

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.



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Disclosures

Dr. Essence Johnson is on the Diversity Advisory Board for Transitions Optical and the Executive Director of Black EyeCare Perspective. All relevant relationships have been mitigated

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RECOGNIZING AND OVERCOMING BIAS TO BETTER SERVE YOUR PATIENTS

Essence Johnson, OD, FAAO, Dipl ABO  
Executive Director  
Black EyeCare Perspective

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**LEARNING OBJECTIVES**

- 01 Learn about the two main types of biases: implicit (unconscious) bias and explicit (fully aware) bias.
- 02 Understand the benefits of addressing biases to enhance your practice and improve patient care.
- 03 Discover methods to become more self-aware of your biases.
- 04 Explore strategies to address bias in your practice's operations and procedures as well as in your approach to patient care.

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**Defining Bias**

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“A sometimes **unreasoned and unfair distortion of judgement** in favor of or against a person or thing.”

*Merriam-Webster*

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Implicit Bias Explained

Attitudes towards people or associated stereotypes  
Without conscious knowledge

Perception Institute

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Explicit Bias Explained

Attitudes and beliefs we have about a person or group  
On a conscious level

Perception Institute

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Implicit and Explicit Bias

Can lead to prejudgments based on a person's characteristics

CPD Online College

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It is important to remember **biases** are not always **negative**—they can be **innate**.



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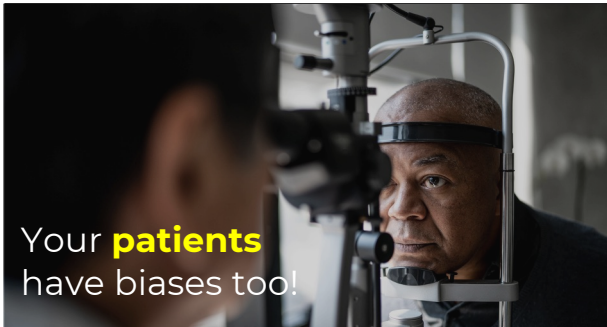
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Your **patients** have biases too!



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RECOGNIZE THE DIFFERENCES

**HELPFUL BIASES**  
Contribute to heuristic decision-making, allowing us to navigate the world

**HARMFUL BIASES**  
Affect the health outcomes of your patients and practice success

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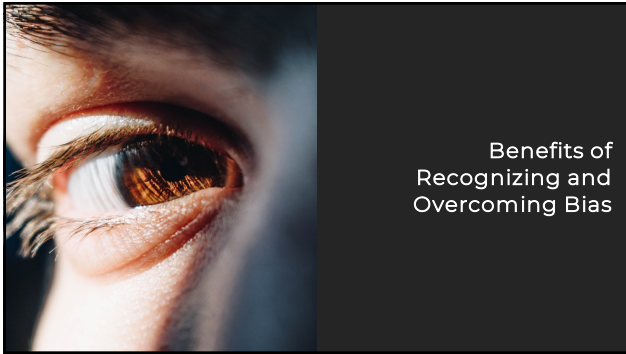
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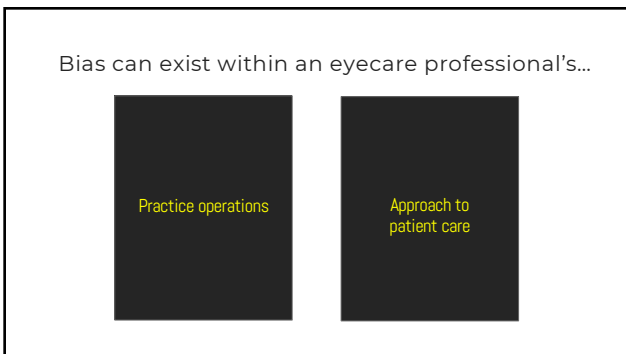
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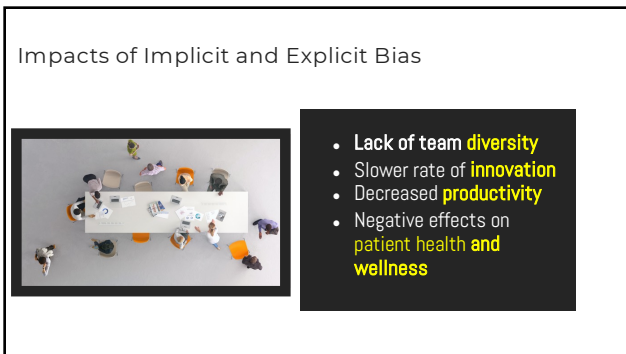
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Impacts of Implicit and Explicit Bias



Employees who feel their company is **supportive of diversity and feel included**, report an increase in their ability to innovate—by up to **83%**.

Deloitte

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Diversity can lead to better decision-making and higher market share.



Diverse teams deliver **60%** better results and make better decisions in **87%** of cases.

Most diverse companies outperform their less diverse peers by **36%** in profitability.

Forbes, McKinsey & Company

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Meet  
Dr. Diana Canto-Sims  
CEO and Founder of La Vida Eyewear

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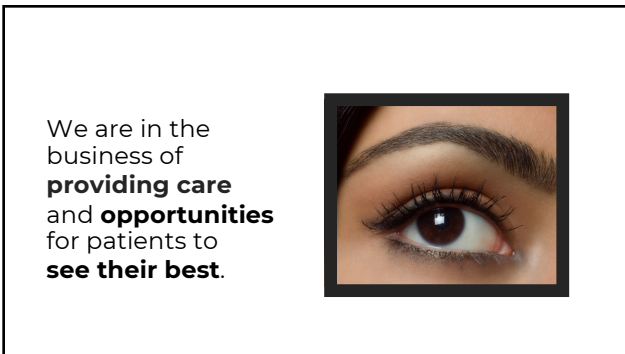
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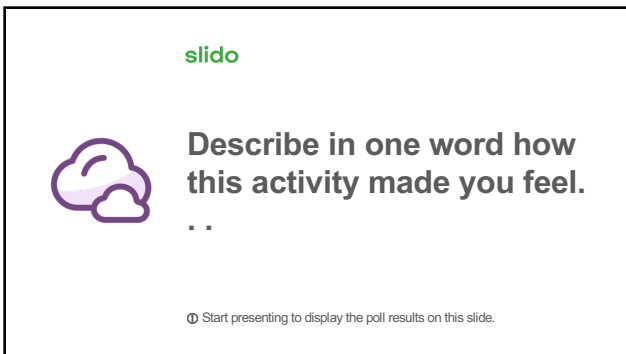
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What did you learn about your implicit biases that you may or may not have realized before?

Start presenting to display the poll results on this slide.

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Ways to Address Bias in Operations and Procedures

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**Audit** hiring practices

- Consider **job ad placement**
- Conduct **blind resume reviews**
- Issue a **personality quiz**
- Form a **hiring committee of diverse individuals**
- Provide **cultural competency trainings** to staff

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### Consider a Different Approach When Hiring Staff

63%  
"I buy from and advocate for brands based on my beliefs and values."

69%  
"Having societal impact is a strong expectation or deal breaker when considering a job."

2022 Edelman Trust Report

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### Benefits of a Staff That Relates to Your Patients

- Increased **patient trust**
- Enhanced **health literacy**
- Improved **communication**
- Reduced **health disparities**

University of St. Augustine,  
American Medical Association

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Black male patients treated by Black doctors are **more likely to seek preventative services.**

Stanford University

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**Purchase**  
from diverse suppliers



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**Analyze**  
community data

Utilize U.S. Census data



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**Conduct**  
local outreach

- Join **mobile vision clinics**
- Be a part of a **local career day**
- Volunteer at **community health organizations**

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<p>Evaluate capture rate</p>	<p>Keep in mind that a fully-booked schedule does not always equate to <b>retainment</b></p>
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	<p>Ways to Address Bias in Patient Care</p>
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<p>Apply <b>cultural humility</b> and provide <b>culturally competent</b> care</p>	<p>Always <b>put the patient first</b></p>
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Pay attention to biases that lead to <b>false assumptions</b>	Prescribe based on your <b>patients' needs</b>
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Use <b>inclusive language</b> and messaging	Be aware of <b>micro-inequalities</b>
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Recognize the thin line between <b>observing</b> ----- <b>assuming</b>
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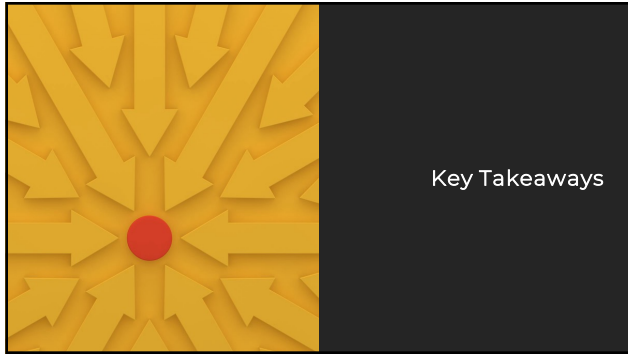
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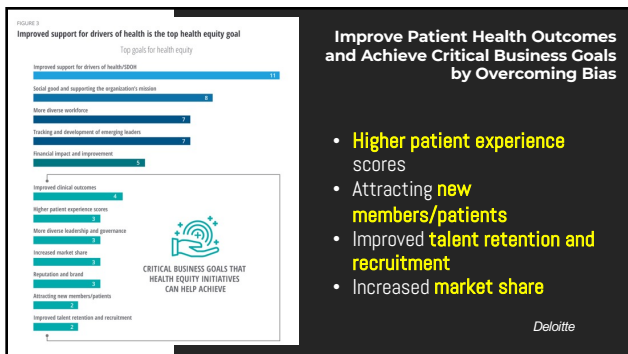
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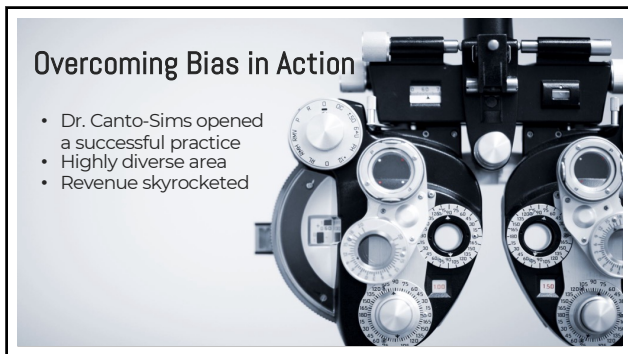
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Additional Resources



**Blindspot: Hidden Biases of Good People**  
by Mahzarin R. Banaji and Anthony G. Greenwald



Unbiasing  
Google  
Trainings



TransitionsPRO

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