



The Many Faces of Optometry: Perspective of Women ODs

Dr. Karen Lee

Dr. Elise Kramer

Dr. Rutvi Doshi

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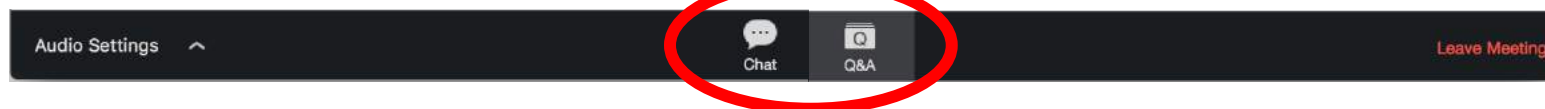
WELCOME!



Host: Dr. Stephanie Woo

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- For a 1-hour webinar attendees must be online for a minimum of 50 minutes
- For a COPE certificate, please fill out the survey link in the chat. Also, the survey link will appear when the webinar ends.
- 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



The image shows a Zoom meeting interface. At the top, there are controls for 'Zoom', 'Q&A', and a red 'Leave' button. A 'REC' indicator is visible in the top left. A large blue arrow points from the 'Leave' button towards the slide content.

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 treatment options available
 - Needs, wants, expectations, and lifestyle
- Reduce patient and physician burden**
 - Continuity of care and prior workup
 - Order surface disease and potential effects on visual acuity
- Ability to impact patients' post-operative lifestyle**
 - ONE TIME opportunity during on-site surgery to address a patient's cataract, refractive needs (anisometropia and presbyopia) as well as their glaucoma

At the bottom, the Zoom control bar is visible with icons for 'Join Audio', 'Start Video', 'Share Content', 'Participants', and 'More'. A second large blue arrow points from the 'Share Content' icon towards the slide content.

Speaker Bio

Dr. Karen L. Lee is a Clinical Assistant Professor at the University of Houston College of Optometry. Prior to joining the University of Houston, Dr. Lee served as Director of the specialty contact lens clinic at the University of California, San Francisco Ophthalmology department. She is a regular contributor to Contact Lens Spectrum and is currently researching the sterility of scleral lens filling solutions. She is a reviewer for Contact Lens & Anterior Eye and enjoys lecturing both domestically and overseas. Dr. Lee is a proud recipient of the George Mertz Contact Lens Residency Award, Vistakon Clinical Excellence in Contact Lens Patient Care Award, and the Jack Bennett Humanitarian Award. Dr. Lee is a fellow of the American Academy of Optometry, an advisory board member of the Gas Permeable Lens Institute, a member of the Cornea & Contact Lens Section of the AAO, a member of the Ocular Surface Society and is the Past President of the Scleral Lens Education Society.



Financial Disclosures

- ABB Optical Group, speaker
- Alcon, speaker
- B & L, speaker

Speaker Bio

Dr. Elise Kramer is a residency trained optometrist in Miami, Florida who specializes in ocular surface disease and regular and specialty contact lens fitting. Her Doctorate degree was awarded in Optometry from the Université de Montréal in 2012 where she received a grant from the Scholarship Program of the Québec Ministry of Education for short-term university studies outside of Québec. During her fourth year, she completed her internship in ocular disease at the Eye Centers of South Florida and went on to complete her residency at the Miami VA Medical Center. Her time there included training at the Bascom Palmer Eye Institute, the nation's top eye hospital. After her residency, Dr. Kramer became a fellow of the Scleral Lens Education Society (SLS) and now serves as the Treasurer for the SLS.



Financial Disclosures

- Avellino
- Contamac
- Dompe US
- Euclid
- Visionary Optics

Speaker Bio

Dr. Rutvi M Doshi specializes in optometry in Downers Grove, IL and has over 11 years of experience in the field of medicine. She graduated from New England College Of Optometry with her medical degree in 2011. She is affiliated with numerous hospitals in Illinois and more, including The University Of Chicago Medical Center. Dr. Rutvi M Doshi is licensed to practice by the state board in Massachusetts (4950).



Financial Disclosures

- Salaried employee at Dompé Pharmaceuticals



THE MANY FACES OF
OPTOMETRY:
Perspective of Women ODs

*Karen Lee, Rutvi Doshi,
Elise Kramer*

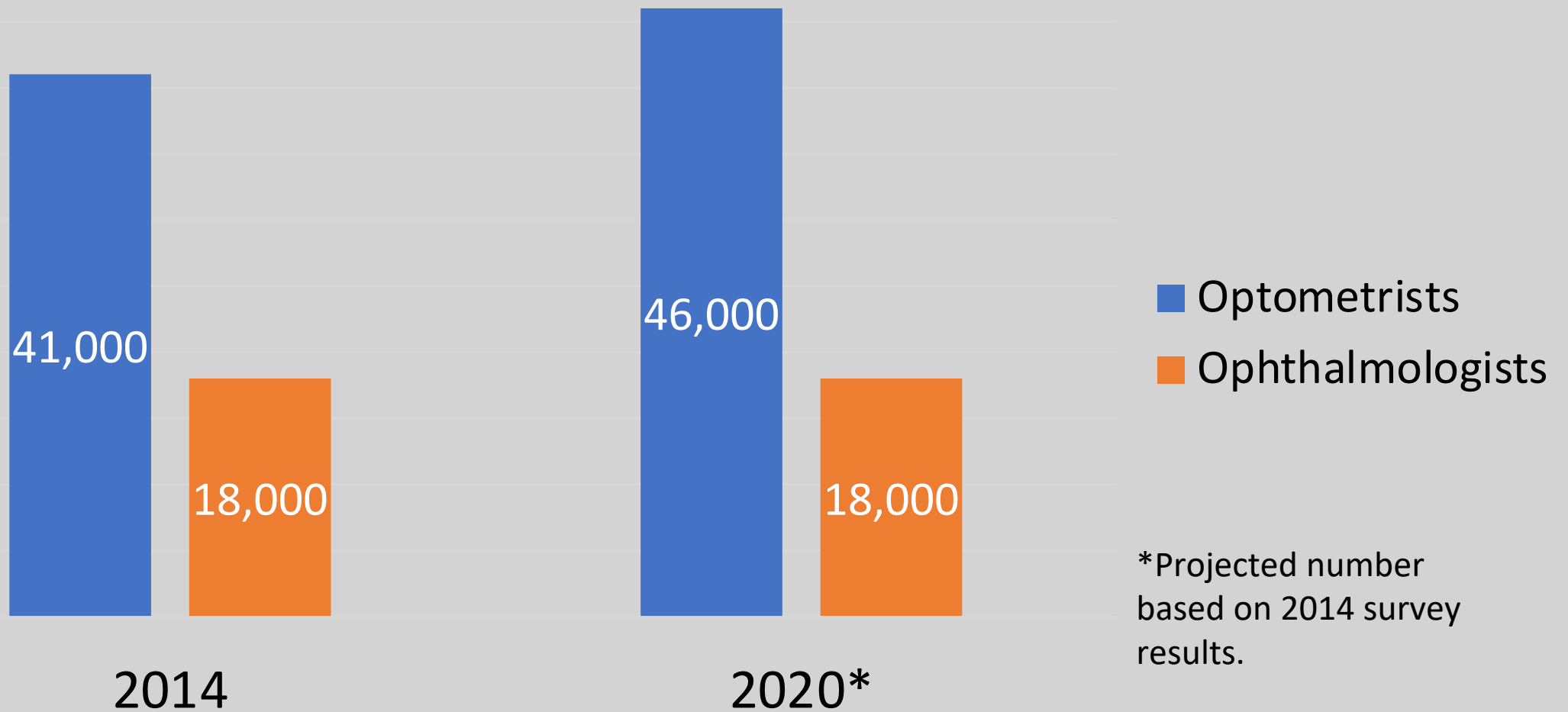
**TIME FOR
SOMETHING
NEW!**



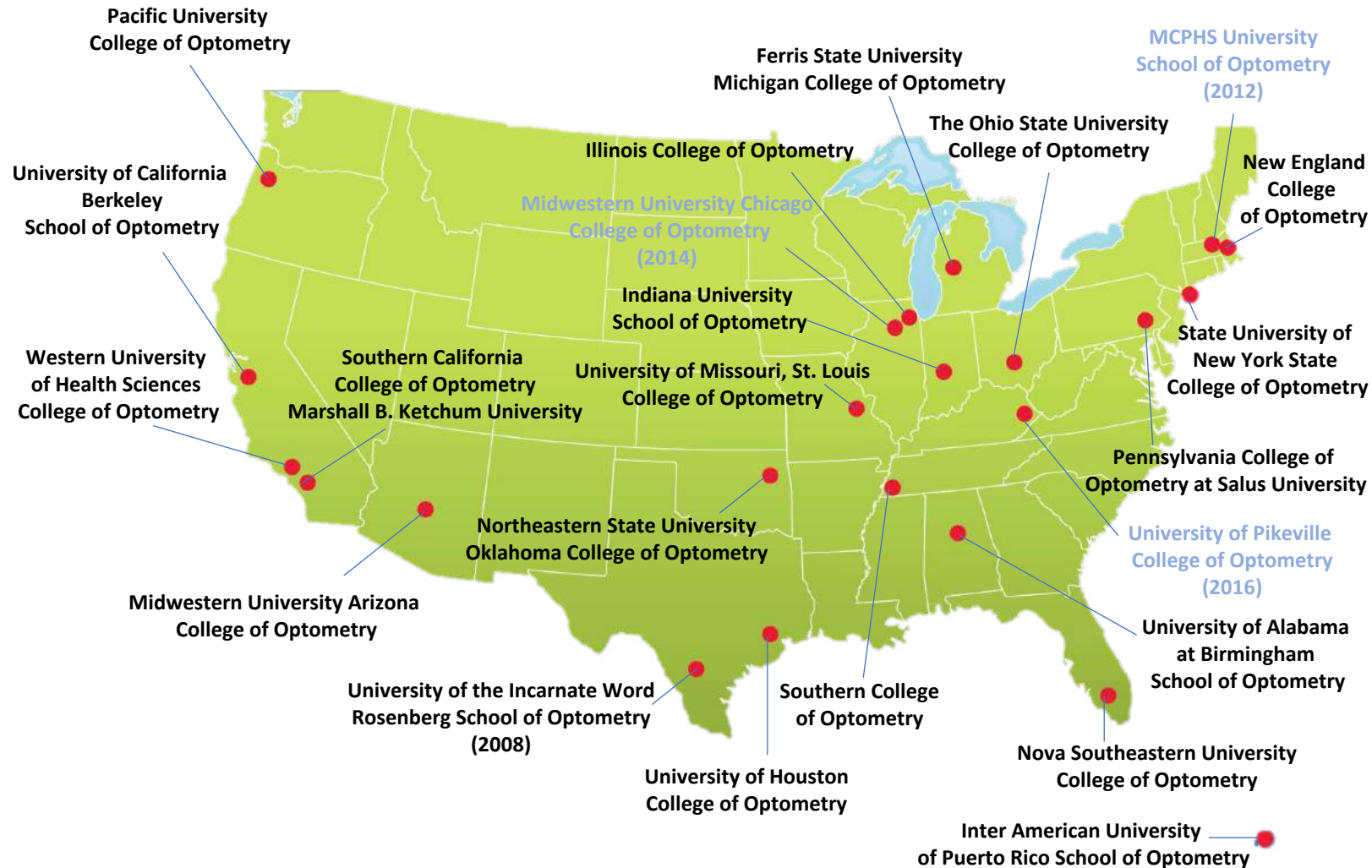


Optometry: The Statistics

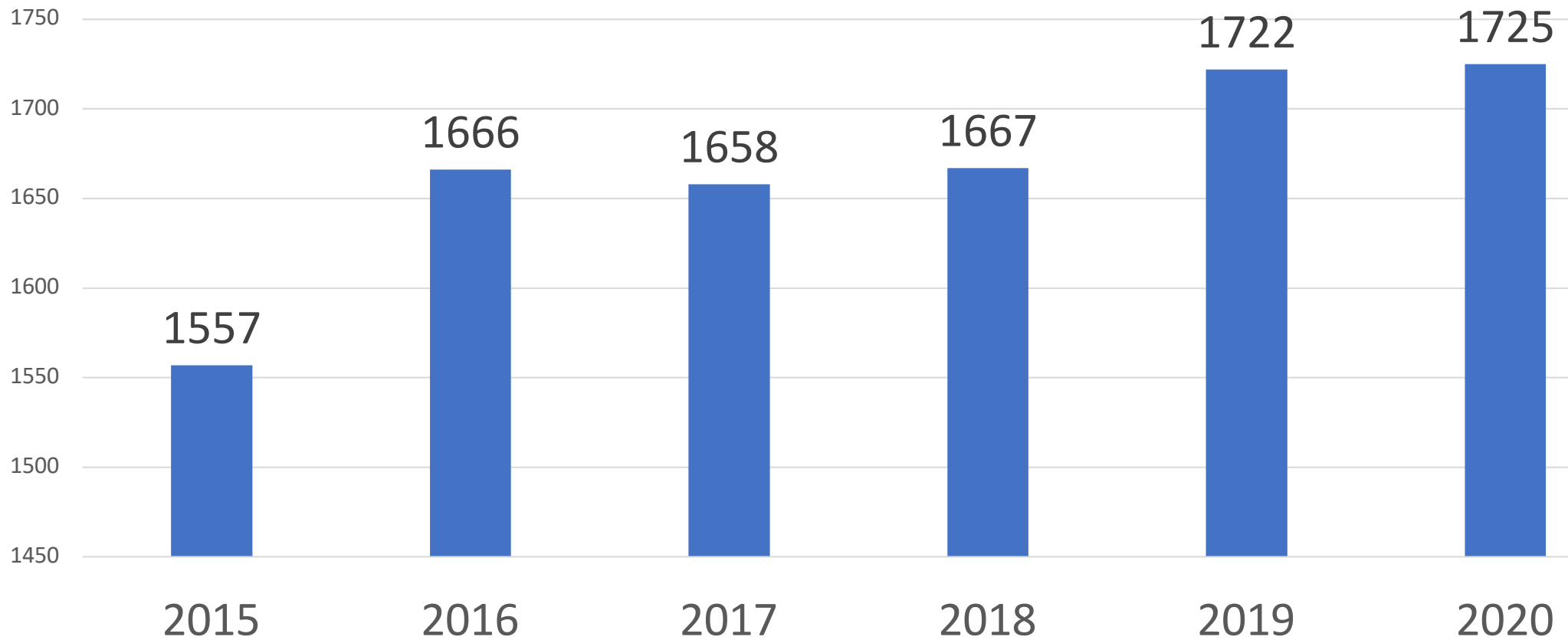
Number of Eye Care Professionals in the U.S.



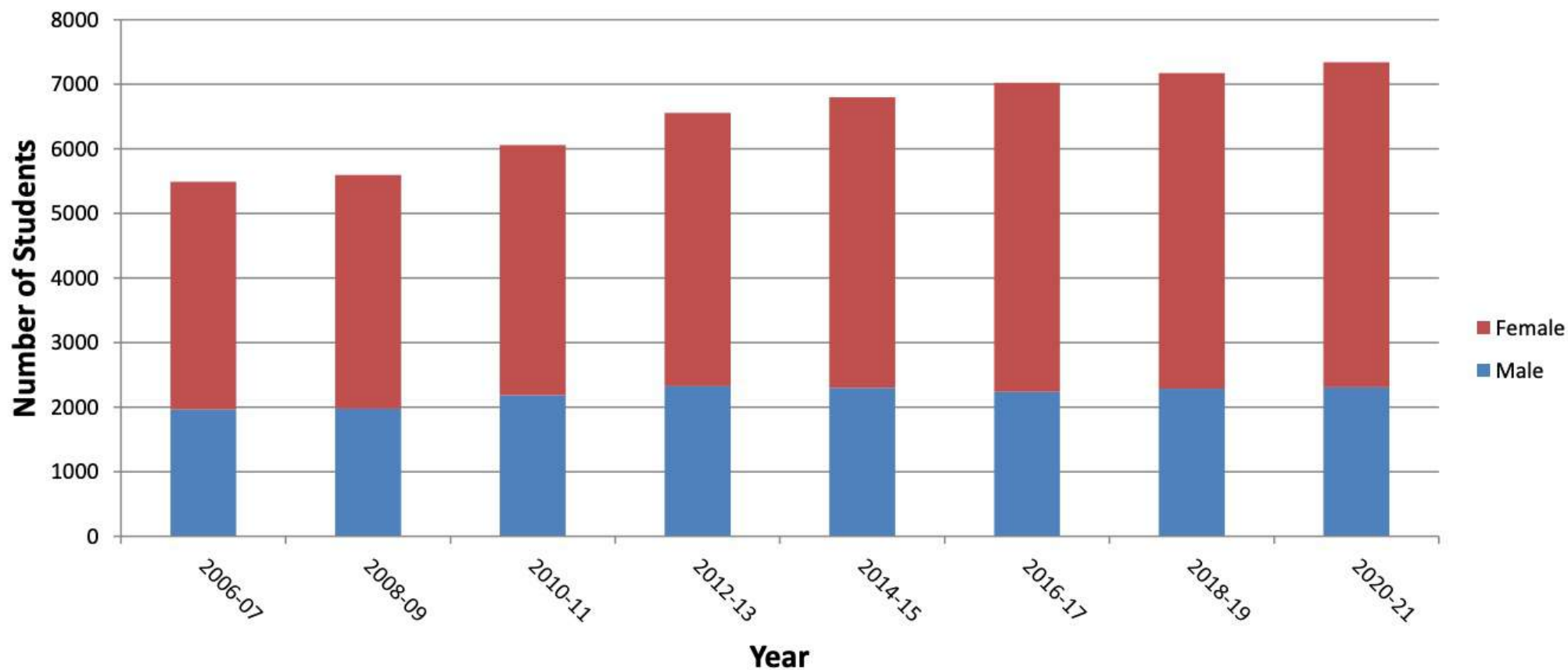
23 Optometry Schools in the U.S.



Annual Optometry School Graduates in the U.S.



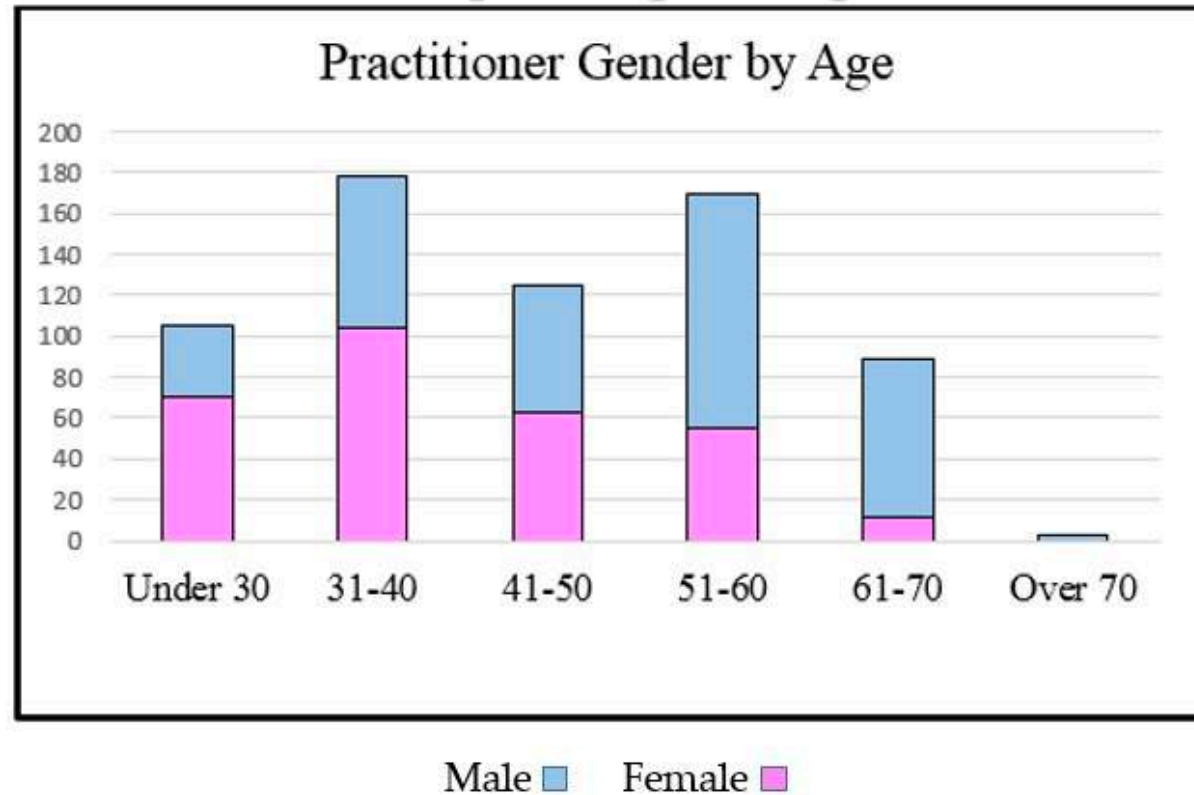
Optometry Students Enrollment by Gender



Gender Shift in Optometry in the U.S. 2015

2/3 of students currently enrolled in optometry school are female.

Association of Schools and Colleges of Optometry
Annual Student Data Reports



Optometry Consistently Ranked Well

#20 in Best Healthcare Jobs

#48 in 100 Best Jobs

#22 in Best Paying Jobs

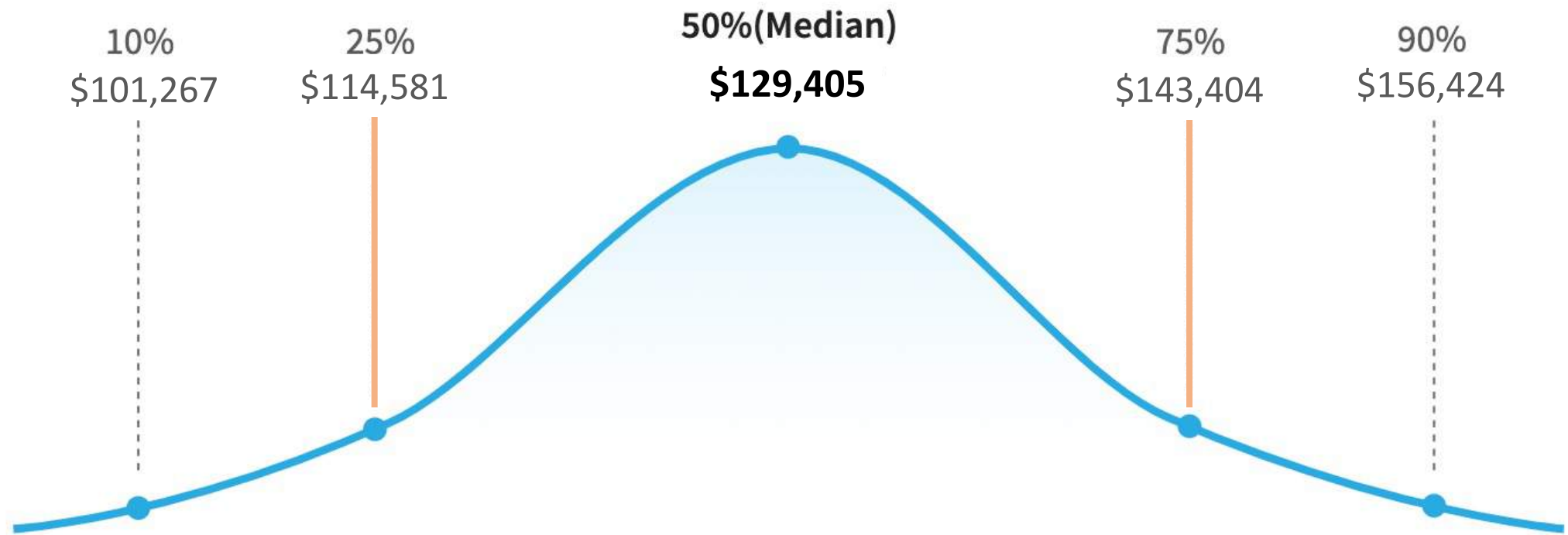
Overall score: 6.6/10



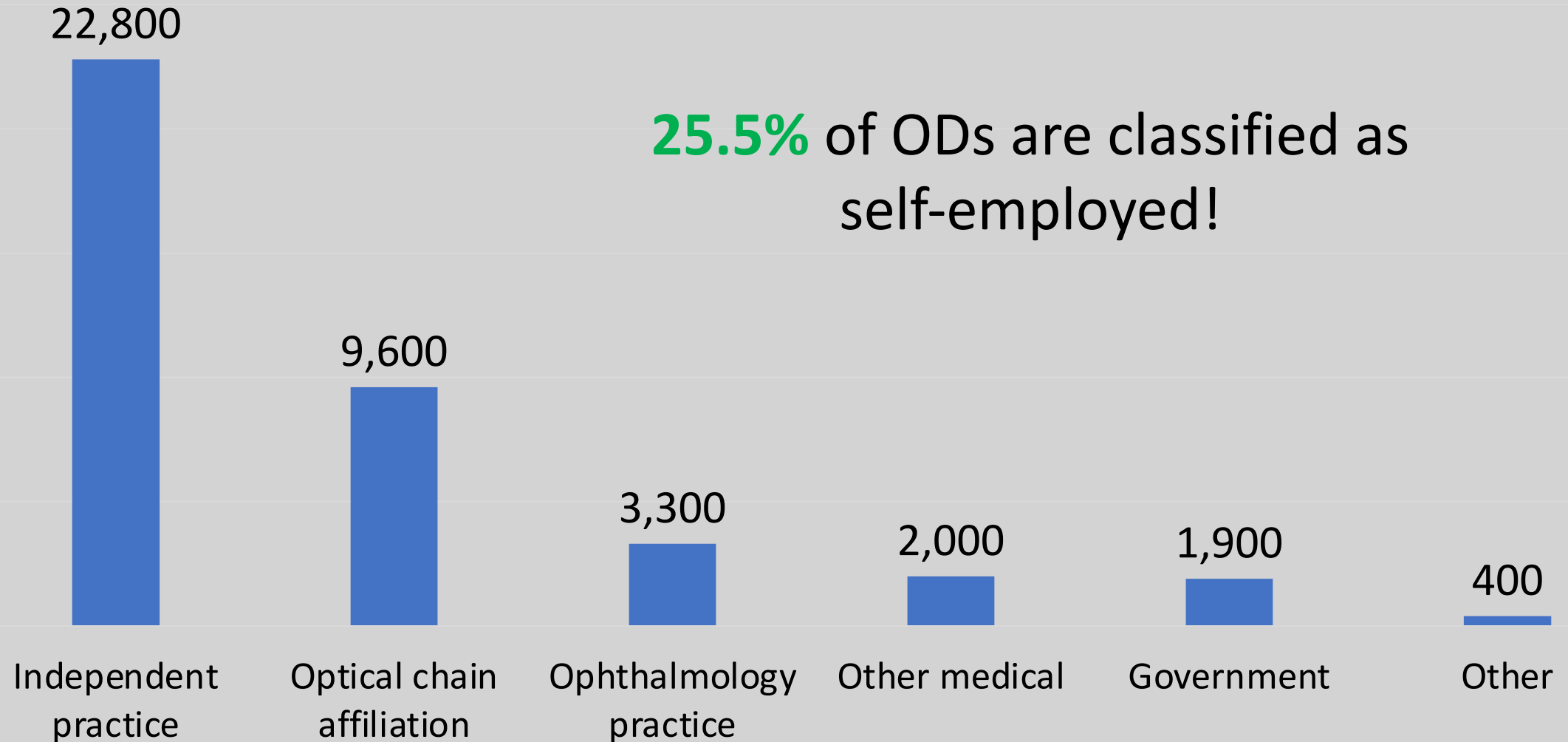
OVERALL SCORE	6.6
Salary	8.5
Future Growth	8
Stress	6
Work Life Balance	8

- 0.1-0.3% unemployment rate
- 1,700 job openings each year
- 4,000 optometrist jobs will be added from 2020 to 2030

Optometric Salaries in the U.S. as of September 27, 2021



Number of Settings for Primary Vision Practices in the U.S. 2014



Academic Career

Karen Lee OD, FAAO, FSLS
Clinical Assistant Professor



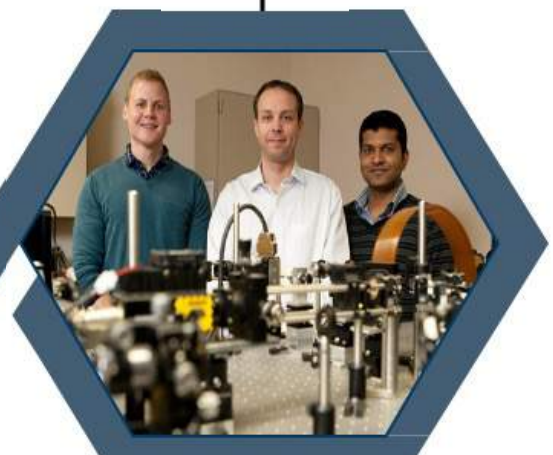
UNIVERSITY of
HOUSTON

COLLEGE of OPTOMETRY

The Academic Life

Clinical Setting

Research Setting



Didactic Setting

Administrative Setting

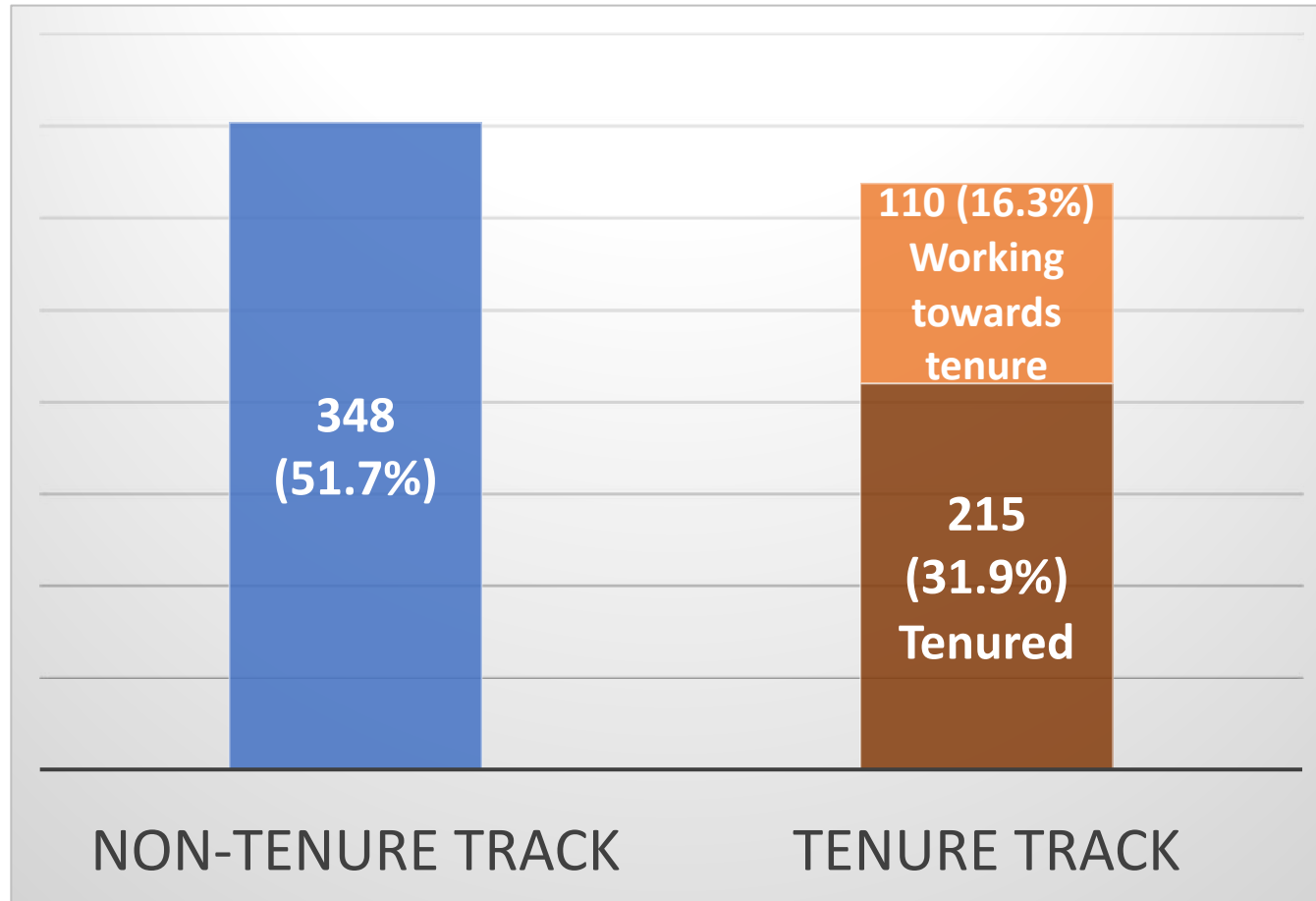
Various Types of Faculty Positions

4576 faculty members total

- Tenure track
- Non-tenure track
 - Clinical
- Adjunct faculty:
 - Part time faculty
 - Faculty at external clinical rotation sites
- Emeritus: retired professors who want to stay active in scholarship

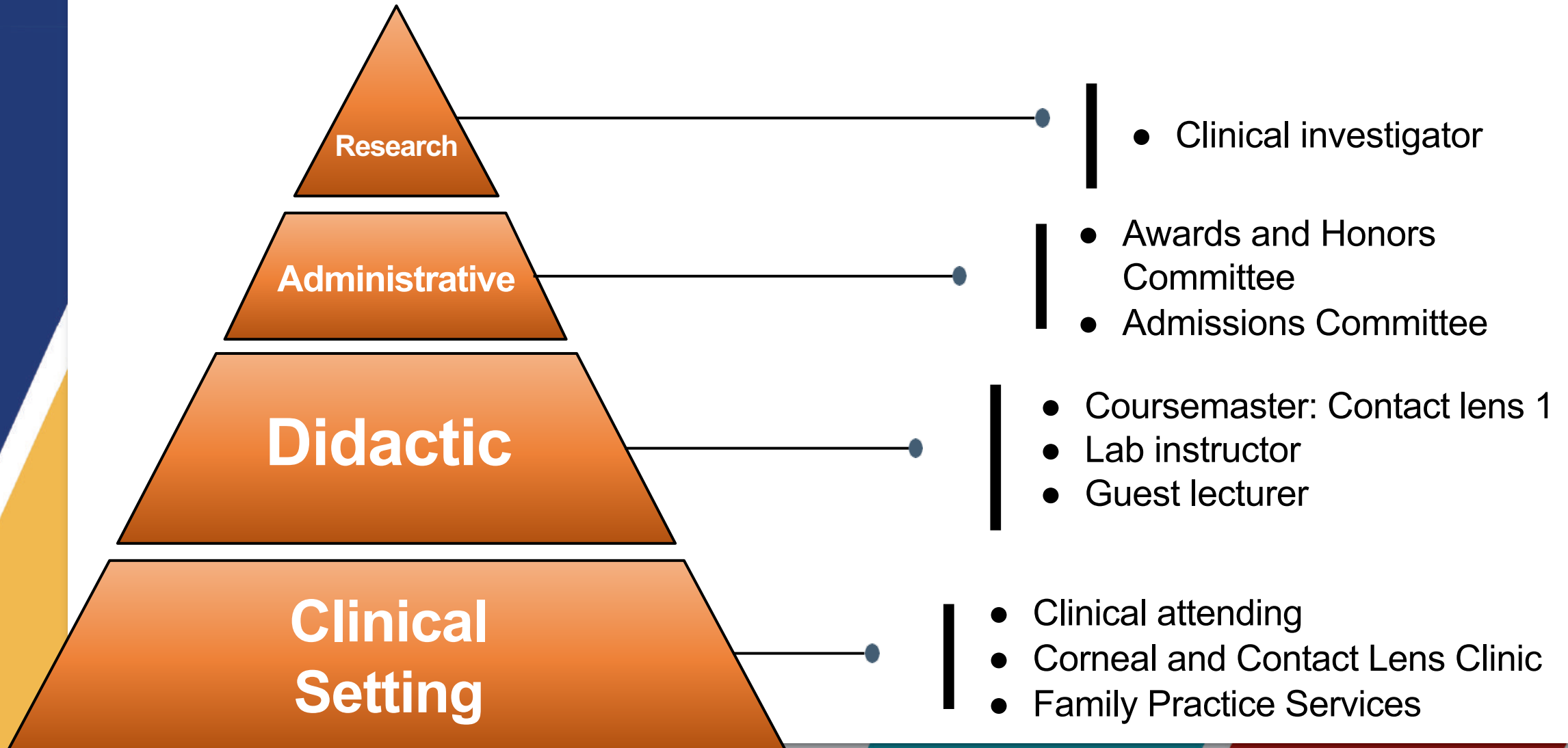


Non-tenure & Tenured FTE Faculty 2020

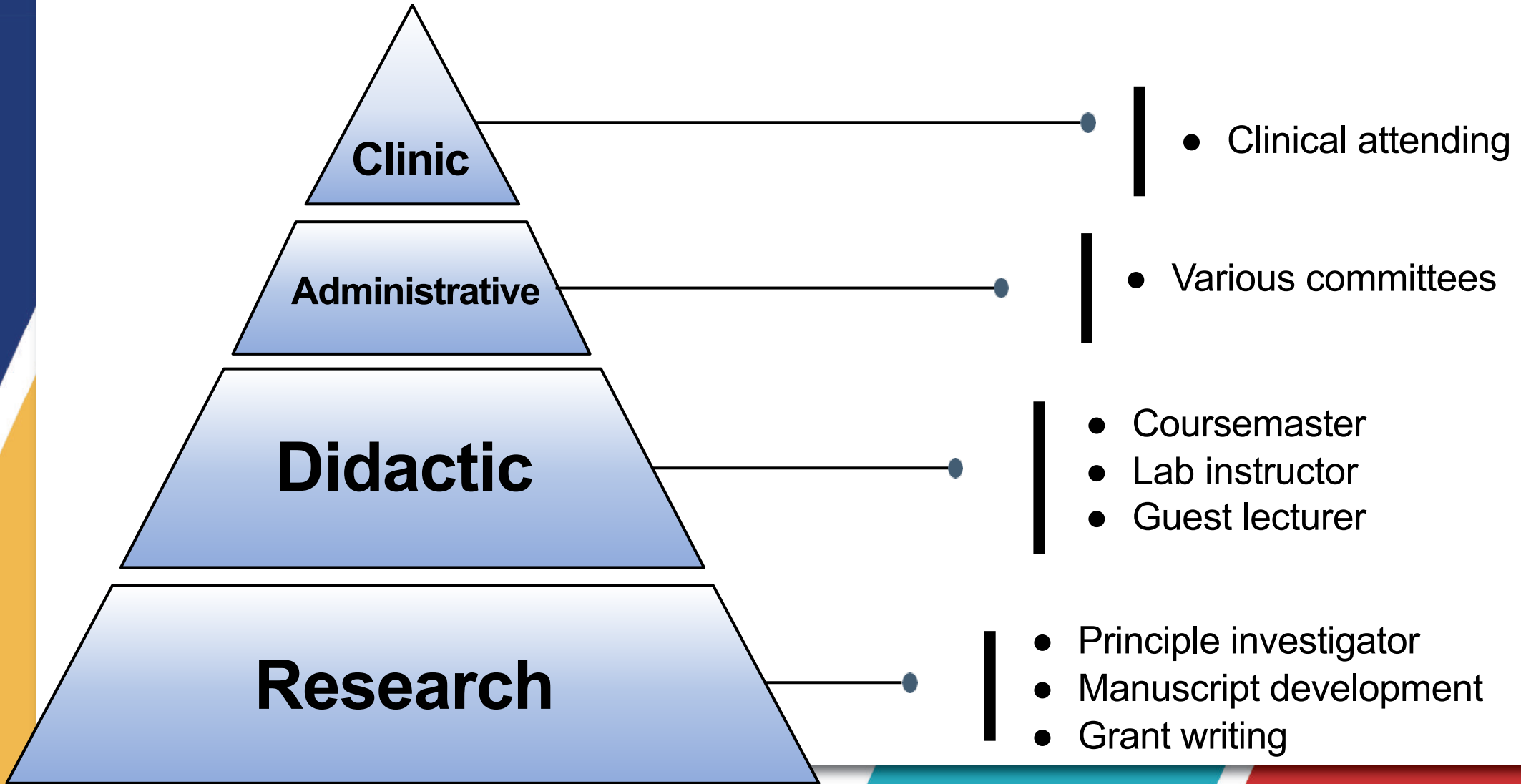


- 19 of the 23 optometry schools offer tenure to optometric faculty
- 673 full time faculty at the 19 institutions
 - Tenure track: 48.3%
 - Non-tenure track: 51.7%

Ex: Non-tenure Track Clinical Assistant Professor



Ex: Tenure Track Assistant Professor



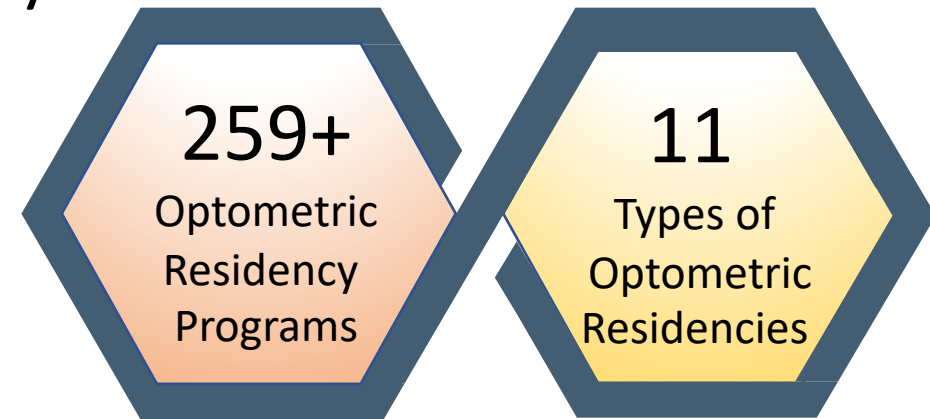
Interested in academia?

Enjoys teaching, research or advancing patient care standards

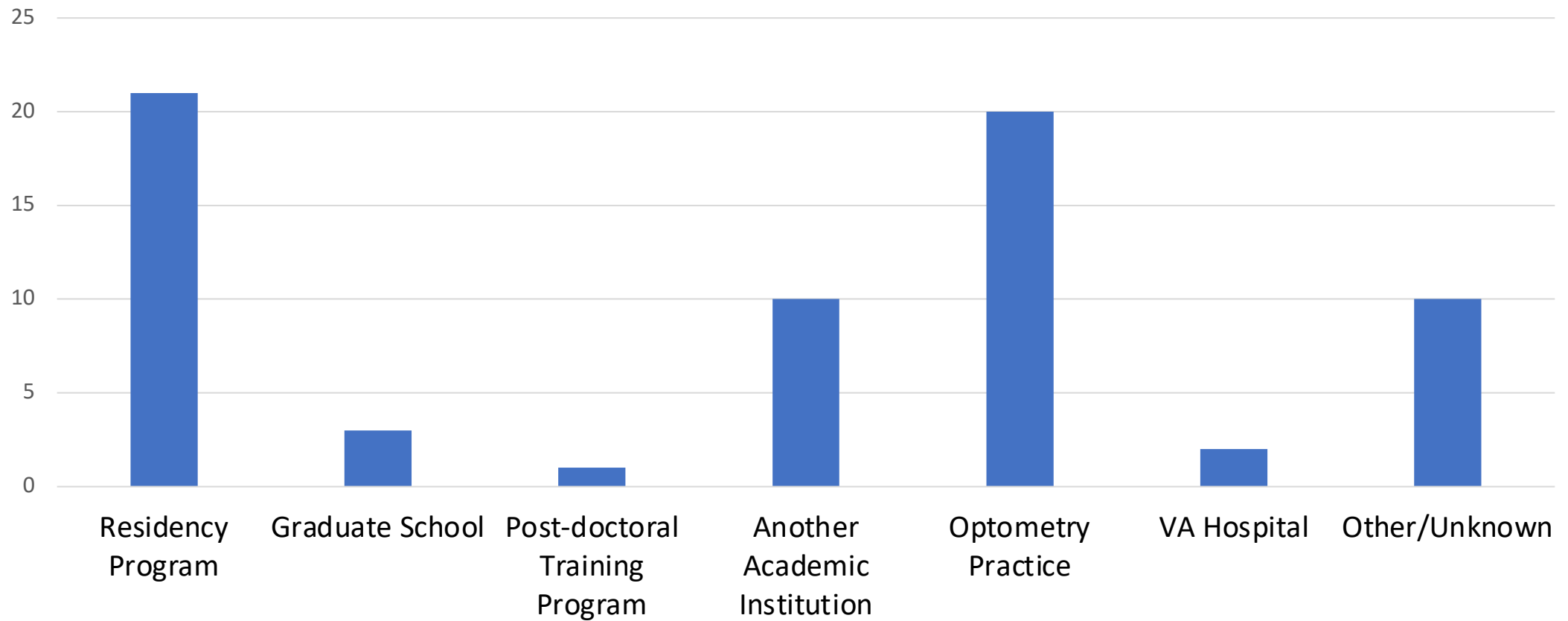
Increased demand for optometry faculty

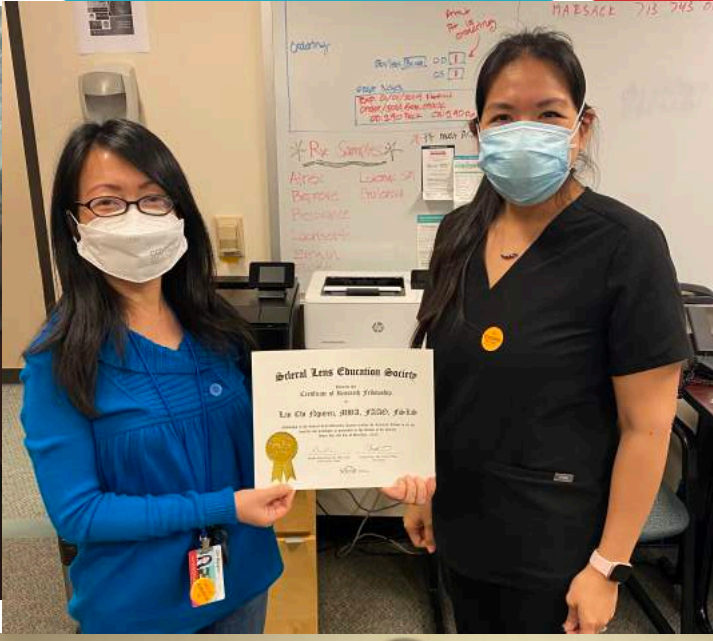
Typical entry points:

- Residency programs
- MS or PhD programs
- K12 Mentored Clinical Scientist Development Program



Recruitment Sources of FTE Hired in Last 12 Months





Financial Support



- NIH- Loan repayment program
- American Optometric Foundation Ezell Fellowships
- Fee remissions, stipends
- Individual NIH K23
- KO8 grants

ASCO ASSOCIATION of
SCHOOLS *and* COLLEGES
of OPTOMETRY

Private Practice

Elise Kramer, OD, FAAO, FSLs, FBCLA

Professional Journey



ODs by Primary Practice Setting

	Number	%
Private Practice	22,800	57%
Optical Chain Affiliation	9,600	24%
Ophthalmology Practice	3,300	8%
Other medical	2,000	5%
Government	1,900	5%
Other	400	1%
Total	40,000	100%

Source: AOA

Scratch vs Taking Over

Starting a Practice from Scratch

No patients

Build-out

Find Staff

New Equipment

New Price Model

Practice Management Freedom

Buying an Existing Practice

Patients ✓

Renovate

Staff Established

Used Equipment

Prices Established

Practice Management Established



Due Diligence

Exhibit B
FEE SCHEDULE

Consulting Service Type:

Executive Consulting Services: (vary by consultant)

Hourly Rate..... \$480.00..... On-Site Daily Rate\$4,800

Hourly Rate..... \$420.00..... On-Site Daily Rate\$4,200

Senior Consulting Services: (vary by consultant)

Hourly Rate..... \$350.00..... On-Site Daily Rate\$3,500

Hourly Rate..... \$280.00..... On-Site Daily Rate\$2,800

Hourly Rate..... \$250.00..... On-Site Daily Rate\$2,500

Staff Consultants: (vary by consultant)

Hourly Rate..... \$180.00..... On-Site Daily Rate\$1,800

Hourly Rate..... \$150.00..... On-Site Daily Rate\$1,500

Travel Policy:

1. Full-day travel time is billed at a flat rate of 5 hours. Travel that is less than a half-day is billed at 2.5 hours.
2. Travel expense will be billed in addition to the on-site daily rate for each consultant.



OPTOMETRYMATCH.COM

BUYING OR SELLING AN OPTOMETRY PRACTICE STARTS HERE

BUYING OR SELLING A PRACTICE IS A MAJOR LIFE DECISION. TRANSITIONING INTO OR OUT OF PRACTICE OWNERSHIP CAN BE EXCITING YET CHALLENGING.

THE PRACTICE MANAGEMENT CENTER (PMC) HELPS MAKE THE OVERALL EXPERIENCE FOR DOCTORS A SMOOTH AND SEAMLESS ONE - FROM START TO WELL BEYOND THE TRANSITION.

CLICK ON REGISTER BELOW TO START THE PROCESS.



STEP 1

With no upfront fees, getting started is easy - just click on the REGISTER button below to start the process.

REGISTER

STEP 2

Click on the PRACTICE VALUATION button below and upload the requested information. This is the basic information we need to get started on your valuation.

PRACTICE VALUATION

STEP 3

To complete your valuation, we need to know a little more about your practice. Click on the VALUATION VALIDATION button below and upload the requested information.

VALUATION VALIDATION





Google
AdWords



WE ARE ONLY
AS GOOD AS
OUR TEAM

Staff Training
Critical to
Patient Trust
and Success



Initial Phone Contact



Understanding of medical conditions



Referral Source



Insurance and billing



Scheduling time

Staff Education: Front Desk Team

- Role Play: Practice Phone Skills
- Basic Understanding of Services
- The power of doctor call-backs



Staffing: roles and culture

Staff positions

Technicians

Refracting/Contact Lens technician

Coordinator

Scribe

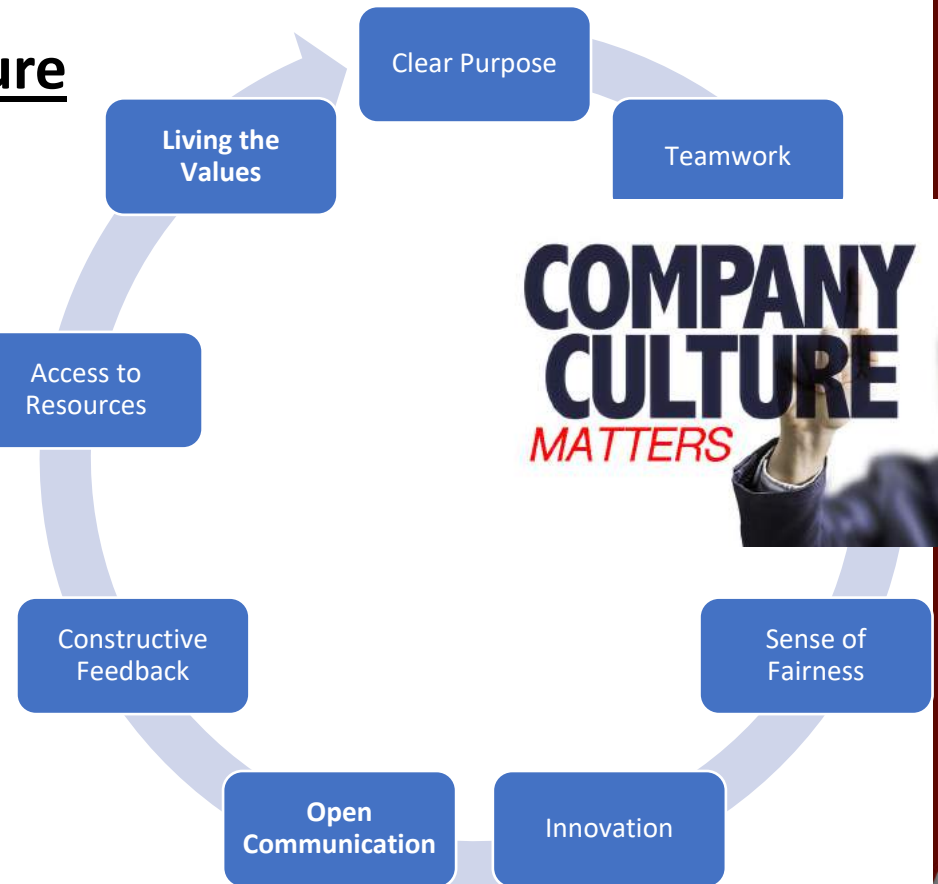
Biller

Receptionist

Optician

Patients encounter your staff first and spend most of their time with them!

Culture



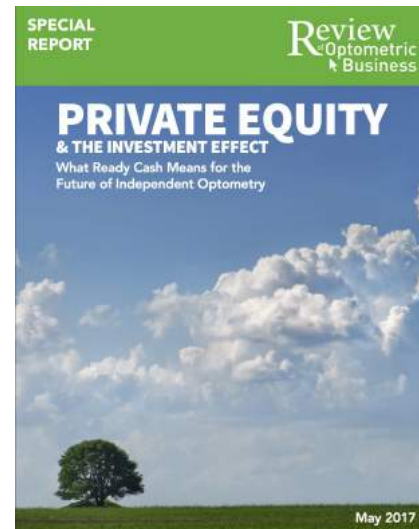
-
- **Should You Partner with Private Equity?**
 - **How Private Equity Operates**
 - **High-Impact Private Equity Firms Partnering in Eyecare**
 - **What Do Private Equity Owned Consolidators Want?**
 - **“We’ll Let You Focus on Care”**
 - **“We’ll Help You Grow”**
 - **“Collaborate with Us”**
 - **What Purchase Price and Employee Compensation Can You Expect?**

SPECIAL REPORT

PRIVATE EQUITY AND THE INVESTMENT EFFECT What Ready Cash Means for the Future of Independent Optometry

By Brian Chou, OD, FAAO

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Private Practice

Flexible Schedule

Boss girl

Unlimited maternity leave

Control of how you practice

- Products
- Schedule
- Services

Non-Clinical Career



Rutvi Doshi, OD, FAAO, FSLs, Dipl. ABO

Career Transitions



My Professional Career Journey



New England
College of Optometry



Dompé

Why did I transition to Industry?

**Professional
Growth**

**Flexibility and
Work-life balance**

Challenging and
supportive environment

Professional growth and
networking
opportunities

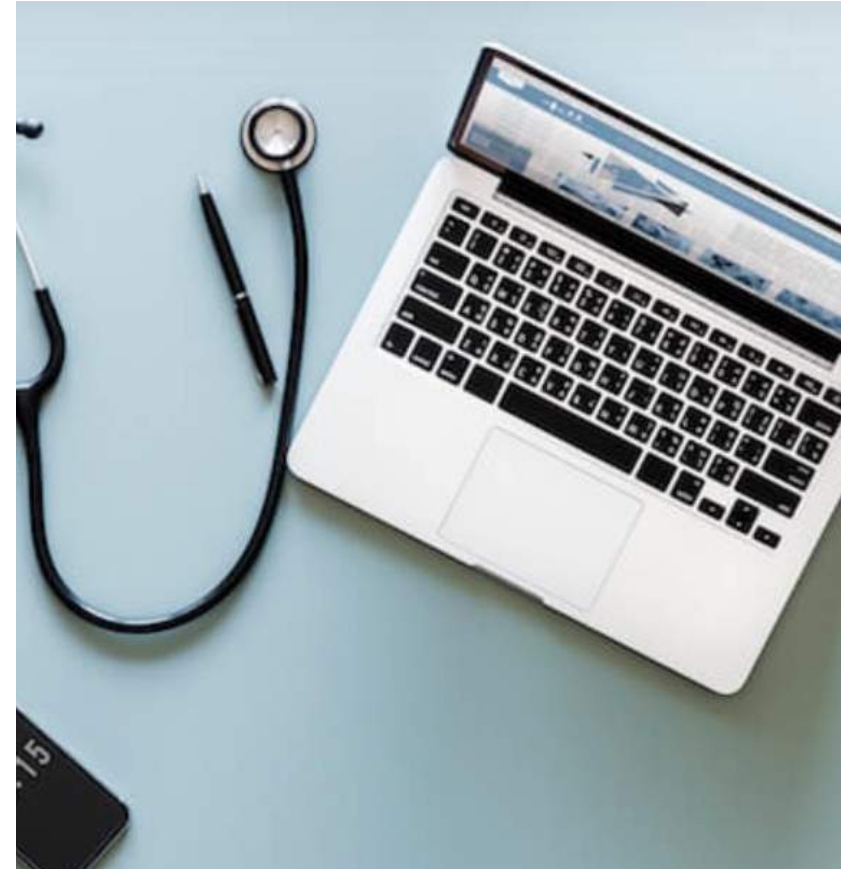
Opportunities for
research, publications,
and leadership

**Supportive
Environment**

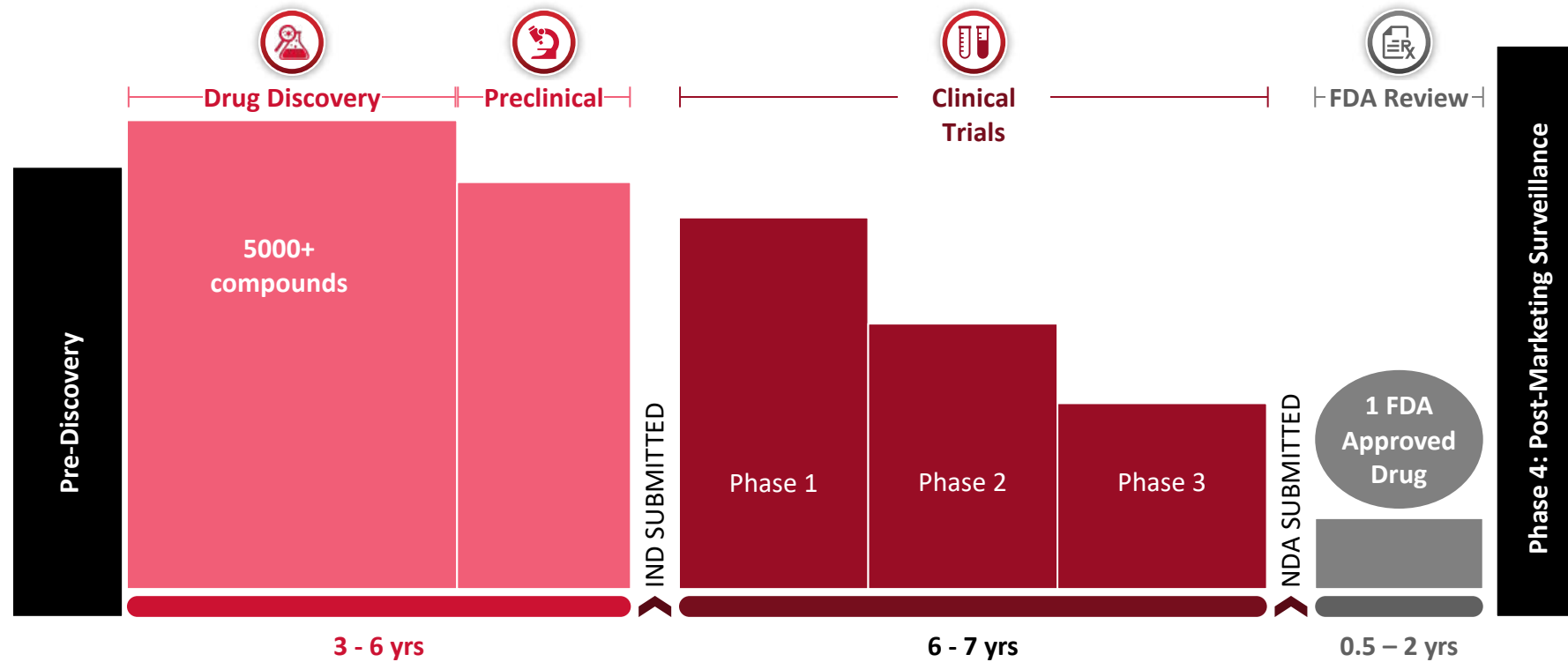
**Continuous
learning**

Non-clinical career for Optometrists

- Consultant
- Medical writer
- Research and development
- **Pharmaceutical/Biotech/Medical
Device Industry**



Drug Development & Clinical Research



Opportunities for ODs in the Industry

Research & Development

- Pre-Clinical
- Early Phase Development
- Late Phase Development
- Clinical Operations

Medical Affairs

- Medical Strategy
- Medical Information
- MSL
- Publications
- Medical Education
- HEOR

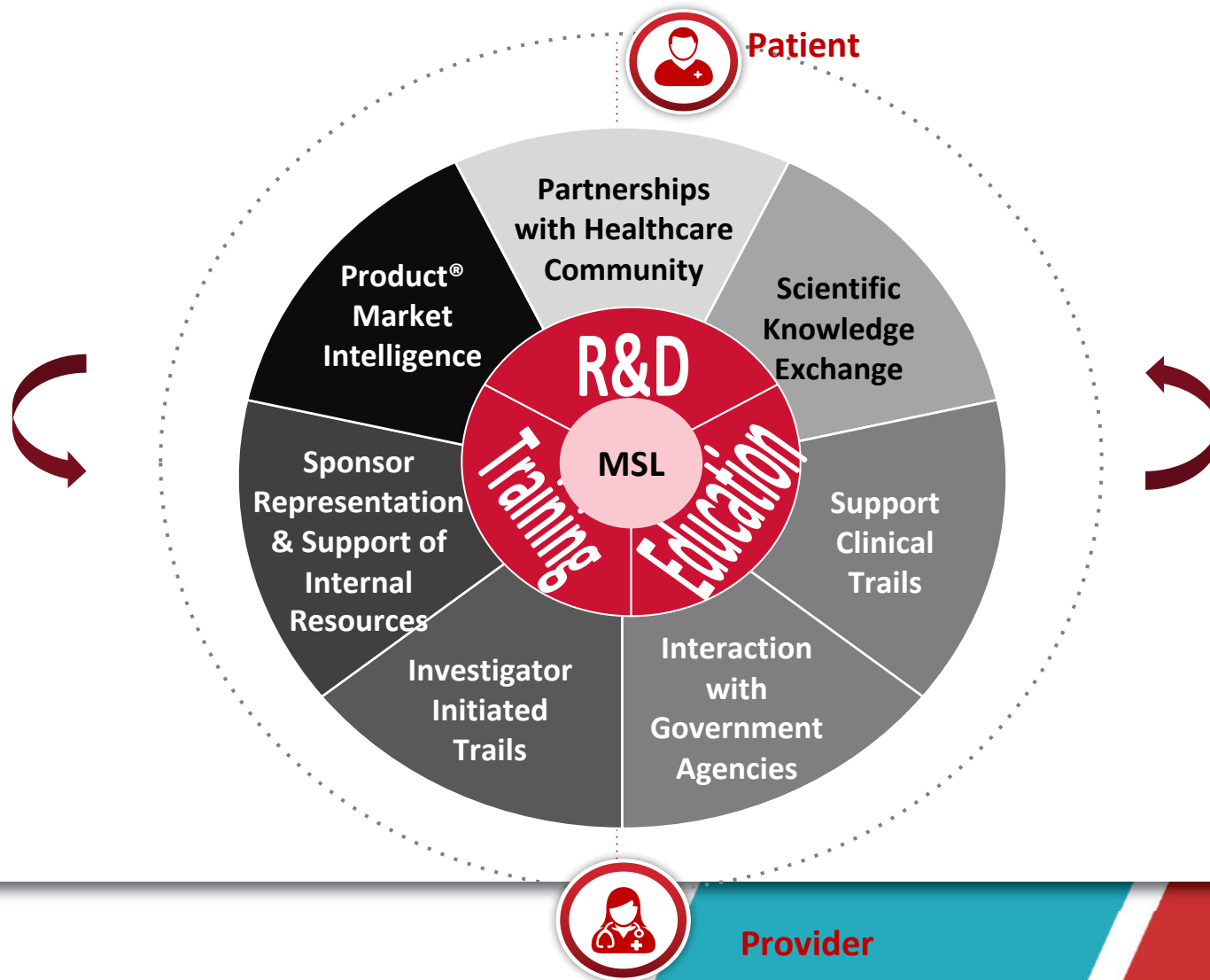
Commercial

- Marketing
- Sales
- Advocacy & Policy
- Market Access
- Business Development

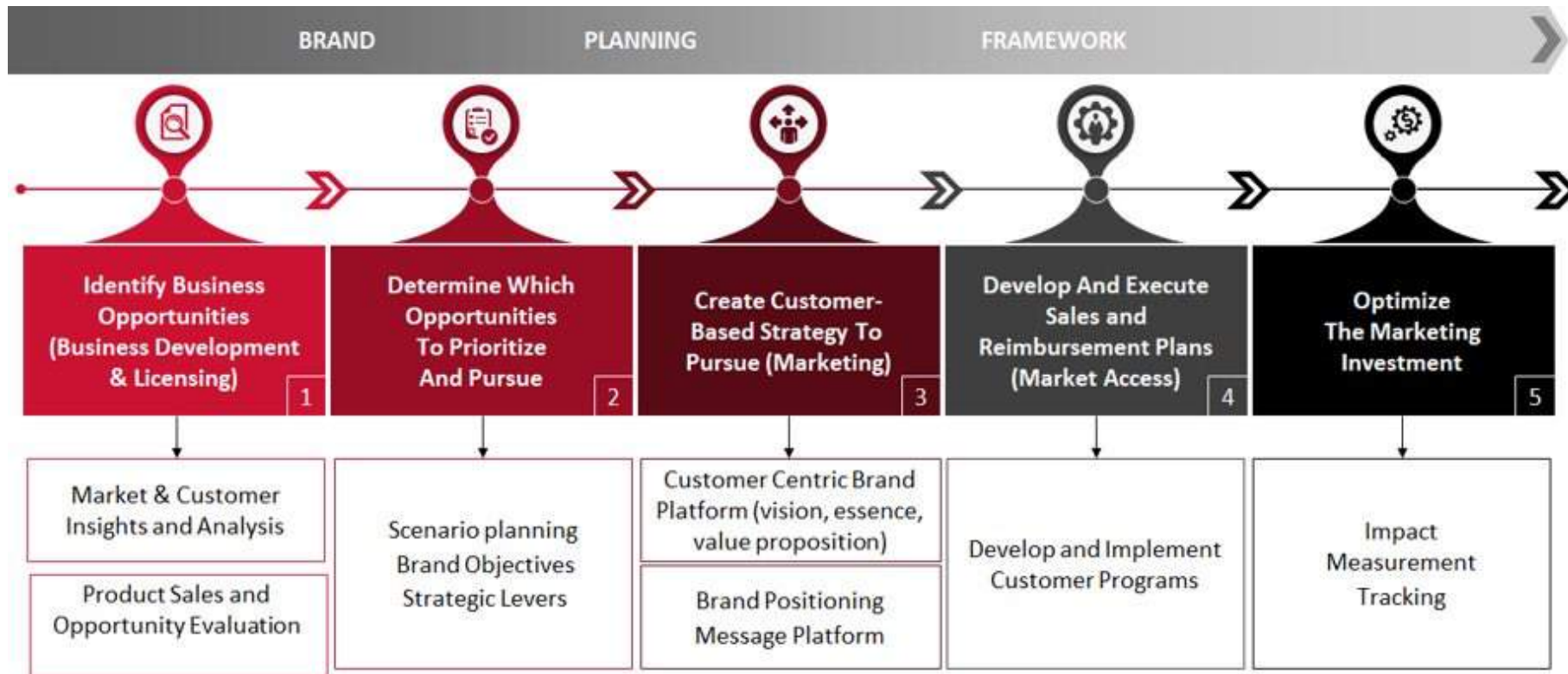
Regulatory Affairs

- Advertising & Promotions
- Regulatory Strategy
- Drug Safety
- Risk Management

Medical Science Liaison (MSL)



What is the role of Commercial?



How to
break into
Industry
without
prior
industry
experience?



Networking,
Networking,
Networking

LinkedIn:
Recruiters,
MSLs, Medical
Affairs Leaders,
KOL Experts



Mentorship



Highlight your expertise
and skills in your CV to
the role



Research the role

Women Don't Apply for Jobs Unless They're 100% Qualified

WHY DIDN'T YOU APPLY FOR THAT JOB?

Men and women give their reasons.



SOURCE TARA SOPHIA MOHR

HBR.ORG

“The success of every woman should be the inspiration to another. We should raise each other up. Make sure you’re very courageous: be strong, be extremely kind, and above all be humble.”

-Serena Williams