

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 Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



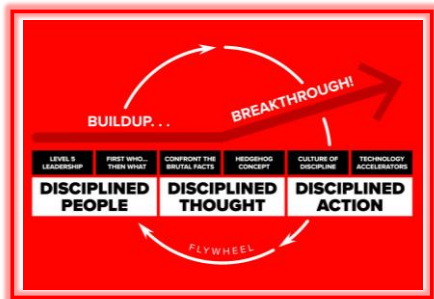
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EYECARE CEO

LESSONS FROM
A PODCAST HOST

HARBIR SIAN, OD

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OUR JOURNEY



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WHAT IS A CEO?



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CULTURE

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3 PILLARS



Dr. Justin Manning

- Vision
- Empathy
- Accountability

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3 PILLARS

- Vision
- "Help your team connect the day to day role of their job with the bigger impact on the patients, the community, and society at large"

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3 PILLARS

Empathy

"The same way your patients want to know that you care about their well-being... your employees, staff, team want to know you care about them and their success. More than anything, they want to feel understood at a human level."

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3 PILLARS

Accountability

"The Harvard Business Review says that you need to have FOUR praises for each piece of developmental/constructive feedback."

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CREATE STRUCTURE



Dr. Tommy Pinkston

- Corporate structure
- Document processes
- Team focus
- Regular meetings

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MINDSET

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COLLABORATION > COMPETITION



Dr. Pavan Avinashi

"Don't ever think of your colleagues as your competition. Too many times, we get so stressed by the person across the street, the person down the block - that they're going to be your competitor and we can't share ideas with them and we can't collaborate with them."

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RESPONSIBILITY



Chris Turcotte

It's All My Fault

"Taking complete responsibility can seem scary and even unfair sometimes. But it can also be looked at as giving you power. Because it means YOU have the ability to change your world and your outcomes."

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DISRUPTION



Dr. Brianna Rhue

Become the Disruptor

"The pandemic has sped up our use of technology in our daily lives by at least 3-5 years. Now, we have the chance to embrace this change and become one of the disruptors. Or we will be the ones getting disrupted and cut out of the picture with our patients."

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EXECUTE

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METRICS



Dr. Solomon Gould

Three Key Metrics/KPIs

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VISUALIZE



Tom Davies

Importance of having a vision

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DESIGN



Jason Sarai

Value of building a luxury brand

Align with the right brands

Live the style

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CREATIVITY



Dr. Sanjay Sharma

Look for gaps in the industry

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PATIENT JOURNEY



Dr. Alan Ulcifer

"Understanding every touch point the patient has in the office and making a positive experience is key"

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OUR JOURNEY



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THANK YOU

EYECARE CEO

HARBIR SIAN, OD

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