Experience EXPO With Us!

- Main Stage - *Exhibit Hall – Booth F11084*
  Our Main Stage sessions feature free, promotional content for all attendees.

- Vision Series - *Thursday 9/18, Friday 9/19 and Saturday 9/20*
  Grab a bite to eat and continue learning over *Breakfast 8:30-9:30am or Lunch 12:00-1:00pm!*
  Listen to industry leaders as they address the latest clinical innovations in a relaxed and collaborative environment.

  Open to Optometrists only. Not for Credit. Meals offered on first-come, first-serve basis to pre-registered attendees.

- Exhibit Hall Hours   Conferee Cafe – Exhibit Hall – Booth P19087
  Thursday, Sept 18 b   9:30am – 6:00pm
  Friday, Sept 19   9:30am – 6:00pm   Education Lounge – Level 1 - Conference Area
  Saturday, Sept 20   9:30am – 3:00pm   Conferee Happy Hour   Thur, Sept 18   4:30 - 5:30pm

vision expo

Eyes on Efficiency:
Using AI to Improve Patient Outcomes

Vision Expo West 2025

Brianna Rhue, OD, FAAO, FSLS

David Kading, OD, FAAO, FSLS

vision expo

Financial Disclosures

- Co-Founder Dr. Contact Lens
- Co-Founder Techifeye
- Medical Advisory Board- OSRX Pharmacy
- Principal Investigator- STAAR Study
- Sydnexsis Advisory Board
- Medical Advisory Board- Visus
- PAC- Coopervision
- PAC- Johnson & Johnson
- Advisory Board Ocumetra
- PAC- Weave
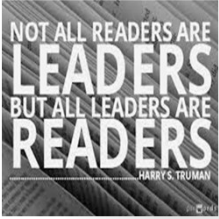- Author- The Eye Pitch Book

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Time is Money

"You either pay for things with time or money." attention...

— JOSEPH HOLLAK

Keep Learning & Invest in yourself!

- Buy Back Your Time- Dan Martell
- 10x is Easier than 2x
- The Gap and The Gain
- Supercommunicators
- The Success Principles- Jack Canfield
- The Five Dysfunctions of a Team- Patrick Lencioni
- Good to Great- Jim Collins
- Competition is for Losers (TED Talk)- Peter Theil
- The 20 Minute VC Podcast- Harry Stebbings
- Masters of Scale Podcast- Reid Hoffman
- SaaStr Podcast
- YouTube: Productivity Game

NOT ALL READERS ARE **LEADERS** BUT ALL LEADERS ARE **READERS**
HARRY S. TRUMAN

Book Nerds Podcast
Aaron Werner, Kyle Klute, Brianna Rhue

Poll Time

How do you *currently* feel about using AI in your optometric practice?
A. I'm already using it and love it
B. I'm curious but unsure where to start
C. I don't think it fits into my daily workflow
D. I'm skeptical of its impact and value

1

Why are We Here?

NETWORK?
GAMBLE?
HAVE FUN?

Comprenensive Training Curriculum

1 AI Fundamentals
Core concepts and terminology for healthcare professionals

2 Current AI Tools
Real-world applications in today's eye clinics

3 Future Systems
Next-generation EHR and predictive healthcare

4 Implementation
Practical blueprint for getting started

The AI Tipping Point in Eye Care

The Reality Check
AI isn't replacing optometry, but it is replacing providers who don't use AI. Healthcare stands at the very beginning of its AI transformation.

Strategic Advantage
Early adopters gain clinical and business advantages as patient and staff expectations are evolving rapidly in our digital age.

Enhance operational efficiency & patient care quality

Other Considerations

Apply Ethical Standards
Navigate privacy considerations and ethical frameworks when utilizing AI technologies in clinical settings.

Enhance Clinical Learning
Explore how AI can accelerate clinician education, research interpretation, and protocol development.

Create Implementation Plan
Develop a systematic approach to incorporate AI tools into your daily clinical workflow.

AI... 🤢

AI will not replace you. A person who's using AI will replace you.

Why AI? Four Categories Where It Creates Value

AI was created to extend human capability, not replace it

Dangerous or Hazardous Work
AI and robotics deployed where human life is at risk - mining, firefighting, nuclear cleanup, bomb disposal, space exploration. Reduces injuries and saves lives.

Repetitive and Boring Tasks
AI automates tedious work like data entry, document review, scheduling, manufacturing. Frees people for higher-value, creative tasks.

Processing Massive Data
AI analyzes information at speeds and scales humans can't - fraud detection, medical imaging, personalized recommendations. Turns overwhelming data into insights.

Assisting Complex Decisions
AI augments expertise - doctors using AI for treatment recommendations, business forecasting, climate modeling. Helps humans make smarter, faster decisions.

What it is
- Pattern recognition at massive scale
- Learns from data to make predictions, suggestions, can help with decisions
- Examples: ChatGPT, diagnostic tools, predictive analytics

What it isn't
- It is not conscious or has sentiment
- It does not "think" like a human
- It will not replace doctors... but it will change how we work
- Don't feed AI fear... it will feed that back to you!

Innovation will and can take care of problems you didn't know you had

Let' Dream...

Write Down Where
You Are Today

Write Down Where
You Want to Be a
Year From now

Now it is 2030

Ask better questions to improve your processes

It all starts with a use case aka prompt…

I want a better way for my patients to order their contacts from me

Get Clear... Better Questions

Conference Name:

❑ Networking   ❑ Business   ❑ CE   ❑ All

Why am I attending: 3 Reasons
1.
2.
3.

Vendors Interested in:
1.   4.
2.   5.
3.   6.

Key Takeaways:
1.
2.
3.

Action Items/Now What…
1.
2.
3.

The Real Bottleneck: You
Doctor, Manager, Owner—Are You in the Way?

Problem Solving	Control Hoarding	Outdated Logic
Are you constantly identifying issues without empowering solutions?	Are you delegating tasks but hoarding all decision-making authority?	Are you using yesterday's reasoning to evaluate tomorrow's solutions?

Your team can only move as fast as you allow them. If you keep saying "they won't use it"… have you really asked them?

Or are you projecting your own resistance?

3

AI + Research
Making Sense of the Information

74GB
Daily Information

1000+
New Studies Published Daily

The volume of information has become overwhelming. AI tools help distill, summarize, and apply research insights to real-world clinical practice.

The Process of Change… Evolution

Henry Ford and Innovation

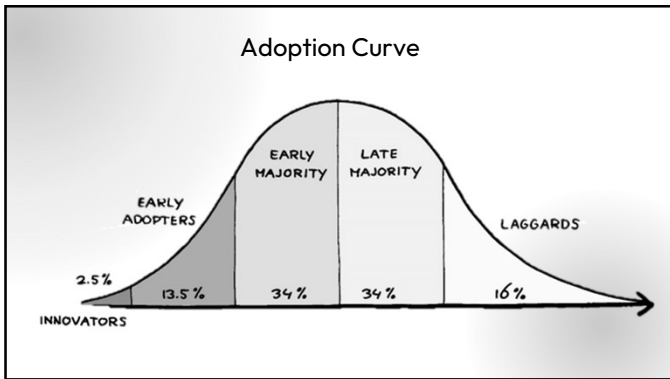"If I asked the public what they wanted, they would have said a faster horse."

- Henry Ford, founder of Ford Motor Company

Evolution Is Hard... Until It's Necessary

"The risk of staying the same is higher than the risk of change."

Fear of Failure vs Fear of Success	Past Tech Trauma vs We Made the Decision
Previous unsuccessful implementations… let it go!	Bad experiences with technology vendors made you a skeptic
Time Scarcity	**Decision Isolation**
The perception that there's never enough time to implement new systems effectively.	Not involving the right team members in key decisions about practice changes.

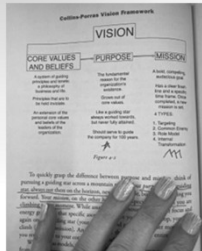This isn't about adding more work… this is about removing friction that's already costing you and your patients.

Adoption Curve

Adjusting to something new

Vision & Mission

- **Vision**: Provides a context within which people at all levels can make decisions
- **Mission**: Individual mountains you are focusing on in your business
- **Core Values:** How to hire, train and stay on track

BEYOND ENTREPRENEURSHIP 2.0
Turning Your Business into an Enduring Great Company
JIM COLLINS
BILL LAZIER

Your Vision

- Is change (evolution) part of your mission and vision statement
- Your Team Follows Your Lead
- Are you constantly improving and tweaking processes
- What is your implementation process

DO OR DO NOT. THERE IS NO TRY.

What Kind of Doctor Are You?

	Business	Science
Business	Business/ Business	Business/ Science
Science	Science/ Business	Science/ Science

AI... Electricity

DealBook Summit

But it's 95% AI.

You are Already Using it Daily

- AI isn't the future… it is already here, but woven into our daily lives

Integrated Healthcare

The question isn't whether to adopt AI… It is how do we maximize its potential for our patients and our practices.

5

Your Practice & Patient's Are Ready for AI

- Don't fear the change. Lead it.
- Action Step: Identify one area of friction in your practice and ask:
  - Can AI help me here?
- Start Prompting: You are a master scheduler create a schedule to see 25 patients a day where we take an hour for lunch starting at 9am and being done by 4:30pm to pick up my son

netscribes

Chat-GPT sprints to 100 million users

ChATgpt...
our new search engine

- Find me the best eye doctor located in Tamarac, Florida who is open on Mondays an takes VSP insurance

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"

The problem with selling minutes is there is only a minute in a minute.

BLACKBERRY

Poll Time

Which area of your practice would you most want AI to improve *first*?
A. Diagnostic accuracy and speed
B. Patient communication and scheduling
C. Business insights and profitability
D. Staff workflows and documentation

The future of healthcare
is through eyecare

75%

6

Terminology

Machine Learning

Systems that learn patterns from data to make predictions or decisions without explicit programming for each task.

Large Language Models

AI systems trained on vast text datasets to understand and generate human-like language for various applications.

Human-in-the-Loop

AI systems designed to work with human oversight, ensuring clinical judgment remains central to patient care decisions.

Automation

AI handles routine tasks independently, such as appointment scheduling, insurance verification, or basic data entry.

Augmentation

AI enhances human capabilities, providing clinical decision support, research insights, or diagnostic assistance.

Benefits and Risks in Healthcare

Key Benefits

- Reduced administrative burden and documentation time
- Enhanced diagnostic accuracy and clinical decision support
- Improved patient engagement and personalized care
- Streamlined workflows and operational efficiency

Important Risks

- Potential for AI hallucinations or incorrect outputs
- Privacy and data security concerns
- Over-reliance reducing clinical judgment skills
- Implementation costs and staff training requirements
- Environmental factors

Real-World AI Tools in Today's Eye Clinics

AI tools already transforming eye care practices, from voice documentation to intelligent patient communication platforms.
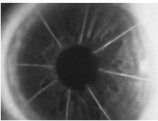

Poll Time

What's the biggest barrier holding you back from implementing more AI-driven tools?

A. Cost and ROI uncertainty
B. Lack of time to evaluate or train
C. Fear of losing the human touch
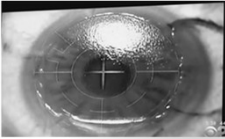D. I don't know what's available or where to start
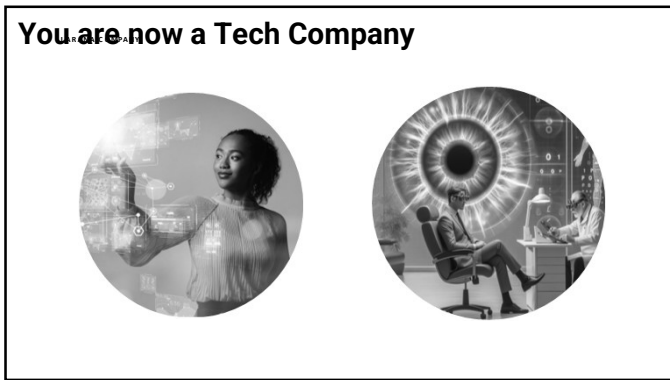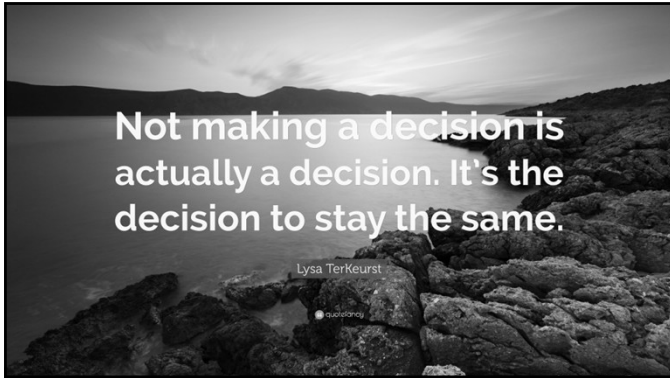

Our Profession and Disruption

1970's

1978

1990's

Not making a decision is actually a decision. It's the decision to stay the same.

Lysa TerKeurst

1   2

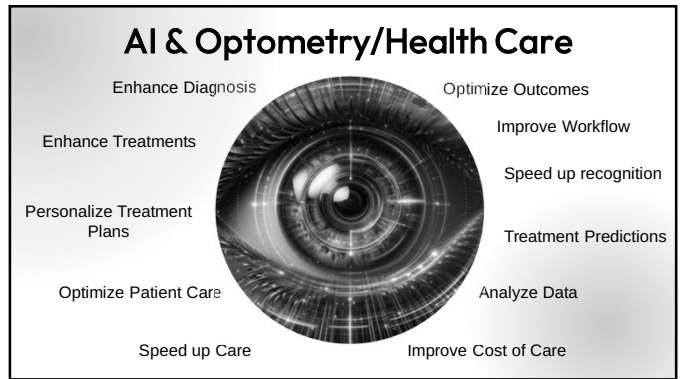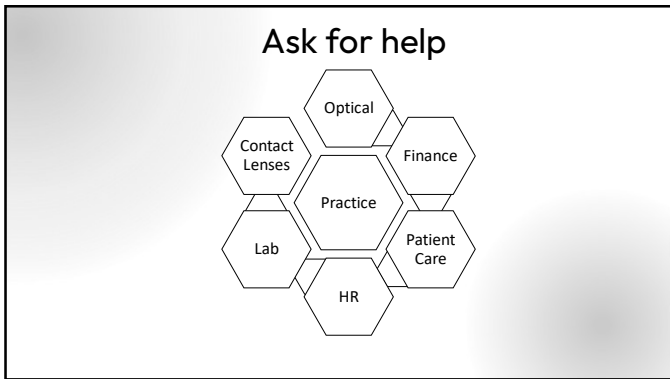## You are now a Tech Company

Disruptees (OD's) can and will become the disruptors

dis·rupt·or

/dis'rəptər/

noun

a person or thing that interrupts an event, activity, or process by causing a disturbance or problem.
"the film follows his evolution from Hollywood star to political disruptor"

- a company or form of technology that causes radical change in an existing industry or market by means of innovation.
"the company is becoming a major disruptor in the healthcare industry"

- BIOLOGY
a thing that interferes with or significantly alters the structure or function of a biological molecule such as a gene or hormone.
"several drugs show promise as DNA disruptors in cancer cells"

Ask for help

- Optical
- Contact Lenses
- Finance
- Practice
- Lab
- Patient Care
- HR

AI & Optometry/Health Care

8

Enhance Diagnosis

Optimize Outcomes

Enhance Treatments

Improve Workflow

Personalize Treatment Plans

Speed up recognition

Treatment Predictions

Optimize Patient Care

Analyze Data

Speed up Care

Improve Cost of Care

Trends–
Electronic Consumer Show 2025

Smart Eyewear &
Self Serve Eyecare
Integrated experiences

AI Lifestyle
Blending into everyday life
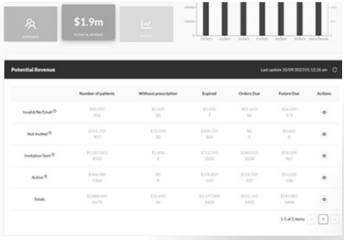For ease

2 Million Pairs Sold
100 Billion Dollar Investment

Longevity
Data driven experiences

Meta Invests $3.5 Billion in World's Largest Eye-Wear Maker in AI Glasses Push

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Using AI to Run a Smarter Practice

- Understanding and monetizing YOUR data
- Predictive recalls based on purchase history
- AI-powered marketing copy
- Contact lens ordering automation
- Patient scheduling optimization

CLICKS KILL

Digital Intake and Triage

Intelligent Forms
AI-powered intake systems adapt questions based on patient responses, collecting relevant information efficiently.

Automated Triage
Smart algorithms assess symptoms and prioritize appointments based on urgency and clinical indicators.
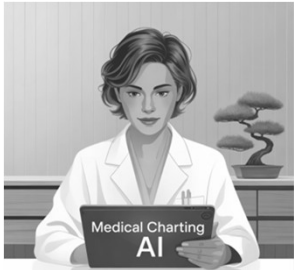
Optimized Scheduling
AI matches patient needs with appropriate appointment types and provider availability automatically.

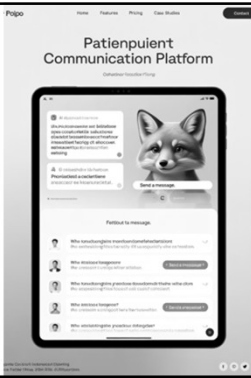# Voice–Based Documentation

Streamline Charting

Voice assistants transcribe patient encounters in real-time, reducing documentation time by up to 60% while maintaining accuracy and clinical detail.

- Real-time transcription during patient visits
- Automatic SOAP note generation
- Integration with existing EHR systems

Medical Charting AI

AI-Enhanced Patient Communication

1 **24/7 Support**
AI chatbots handle routine inquiries, appointment requests, and basic questions outside office hours.

2 **Personalized Messaging**
Systems tailor communication based on patient history, preferences, and treatment plans.

3 **Multi-Channel Integration**
Consistent AI-powered support across phone, text, email, and patient portal platforms.

Missed Calls = Missed Revenue

42%
Missed Incoming Calls
study of ~7,000 calls across 22 medical practices in 18 states, on average medical practices miss **42%** of incoming calls during business hours

60%
WILL HANG UP
60% abandon CALLS if hold time >1 minute

$120
Average Value Per Call
With the average optometry patient visit valued at approximately $306 and conversion rates of around 40%, each phone call represents about $120 in potential revenue.

80%
VOICEMAIL
~80% of callers sent to voicemail don't leave a message

https://answernet.com/costs-of-missed-calls-in-medical-offices-and-how-to-avoid-them
https://www.dialoghealth.com/post/healthcare-call-center-statistics?utm_source=chatgpt.com
https://www.reviewob.com/wp-content/uploads/2016/11/paa_visionsource_0413.pdf?utm_source=chatgpt.com
https://www.mgeonline.com/2018/3-ways-improve-new-patient-conversion/?utm_source=chatgpt.com

Intelligent Contact Lens System

AI-powered contact lens reordering systems analyze usage patterns, prescription history, and patient preferences to automate supply management to increase orders.

- Predictive reordering based on usage patterns
- Automatic insurance verification and processing
- Patient notification and delivery coordination
- Inventory management and cost optimization

Onto the Next Syndrome

1 Patient Walking

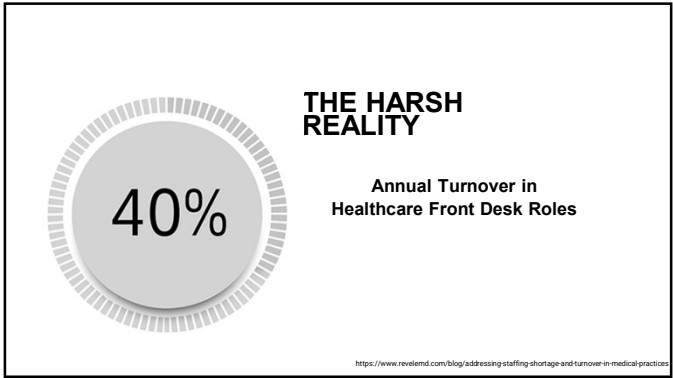**1 Patient per Day x 5000 Doctors = 5000/Day**

3.5 Days = 17,500/week

45 weeks = 787,500/year

$236 Million

52 Rx
Pickup

Stack the deck in your favor.

CRM's to Your Benefit

THE HARSH REALITY

40%

Annual Turnover in Healthcare Front Desk Roles

https://www.revelemd.com/blog/addressing-staffing-shortage-and-turnover-in-medical-practices

Staff Trainings

Analyze and summarize internal policies, protocols, and training materials help new staff members quickly understand complex procedures and maintain consistency across your practice.

Transform hours of training material into digestible, searchable summaries that accelerate staff onboarding and protocol compliance.

MEDICAL PROTOCOLS

Clinic Protocols

Myopia Management | Dry Eye | Front Desk Check in

Everything should have a protocol

The Future of EHR: From Data Vault to Smart Assistant

Beyond Storage

Current EHRs are digital filing cabinets. The future brings intelligent systems that actively support clinical decisions, identify care gaps, and predict ours and patient needs.

Current EHR Limitations

Time Waste
Clinicians spend more time documenting than examining patients, leading to inefficient workflows and provider burnout.

Poor Insights
Data exists but provides limited actionable intelligence for improving patient care or practice operations.

Low Usability
Complex interfaces and poor user experience hinder adoption and slow clinical workflows significantly.

AI's Role in Smart EHRs

Diagnostic Suggestions

AI analyzes symptoms and history to suggest potential diagnoses and differential considerations.

Population Trends

Analysis of patient populations to identify preventive care opportunities and health patterns.

Next Steps

Intelligent recommendations for tests, referrals, and follow-up care based on clinical guidelines.

Care Gap Identification

Automated detection of missed screenings, overdue appointments, or incomplete treatments.

Predictive Health

Predictive Patient-Facing Systems

Future Vision

EHR systems will proactively engage patients with personalized health recommendations, appointment reminders, and educational content based on their specific conditions and risk factors.

Key Features

- Predictive health risk assessments
- Personalized prevention strategies
- Intelligent appointment scheduling
- Dynamic patient education delivery

The Research Overwhelm Problem

Thousands of new studies make evidence-based care increasingly challenging. How can busy clinicians stay current with the latest research while providing excellent patient care?

AI Research Summarization Tools

Rapid Literature Review

AI analyzes multiple studies simultaneously, identifying key findings and clinical implications within minutes.

Protocol Comparison

Compare treatment outcomes and protocol variations across different studies to inform clinical decisions.

Real-Time Decision Support

Integrate research insights directly into clinical workflows for evidence-based patient care.

From Research to Practice

Bridge the Gap

AI tools transform dense academic research into actionable clinical insights, helping you apply the latest evidence to patient care decisions efficiently.

- Distill complex studies into key takeaways
- Identify relevant research for specific conditions
- Generate clinical summaries and recommendations

AI Agents for Smarter Decisions

Your Virtual Consultant

Personalized AI agents act as specialized consultants, trained on your practice data and clinical preferences to provide tailored recommendations for complex cases.

What Are AI Agents?

Personalized Systems
Customized digital assistants trained on specific data sets and configured for particular clinical specialties or practice needs.

Learning Capability
Learn from your practice patterns, preferred protocols, and clinical outcomes to provide increasingly relevant guidance.

On-Demand Consultation
Available 24/7 to provide specialized expertise for complex cases, rare conditions, or challenging clinical decisions.

AI Agents as Specialty Consultants

Retinal Specialist Agent
Trained on retinal disease protocols, imaging interpretation, and treatment guidelines for complex posterior segment conditions.

Dry Eye Agent
Specialized in dry eye treatment selection, medication challenges, and troubleshooting for difficult patients.

Myopia Eye Care Agent
Focused on children's vision development, amblyopia treatment, and age-appropriate examination techniques.

Custom Practice Data Integration

Localized Intelligence

Upload your practice's protocols, outcomes data, and clinical preferences to create AI agents that provide recommendations aligned with your specific patient population and treatment approaches.

- Practice-specific treatment protocols
- Historical patient outcome data
- Preferred vendor and product information
- Local referral network details

Patient Experience: AI in Education & Engagement

Personalized Materials
Automated creation of educational content tailored to each patient's condition, reading level, and preferences.

Plain Language
Translation of complex medical terminology into understandable explanations for patients and families.

Dynamic Summaries
AI-generated post-visit summaries and personalized care plans that patients can easily understand and follow.

Tailored Messaging
Communication strategies adapted to individual patient profiles, preferences, and health literacy levels.

Smart Reminders
Intelligent reminder systems that improve medication adherence and appointment compliance rates.

Automated Educational Materials & Personalized Content

Create customized patient education materials based on specific diagnoses, treatment plans, and individual patient characteristics such as age, language preference, and health literacy level.

Patient Education

AI for Marketing and Messaging

1 Social Media Content
Generate educational posts, patient testimonials, and practice updates for social media platforms
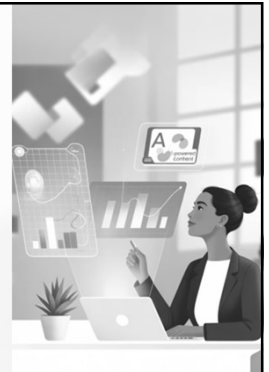
2 Educational Campaigns
Create comprehensive content series on topics like dry eye, diabetic eye care, or children's vision

3 Multi-Language Support
Translate and adapt content for diverse patient populations and varying health literacy levels
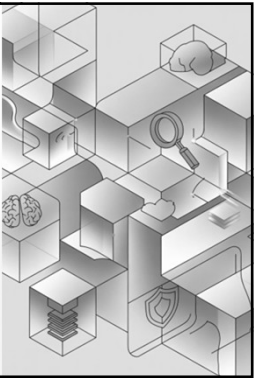
13

Content Creation at Scale

FAQ and Blog Content

AI generates comprehensive FAQ sections and educational blog posts tailored to your patients' most common questions and concerns.

Newsletter Development

Create engaging monthly newsletters with seasonal eye care tips, practice updates, and educational content that resonates with your patient base.

Engagement Testing

Use AI to test different message styles, subject lines, and content formats to optimize engagement rates across your communication channels.

Ethics, Transparency, and Guardrails

With great power comes great responsibility. Implementing AI in healthcare requires careful attention to ethics, transparency, and patient safety.

Essential Ethical Considerations

1

Disclosure Requirements

Always inform patients when AI is used in their care, from documentation assistance to diagnostic support systems.

2

Bias Prevention

Regularly audit AI systems for potential biases that could affect care quality for different patient populations.

3

Privacy Protection

Ensure all AI tools comply with HIPAA requirements and use only healthcare-compliant platforms and vendors.

4

Accountability Framework

Establish clear protocols for human oversight and final decision-making authority in all AI-assisted clinical processes.

5

Environmental Factors

Managing AI Hallucinations

Check

AI systems can generate convincing but incorrect information. Healthcare applications require robust verification processes and human oversight to prevent clinical errors.

- Implement multi-step verification processes
- Require clinician review of all AI-generated content
- Use AI tools as assistants, not decision-makers
- Maintain detailed audit trails for accountability

Burnout Reduction and Team Amplification

Working Smarter

AI tools address the root causes of clinician burnout by reducing administrative burden, improving documentation efficiency, and enabling providers to focus on patient care.

Reducing Administrative Burden

Documentation Speed

Voice-powered charting and AI-assisted note generation can reduce documentation time by 40-60%, giving clinicians more time with patients.

Automated Scheduling

Intelligent scheduling systems handle routine appointment booking, rescheduling, and patient communication automatically.

Virtual Staff Support

AI assistants handle repetitive tasks, allowing human staff to focus on complex patient needs and relationship building.

Creating a Culture of Learning Through AI

Encourage Experimentation
Foster an environment where staff feel comfortable exploring AI tools and sharing their experiences.

Identify Champions
Assign internal AI champions to lead technology adoption and support team training initiatives.

Build Knowledge Base
Create shared repositories of AI-summarized insights..

Accelerate Learning
Use AI to enhance continuing education & protocol mastery.

GATEKEEPING

What is the point of a gate...

Team Implementation

Delegate to elevate

Not just to your team but to your patients!

= 51%

Lean on Your Team

- Remove administrative tasks from you
- Your team wants and is craving your inspiration and attention
- You can't inspire if you are bogged down by small tasks
- They are a reflection of your energy every day
- Self development goes a long way
- Let yourself get back to your dream

DAN MARTELL
BUY BACK YOUR TIME
GET UNSTUCK, RECLAIM YOUR FREEDOM, and BUILD YOUR EMPIRE

The F-Word in Optometry: Feedback

Feedback isn't just what we say...
it's also what we observe!

- Every patient asking for a copy of their Rx = **feedback** about your value proposition
- Every team member silent in meetings = **feedback** about your leadership
- Every missed opportunity = **feedback** about your processes

Most feedback is either avoided entirely or delivered too late to be actionable.

Be Careful of "Free"

- Don't give your patient data away for free!
- If you are getting something for free remember you are the product

If it seems too good to be true, it probably is.

"There are only two industries that call their customers "users": illegal drugs and software." – Edward Tufte

$1600

LTV= $350 x 6= $2100

Understand Your Value

ROI- Truly Evaluate and Understand it!

Team Member Investment	Team Member Earning Potential	Technology/ Piece of Equipment	Potential Revenue $200k
	$150k/team member		
- $20/hr → $26/hr (with benefits/ taxes/workman's comp/toilet paper)	+ $78/hour	- $1.55/hour	+ 104/hr
- $208/day	+ $625/day	- $12.45/day	+ $833/day
- $4160/month	+ $12,500/month	- $299/month	+ $16,000/month
	Net = $56/hr		Net = $103/hr
	Net = $ 8,340/month		Net = $ 15,701/month

20 working days/month

Providing Solutions Over Sales

What Are We Actually Selling?

Not Just Exams	Not Just Products	You're Selling:
Professional expertise that patients can't get elsewhere	You're selling solutions that improve quality of life	• Confidence • Simplicity • Belonging • Trust

When your systems confuse patients, they leave.
The most successful practices ruthlessly simplify everything.

SIMPLE SCALES & COMPLEX FAILS

Empowering Your Team

- Be involved in the process
- Start with one workflow
  - (emails, social, recall)
- Choose a tool that fits your current process
- Measure both the time and revenue you gain
- Stop being the bottleneck of your practice or letting the doctor be the one to make all of the decisions

Team meetings

Record them
Next Steps
Follow through

Easy, fixable, Leaky buckets

- In office advertising
  - Show your patients what kind of patients you want to see
    - Dry Eye Clinic
    - Myopia Management
- Buy now pay later
- Online contact lens ordering

Coming up with a plan

- Ego aside
- Remember how you shop and how YOU purchase and receive things
  - We shop on websites we remember and frequent often
- Get your staff involved with the decision making and with demos of products
  - It comes down to making a decision, implementing it, team and patients applying it and accountability throughout the process
- Focus on one new to do every 90 days… no more

More Revenue, Less Patients, Happier Team

- Hire technology to take care of mundane tasks
- We all want an easy button
- When in doubt delete and add back

Healthcare is Human!

Implementation Blueprint: Your Path Forward

Identify One Problem
Select a single workflow challenge to address first—documentation, scheduling, or patient communication.

Choose Simple Tools
Start with user-friendly AI solutions that integrate easily with your current systems and workflows.

Run Pilot Program
Test for 4-6 weeks with metrics tracking, staff feedback, and patient satisfaction measurements.

Create Standard Procedures
Develop SOPs for safe, consistent, human-reviewed use of AI tools in your practice.

Scale Based on Results
Expand successful implementations based on ROI, clinical impact, and staff engagement levels.

17

RICE METHOD FOR IDEATION

R REVENUE
Potential income from the idea

I IMPACT
Positive effect on the project

C CONFIDENCE
Certainty about the success of the idea

E EASE
Level of difficulty to implement the idea

Start small, measure results,
and grow your AI capabilities systematically.

The future of eye care is here—
and it begins with your first step.

KPI's vs KPI's

WHEN YOU DO GOOD WORK IT CREATES MORE WORK.. THAT IS THE POINT
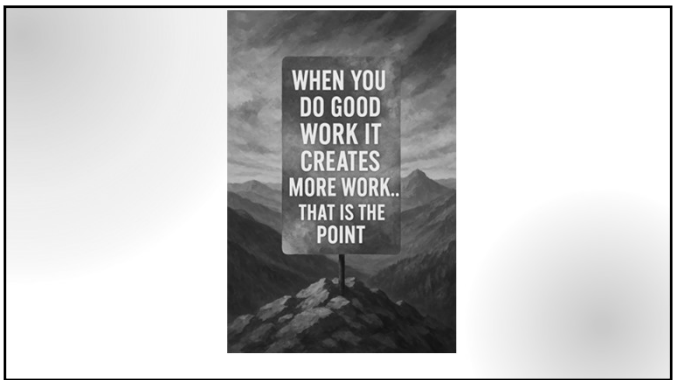
Your Profession is Counting On You!

The Eye Pitch Book

- Brianna Rhue, OD, FAAO, FSLS
- Owner- West Broward eyecare, fort Lauderdale, fl
- Co-founder- Dr. Contact lens
- brhue@drcontactlens.com

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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