from. They are the principal perspectives that guide a person or organization's behavior with others. — Dr. Sara Sutler-Cohen

DEFINED:

- A person or organization's fundamental beliefs or guiding principles that help guide behavior and decisions. They can help people understand right from wrong, and can help companies determine if they are on the right path - AI

- A way of being or believing that we hold most important - Brené Brown

9

IDENTITY - ROLES = VALUES

10

When you are living into your values, they show up in:

- 1 WHAT WE SAY
- 2 WHAT WE DO
- 3 WHAT WE DON'T DO
- 4 WHO WE ENLIST AS PARTNERS



11

Values work both ways

Retrospective: Our values are reflected in what we have done.

Prospective: When values are clear and true, they can become a guiding force.



12

**The simpler the value,
the more complex the
solution.**

13

**Example:
Cherry
Optical**

“Cherry is an independent optical lab obsessed with making two things:
1. The world’s best lenses
2. The world’s happiest humans”



14

Exercise:

DISCOVER
YOUR
VALUES

Step 1: From the list of values, choose all that you feel pertain to you

Step 2: From all that you selected, narrow the list down to 12

Step 3: From those 12, make at least three groups of words that have something in common

Step 4: Choose the best word for each group

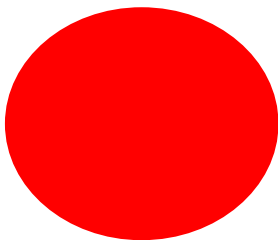
Step 5: Cut down to the last 3 or 4

15

Why only
3 or 4
values?

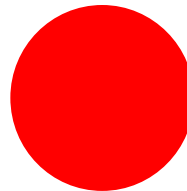


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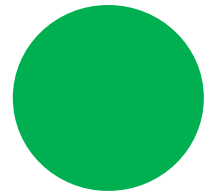


HAPPY

17

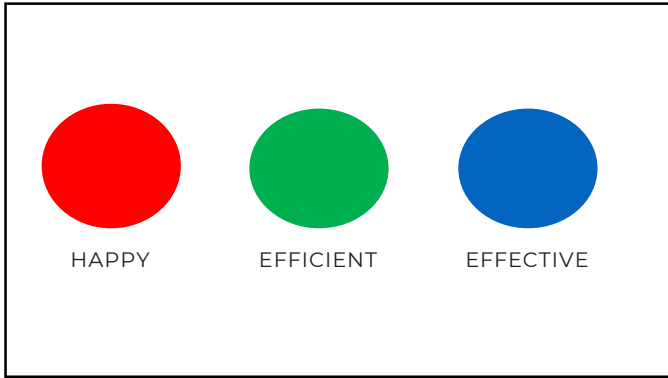


HAPPY



EFFICIENT

18



19



20

Story

A patient brings her 100 year old Mom to your practice for new glasses.

21

Trend:

Employee-Centric Culture

Fostering a belief that employee engagement leads to a more productive workforce which adds value to the practice.

22

Exercise:

DISCOVER YOUR VALUES – TEAM STYLE!

Step 1: From the list of values, choose all that you feel pertain to you

Step 2: From all that you selected, narrow the list down to 12

Step 3: From those 12, make at least three groups of words that have something in common

Step 4: Choose the best word for each group

Step 5: Cut down to the last 3 or 4

23

What are your personal values? Enter three times.

impact
authenticity
curiosity

24

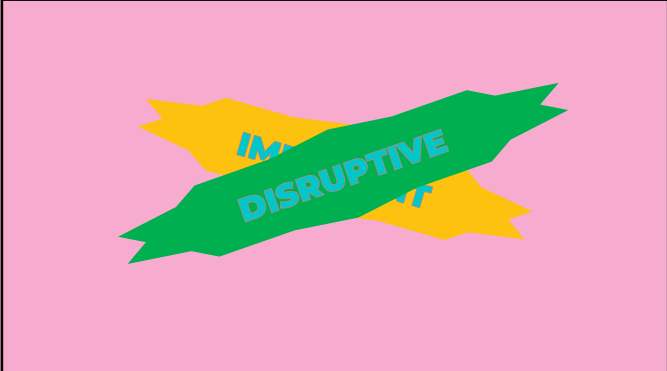
NEW WORDS!!!




In the Corporate Values list we've added some extra spicy words



25



26



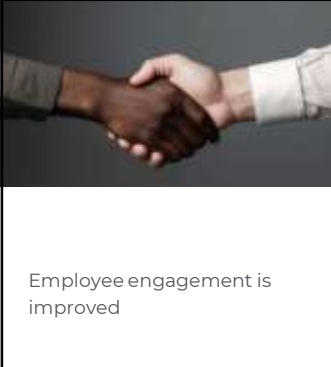
Corporate Values Exercise

To take home

Much like personal values, adapted for a group

See the handouts for this session

27

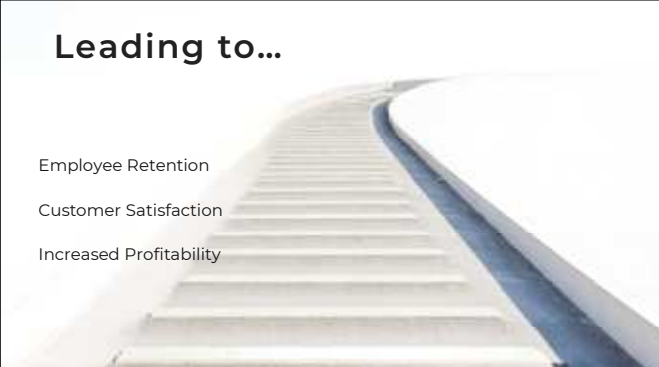


When personal values and corporate values align

Employee engagement is improved

28

Leading to...



Employee Retention

Customer Satisfaction

Increased Profitability

29

Corporate Social Responsibility

Your patients are responsive to your commitments.

<p>🏠</p> <p>77%</p> <p>Engaged Consumers</p> <p>Will purchase from companies making the world better.</p>	<p>😊</p> <p>41%</p> <p>Millennial Consumers</p> <p>Will research a company's role in making the world better. (27% Gen X, 16% Boomers)</p>	<p>🌍</p> <p>49%</p> <p>Purpose-Driven Consumers</p> <p>Believe it is more important for a company to make the world better than make a profit (37%)</p>
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30

Who is responsible?

Health equity and tolerance are the key issues Americans believe need to be addressed to make the world a better place.

Consumer expectations for addressing issues to make the world a better place are higher for companies in the healthcare industry (60+) than for those in other industries.

Individuals believe they are **personally** responsible for making the world better (48%), more than government (32%), large corporations (4%), religious institutions (5%) or even charitable organizations (4%).

3
1

31

But How?

81% More likely to purchase from a company if they donate their own products or services to an issue.

82% More likely to purchase if the business introduces products or services to address an issue.

79% More likely to purchase from a company if they donate their own money toward addressing an issue.

77% More likely to purchase from a company if they raise awareness on an issue.

3
2

32

What we experience in the US is EXTRAORDINARY. Vision care is so much more than glasses and contacts. You and your patients have a role to play.



33



Eye Care in the 2/3 World

UN Group for least developed countries conditions
 Least Developed Countries
 Developing countries
 Economies in Transition
 Developed Countries


Source: <http://www.bonhitch.net/articles/economic-groups-by-world-region>

34

Globally, at least **2.2 billion** people have a near or distance vision impairment. That's **27%** of the world population. In at least **1.1 billion** of these, vision impairment could have been **prevented** or is yet to be addressed (about 1/8th). That's as many people as are in the US and Europe **COMBINED**.



35




94M Cataract
 + 88.4 M Refractive Error
 + 8M Macular Degeneration
 + 7.7 M Glaucoma
 + 3.9 M Diabetic Retinopathy
 + 826 M Presbyopia

1.1 BILLION!

36

The leading causes of vision impairment and blindness at a global level are refractive errors and cataracts.



37



64% of NEARSIGHTED 83% CATARACTS

The majority of people in the world who need distance correction or have cataracts are **NOT** being served.

Served UNDER

38

Children

Delayed motor, language, emotional, social and cognitive development




Lower levels of educational achievement

39

Adults

Majority of cases of vision impairment are due to Presbyopia

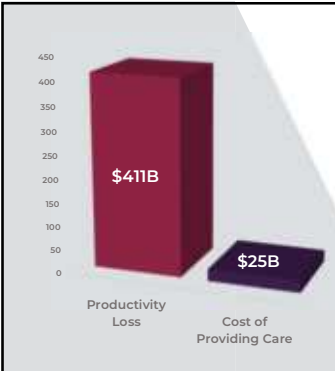
Loss of productivity affects national economies

CONSEQUENCES OF VISUAL IMPAIRMENT

- 3x more likely to be unemployed
- 3x more likely to be involved in a motor vehicle collision
- 3x more likely to suffer from depression and anxiety disorders
- 2x more likely to have a fall while walking

40

Loss vs. Cost



Productivity Loss: \$411B

Cost of Providing Care: \$25B

Vision impairment poses an enormous global financial burden, with the annual global cost of productivity estimated to be US\$ 411 billion, while the cost of meeting the need is only \$25 billion.

41

According to VisionSpring's PROSPER report, Eyeglasses...

- ENHANCE SCHOOL OUTCOMES**
Boost learning outcomes equivalent to 1/3 – one-year of schooling.
- PRODUCTIVITY & INCOME**
Increase worker productivity up to 32% and increases income by 18-20%. This is greater than any other health intervention.
- MAKE DRIVING SAFER**
Improve road safety. 60% of traffic accidents are attributed to impaired vision.

42

“Productivity isn’t everything, but in the long run, it’s almost everything. A country’s ability to improve it’s standard of living, over time, depends almost entirely on increasing output of the worker.”

— Paul Krugman, Nobel Prize Laureate in Economics, 2008

43

Corporate Social Responsibility

Your patients are responsive to your commitments!

<p>77%</p> <p>Engaged Consumers</p> <p>Will purchase from companies making the world better.</p>	<p>41%</p> <p>Millennial Consumers</p> <p>Will research a company’s role in making the world better. (27% Gen X, 16% Boomers)</p>	<p>49%</p> <p>Purpose-Driven Consumers</p> <p>Believe it is more important for a company to make the world better than make a profit (37%).</p>
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Source: 2019 Millennial Consumer Survey

44

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45

But How?

Consumers are more likely to support businesses who take direct actions.

<p>81%</p> <p>More likely to purchase from a company if they donate their own products or services to an issue.</p>	<p>79%</p> <p>More likely to purchase from a company if they donate their own money toward addressing an issue.</p>
<p>82%</p> <p>More likely to purchase if the business introduces products or services to address an issue.</p>	<p>77%</p> <p>More likely to purchase from a company if they raise awareness on an issue.</p>


46



47

<p>GoodVision trains Good Vision Technicians or GVTs to screen for eye health conditions for referral and provide basic vision exams CREATING JOBS.</p>	<p>Technicians do outreach activities and screenings to provide spherical equivalent lens recommendations.</p>
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48



1	2	3	4
CVT Performs Exam	CVT Manufactures Frame	CVT Mounts Lenses	CVT Fits Glasses
A visual acuity screening determines if a participant needs to have a prescription.	Raw materials cost about \$1 and takes 15-20 minutes to make. Classes are heavily subsidized.	Spherical equivalent lenses are mounted with varying bridge widths. Colorful beads can be added to distinguish frames.	Technicians fit eyewear and teach the care of eyeglasses.

49




50


VOSH International

Volunteer Optometric Services to Humanity

The Voice of Optometry in developing nations since 1971

www.vosh.org





51

VOSH Engagement

Serving at home and abroad.

- Volunteer opticians recycle eyewear for their missions.
- VOSH missions visit remote areas of the world to provide free eyecare and eyewear completely staffed by volunteers.
- VOSH optometrists provide eye exams in remote areas.



52

Remote Area Medical Volunteer Corps

35 Years

RAM has been organizing free, multi-discipline pop-up clinics across the US. This includes medical, dental, vision and veterinary care.

www.ramusa.org





53

Remote Area Medical Volunteer Corps Involvement

All services are FREE

- Volunteer at a Clinic
- Donate

Bring RAM to your community



54

VisionSpring
See well. Do well.

Founded in 2001, VisionSpring has distributed 4.4 million pairs of eyeglasses, providing vision correction in 43 countries with over 200 NGO, corporate, government and health partners.

www.visionpring.org




55

VisionSpring Partnership



Frames
Purchase frames and readers made by VisionSpring in India for your vision giving programs.



Donations
Financial gifts help subsidize eyewear purchased by people living on less than \$4 per day.





Safe Driving Activities
Good vision improves driving and decreases vehicular accidents. Investing in giving vision makes safer roads for all.

56

Sightsavers
Protecting sight and fighting for disability rights.

In the past 70 years, Sightsavers has worked in more than 30 countries to eliminate avoidable blindness and promote the rights of people with disabilities.

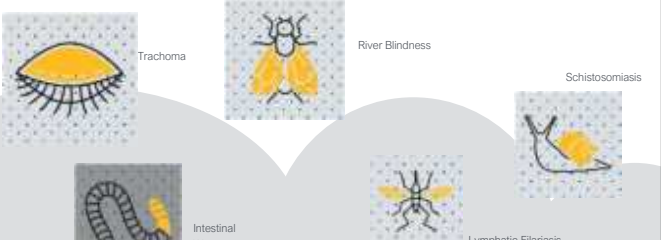
www.sightsaversusa.org

57

Sightsavers' Unique Proposition

Treat, Prevent and Eradicate Blindness-Causing Eye Diseases



Trachoma
River Blindness
Schistosomiasis
Intestinal
Lymphatic Filariasis

58

Who do you partner with?

Who else should we know?

How do your partnerships help you demonstrate your values?

59

How do your partnerships help you demonstrate your values?

60



61



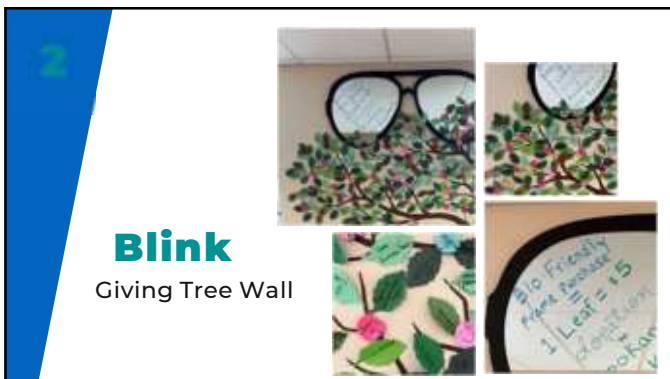
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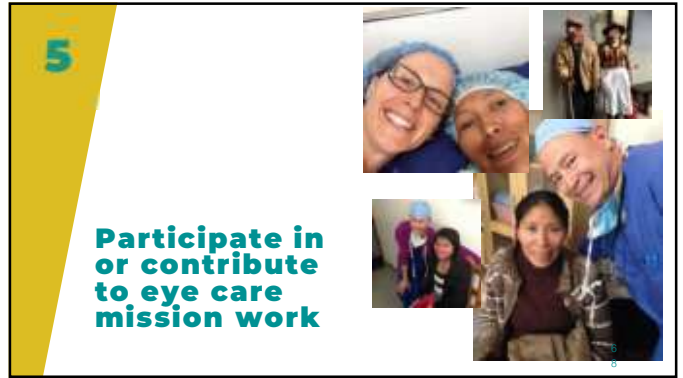
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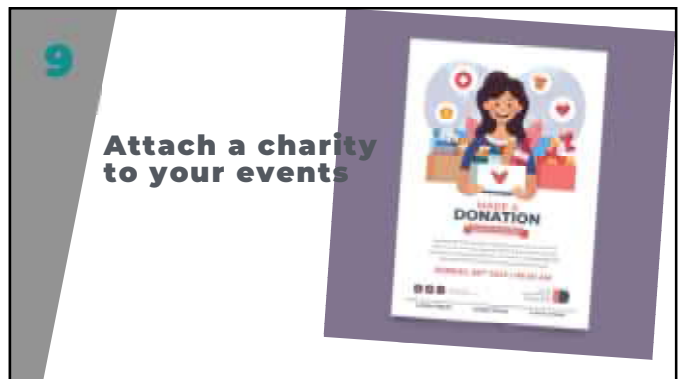
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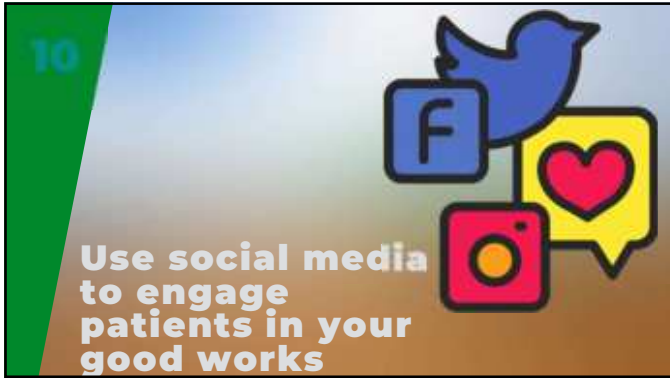
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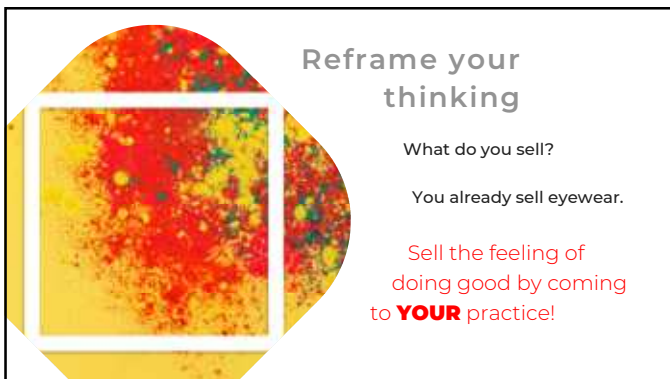
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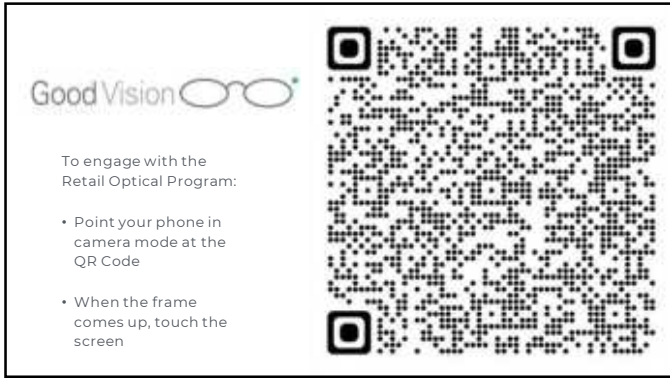
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82