Luxottica Launches Website to Support ODs on their Career Path

Luxottica launched a new website dedicated to helping current and future optometrists implement their vision into practice. The site, www.LuxotticaEyeCare.Luxottica.com, provides knowledge and industry know-how to help support their career path and goals.

This external site is designed to present the myriad of options that graduating ODs have today in an effort to dispel the myth that they must choose between private practice and corporate optometry. From franchise opportunities, independent practice opportunities and employed opportunities within Luxottica's optical retail brands, the site guides ODs to career paths that are most likely to fit their personal and professional goals. Luxottica's optical retail brands include LensCrafters, LensCrafters At Macy's, Pearl Vision, Target Optical and Sears Optical.

The site also shares stories of helping the larger community through OneSight clinics and introduces new and future optometrists to essential business skills through eyeFWD, an OD development program. The inclusion of eyeFWD builds off the success of the 2017 inaugural program for students that shared best business practices to help them build and grow a successful practice.

"At Luxottica, your vision is our vision," explains Melissa Day, Senior Director for Eye Care communications and marketing. "When visiting the website, we hope doctors and future doctors will engage and choose to join our collective force of optometrists who are changing the way the world sees."

The new design highlights current Luxottica ODs and gives a nod to the quality of care they provide and the expertise they bring to the business of eye care. The site introduces optometrists to senior Eye Care team members, many of them ODs, who are leading initiatives to strengthen Luxottica-affiliated doctor programs and practices through education, regional networking events and coordinated onboarding efforts.

The external site will host a newly created tool that takes doctors through a short series of questions that help clarify the practice modality that best fits their personal and professional goals. The tool gives viable options for new and experienced ODs taking into account experience, management styles and debt levels.

A second phase that includes an internal version site has launched and allows Luxottica-affiliated doctors to complete business such as monthly reports, contact lens trials and online CE credits. The secure login gives doctors access to news and resources that support patient care and experience, practice management and business building.

Luxottica Announces Winners of OWA Scholarship

Luxottica announces the award of one-year memberships to the Optical Women's Association (OWA) for twenty-two female optometry students who exhibit traits valued by the profession of optometry. Students completed an application and essay. Scholarship eligibility was limited to students in their 3rd or 4th year of optometry school.

"Supporting the future of our profession by helping connect student leaders with industry standouts elevates us all," says Jason Singh, OD, Chief Medical Officer and Vice President of Eye Care at Luxottica Retail North America. "The energy and talent these students bring to their academic and clinical experience set them apart as true leaders."

The OWA supports its membership by providing mentoring and outreach opportunities, professional and social networking, a forum for the exchange of ideas and information among all levels of the industry, and by raising awareness of women's roles in the optical industry.

Deb Bulken, Sales Director (Eastern Region) for Luxottica and an OWA board member, joined the OWA in 2011. "I love having the opportunity to engage with like-minded women, who see the potential in all women in our industry, to engage through continuous learning and networking to become the best leaders they can be," she says.

Winner List

Tara Mahvelati, '19, State University of New York – State College of Optometry
Elkie Fung, '19, State University of New York – State College of Optometry
Yohanna Emun, '19, State University of New York – State College of Optometry
Tara Damani, '19, State University of New York – State College of Optometry

Maciel Cruz, 19, Massachusetts College of Pharmacy and Health Sciences – School of Optometry
Tehreem Khan, '19, Massachusetts College of Pharmacy and Health Sciences – School of Optometry

Mallory Scrimger,'19, Illinois College of Optometry
Lauren Yoon, '18, Illinois College of Optometry

Allison Guindon, '19, Salus University Pennsylvania School of Optometry
Katherine Funari, '18, Salus University Pennsylvania School of Optometry

Valerie Tran, '18, University of California-Berkeley, School of Optometry
Ece Turhal, '18, University of California-Berkeley, School of Optometry

Carly Hyshka, ’18, Pacific University College of Optometry
Alexa Ives, ’19, Pacific University College of Optometry

Shannon Koenders, ’18, University of the Incarnate Word – Rosenberg School of Optometry
Alexandra Wiechmann, ’19, University of the Incarnate Word – Rosenberg School of Optometry

Amy Henderson, ’18, University of Alabama at Birmingham – School of Optometry

Ariel Pschaidl, ’19, Michigan College of Optometry at Ferris State University

Shazia Karim, ’19, University of Houston – College of Optometry

Marielle Blumenthaler, ’19, The Ohio State University – School of Optometry

Sarai Williams, ’19, Southern College of Optometry

Jaclyn Chang, ’19, University of Waterloo School of Optometry

Inaugural eyeFWD Opens Eyes to Opportunity

Top OD students from more than a dozen schools completed the inaugural eyeFWD program, an initiative of Luxottica Retail’s Eye Care Division, in October. The immersive 5-day OD development curriculum provides resources, both real-life and data-driven, to those interested in gaining a broader understanding on how to build and maintain a successful practice upon graduation.

The idea of eyeFWD came after students expressed to the Eye Care team their desire to learn more about the business of eye care. Students feel confident in their ability to provide quality care to patients but say they feel unprepared for the business aspect of building a practice.

“EyeFWD has been an awesome experience! We have learned so much about how to be successful balancing patient care and running a business. This has made me push myself and those around me to create new ideas and business concepts,” says Kate Hamm ’19 from University of Missouri at St. Louis-College of Optometry.

Industry experts shared information in manageable, easy-to-digest sessions on vision insurance, real estate, operations, marketing, hiring, coaching and patient experience (among other things). The week allowed for extended work sessions to build out a draft proforma, a financial blueprint for

business. Students will continue to fine-tune their proforma when they return home.

Throughout the week, there were opportunities for students to connect with experienced ODs who answered questions and gave real-life perspective.

“Our goal is to connect students with working ODs and foster mentor relationships as well as educate,” says Jason Singh, O.D., Chief Medical Officer and Vice President of Eye Care of Luxottica Retail North America. “Knowledge here will help students find personal fulfillment and professional respect in the practice they build after graduation.”

“The eyeFWD program gives you the chance to learn from current leaders in the field of optometry as well as the opportunity to network with the brightest student leaders from schools all over the country,” says Bryan Williams ’18 from University of Houston College of Optometry.

Student and mentor feedback will be used to continue to build out the program for future use. Options to expand the program are being explored.