



# Overcoming Perceived Barriers

*Dr. Chandra Mickles*  
*Dr. Kristin Anderson*  
*Dr. Leah Johnson*

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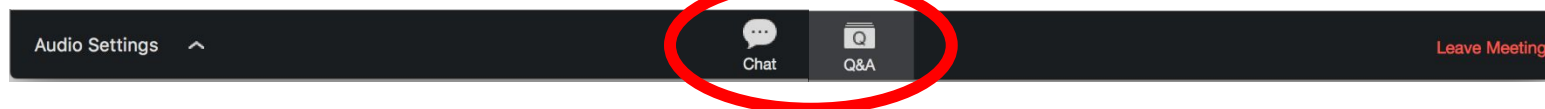
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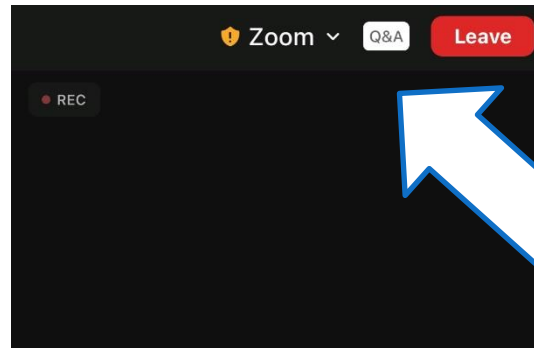


Host: Dr. Stephanie Woo

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- CE certificates will be delivered by email and sent to ARBO with OE tracker numbers
- **CE certificates will be emailed within 4 weeks**
- Ask questions using the zoom on-screen floating panel





## Opportunity to Partner

Optometrists are at the frontline to recommend treatment for cataract and glaucoma patients.



### Established relationships with patients

- Ability to inform patients of the best technologies available
- Needs, wants, expectations, and lifestyle



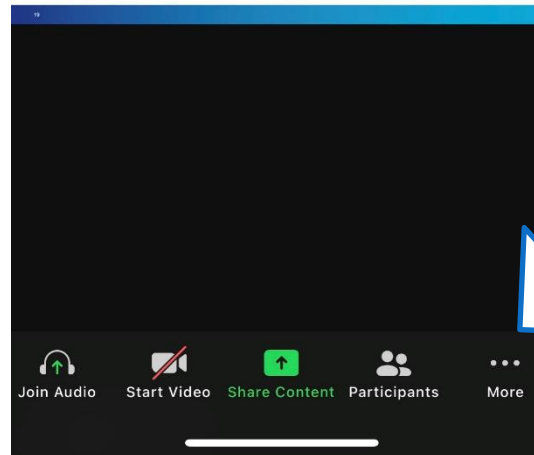
### Reduce patient and physician burden

- Cosmetology visits and prior authorizations
- Ocular surface disease and potential effects on visual acuity



### Ability to impact patients' post-operative lifestyle

- ONE TIME opportunity during cataract surgery to address a patient's cataract, refractive needs (astigmatism and presbyopia) as well as their glaucoma



## Speaker Bio

Dr. Mickles currently serves as the North America Professional Education Lead for Myopia at Johnson & Johnson Vision. Dr. Mickles is a recognized leader in eye care and has had a career dedicated to professional education, patient care, and research in contact lenses. She is a fellow of the American Academy of Optometry and the Scleral Lens Education Society and also serves on the American Optometric Association Contact Lens and Cornea Council and the National Optometric Association Board of Directors. Currently, Dr. Mickles is North America Professional Education Lead for Myopia at Johnson & Johnson Vision.

Prior to joining Johnson & Johnson Vision, Dr. Mickles had a successful career in academia and has been recognized by national optometric institutions and organizations for the important role she played in contact lens education.



# Financial Disclosures

- Johnson and Johnson Vision, employee

## Speaker Bio

Dr. Kristin Anderson serves as the Director of Professional Education, U.S. Vision Care and Dry Eye at Alcon. In this role, she leads the development of resources, communication strategies and tactics for eye care providers. She is responsible for developing content to support the Alcon Experience Academy multi-media efforts and Alcon's online presence with trade partners. She provides primary educational support for the Marketing teams and works collaboratively with the Directors of Professional and Academic Development to advance Alcon's Vision Care presence at meetings both on and off campus. She represents Professional Affairs as a member of various working groups. In 2021, she was a member of two teams receiving 'One Team' Awards as well as being part of the iLux team nominated for a global marketing award.





# Financial Disclosures

- Alcon, employee

## Speaker Bio

Dr. Leah Johnson, OD, FAAO, FSLC is the Director of Professional Affairs for CooperVision Specialty EyeCare, Americas. She is responsible for the development and implementation of clinical and educational programs supporting current and future eye care practitioners across the Americas and Asia Pacific.

She is a graduate of the University of Houston, College of Optometry where she also completed a post-doctorate fellowship in Cornea & Contact Lens. Afterwards, she practiced in Houston, Texas with a concentration in specialty contact lenses. She currently serves at the University of Houston, College of Optometry as clinical adjunct faculty, focusing on Myopia Management Services. Dr. Johnson is a fellow of the American Academy of Optometry and the Scleral Lens Education Society.



# Financial Disclosures

- CooperVision Specialty Eyecare, employee

# ELEVATING WOMEN IN EYECARE

## Overcoming Perceived Barriers

Leah Johnson, OD, FAAO, FSLs – Director of Professional Affairs, CooperVision Specialty EyeCare

Kristin Anderson, OD, FNAP, FAAO – Director of Professional Education, US Vision Care & Dry Eye, Alcon

Chandra Mickles, OD, MS, FAAO, FSLs – NA Professional Education Lead, Myopia, Johnson & Johnson Vision



**Who we are**

**Academia & Practicing Optometrist to  
Corporate Industry**

# Where do women stand?

## General Industry

- 80% of CEOs are men
  - 90% men for Fortune 500 companies
- Corporate boards are more than 80% male
- Women make about \$0.80 for every dollar a man makes
- Women start 40% of the businesses in the country, but 98% of venture capital goes to men



# Eyecare industry

- Academia
  - 23% women are dean (6/26 schools, ASCO)
  - 88% women are assistant professors
  - Students: 70% women
- Optometric Organizations

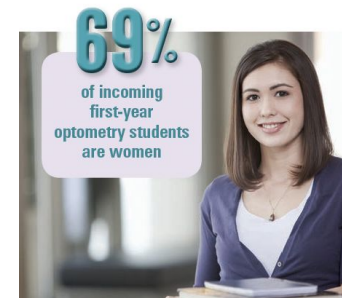


## Changing Workforce, Changing Health Care Demands

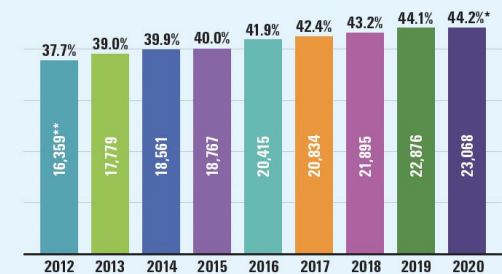
Demographic changes inside the profession and with the patient population create new opportunities and challenges for ODs

The optometric profession is undergoing rapid change as the scope of practice expands, the technologies and products to help patients increase and the demand for medically focused services escalates with an aging population and nearly flat growth in the number of ophthalmologists. Each of these alone is a significant factor; combined, they are creating professional opportunities that can be both daunting and exhilarating.

The *State of Women in Optometry* looks at how some of these trends have already and will continue to impact both the profession as a whole and the increasing number of women who have sought out this vital health care role.



## Women in the Profession Over Time



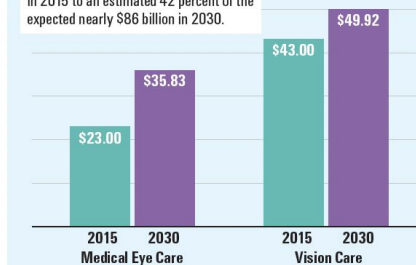
\*Includes Guam and Puerto Rico

\*\*Total women ODs

Source: Women In Optometry, 2012-2020, based on healthgrades.com data

## Eye Care Expenditures 2015-2030 (\$ Billions)

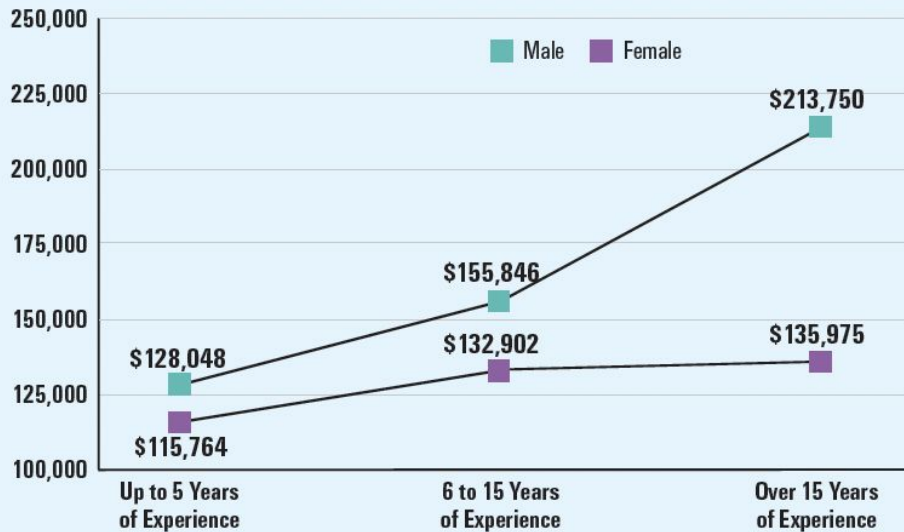
Medical eye care grows from 35 percent of the \$66 billion spent in eye health care in 2015 to an estimated 42 percent of the expected nearly \$86 billion in 2030.



Source: The Eyeconomist, Richard C. Edlow, OD

# Perceived General Barriers with Women

Average Incomes by Experience



Source: Jobson Optical Research, 2020 Compensation Survey

Gender Bias

Connections

Confidence

Responsibilities



# Gender Bias

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- Yale Study “Science Faculty’s Subtle Gender Biases Favor Male Students” *Proceedings of the National Academy of Sciences*. October 2012

## **Breaking through barriers**

- Speak up when you have something to say



# Perceived Barrier: Connections

- Strong network connections are essential
- Sources of information, advocacy, support, professional advice
- Want to be “in the room” when things happen



## Breaking through barriers

- Make your own place at the table
- Be the social activities you want to see in the world

# Perceived Barrier: Confidence

## Men & Women

- Presented with a task
  - ❖ Asked to pay themselves what they deserved
- Asked *when* to nominate themselves for a promotion
  - ❖ Men nominated themselves for a promotion when they had 60% of required skills
  - ❖ Women waited until they had 100% of the required skills



## **Breaking through barriers**

- Information is power
- The value of knowing your worth
- Just do it. Confident people act

# Perceived Barriers: Balancing Work & Life

- Life Responsibilities
  - Family
  - Respecting other's decisions
- Office Housework
  - Urgent VS Important

## Breaking through barriers

- Believe in yourself
- Finding your purpose
- Working strategically



# Opportunities & YOUR Tool Kit

## Identify your career goals

- Where do you want to go?

## Mentorship

- Who is on your board of trustees?

## Leadership Training

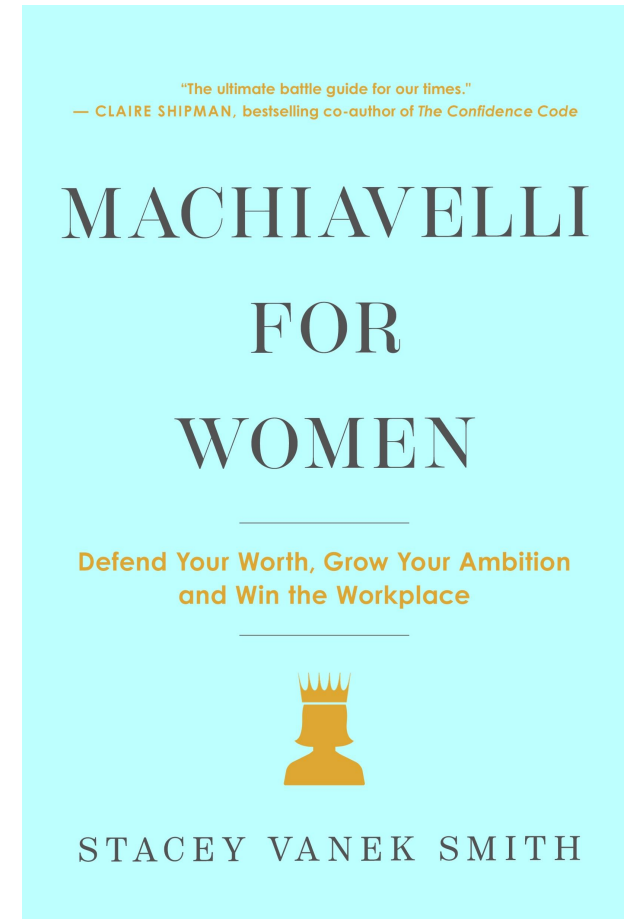
- Where do you want to go?

## Affinity Groups

- Resources to support your development

# Summary: Overcoming Perceived Barriers

1. Don't place a ceiling above yourself. Follow your passion
2. You can lead at whatever level you are at.
3. Being put in leadership positions: work hard and use the opportunities to learn & grow.



# Thank you!

## Questions?





# Thank you! Please join us for our Woos Who in Glaucoma Event Series

**WOO UNIVERSITY**

**WHEN GLAUCOMA AND RETINA CONVERGE**

**Date:** March 23, 2022  
**Time:** 5:30pm -6:30 pm PST

*Joe Pizzimenti*  
O.D., F.A.A.O.

Date: March 23, 2022  
 Time: 5:30 PM – 6:30 PM Pacific Time  
 Speaker: Dr. Joe Pizzimenti  
 Topic: When Glaucoma and Retina Converge  
 COPE: One hour live CE

**WOO UNIVERSITY**

**PATIENT COMPLIANCE:**  
The Ultimate Goal in Glaucoma Therapy  
Undergoing approval for 1 hour of COPE CE credit

**Jim Thimons**  
O.D., F.A.A.O.

Date: March 30, 2022  
 Time: 5:30 PM – 6:30 PM Pacific Time  
 Speaker: Dr. Jim Thimons  
 Topic: Patient Compliance:  
 The Ultimate Goal in Glaucoma Therapy  
 COPE: One hour live CE

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