

VISION EXPO

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If It's New, It's at Vision Expo

NEW YORK—Vision Expo East 2018 is officially underway as attendees arrive to a brand new Show with new designers, new exhibitors, new education, new events and new experiences. 192 of the estimated 715 exhibitors are new this year, plus there are hundreds of new products being launched in the Exhibit Hall.

In its second year, an expanded and sold-out New Designer Gallery, with 23 exhibiting designers, offers an elegant and fresh environment for designers.

Over 1,200 new Opticians and Contact Lens Technicians are registered to attend this Vision Expo. They can enjoy a full lineup of Pop Up Talks, celebrity appearances and social events taking place in the new OptiCon @ Vision Expo Hub.

Many new Featured Events join the lineup including a partnership with *Women's Wear Daily* for a panel, Eye on Design: An Exclusive Talk with Influential Eyewear Designers featuring leading creative visionaries. Tomorrow, over 300 registrants are set to attend Private Equity Takes Root, a new session developed through a partnership of *Review of Optometric Business*, Vision Expo and *Vision Monday*. ■



VM's Summit Explores Leadership Tactics for Transformative Times

NEW YORK—Business trend analysts, branding experts and health and vision care experts shared their views about how leaders can help their organizations adapt to rapid changes in the “climate” of technology and work at the 12th annual Vision Monday Global Leadership Summit, held at the Times Center here on Wednesday. The day-long Summit program and networking event explored the theme, “workSMART: Leadership Tactics for Transformative Times.” The diverse range of speakers offered insights about how the fast sweep of digital technology, empowered consumers and unexpected competition is reshaping the world of work, and why business leaders of startups or established companies need constant learning, swift tactical moves and organizational resilience.

In his opening remarks, Marc Ferrara, CEO, Information Services Division, Jobson Medical

Information, said the modern business is an “evolving organism,” with changes in workspace design and available technologies fueling the growing telehealth industry and noted companies’ need for an agile team that can thrive within this new work environment by “fostering connections and excitement about work” in addition to embracing new technologies.

Next, Jobson senior vice president and *Vision Monday* editorial director Marge Axelrad observed most, if not all, of the optical industry is feeling the accelerating pace of change happening in our field. She urged optical colleagues to “latch onto the future” and highlighted “the new killer skill set”—one that is agile, flexible and “prizes learning about what you don’t know on top of what experience has taught you.”

A session about leadership challenges featured



Speakers Erin Byrne, CEO of GreyHealth Group (!) and Jason Dorsey, a leading Millennials and Gen Z researcher, kicked off the Summit.

Erin Byrne, CEO of GreyHealth Group, who spoke about the intersecting dynamics of technology and health care and the flexibility required by industry leaders. Byrne cited health as “the trend impacting technology,” and stressed that “customer experience needs to be digital, not just include it”—Mil-

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AOA Recognizes Industry Support of Think About Your Eyes

NEW YORK—Think About Your Eyes celebrated another momentous year in 2017, increasing support from the industry with the addition of new partner organizations, launching a new creative advertising campaign and—most importantly—driving over 1 million eye exams.

Results like these reinforce the campaign's importance to the industry, and highlight why the American Optometric Association (AOA) and optometric affiliates across the country continue to support it. Because this campaign is crucial to the growth of the industry, AOA prioritizes encouraging its members to support the 22 industry partners who make the campaign possible.

"Think About Your Eyes is the most important program in optometry's history that delivers our message and paves the way for practice growth and better patient health," said Dr. Christopher Quinn, president of the AOA. "We could not accomplish this level of patient education and engagement without the support of our industry partners and, as an organization, we consistently encourage our members to thank them."

The AOA, 41 of its state affiliates and the Armed Forces Optometric Society, who are all leadership partners, recognize the value the program brings to the profession and, more importantly, to patients. In addition to the increased visibility a company receives as a Think About Your Eyes industry partner, the AOA recognizes these supporting organizations throughout the year through direct promotion to their membership at large.

From digital and print articles about the program and recognizing industry partners, to social media promotion and advertising support, to recognition at numerous industry events year-round, AOA members consistently see how industry partners are helping to further the profession as well as the business of eye and vision care.

As the AOA celebrates its fifth year of support-



ing this initiative that's growing the profession of optometry and the vision industry as a whole, it encourages companies in the industry to follow the examples of the current partners: Alcon, The Vision Council, All About Vision, Gunnar Optiks, Jobson Optical Group, National Vision, Inc. (NVI), SpecialEyes, SPY, Hilco, Walman Optical, Transitions, Shamir, Chemistrie Eyewear, Essilor, Luxottica Group, Eschenbach, Johnson & Johnson Vision, First Vision Media Group,

International Vision Expo, Optolec, Compliancy Group and WestGroupe.

Advertising for 2018, as seen in the photos above, launched in January and will run through the third quarter of the year. Ads will reach 95 percent of targeted adults across 40 cable channels, online radio and video, banner ads, local radio stations and syndicated radio shows including Ryan Seacrest and Delilah, and is expected to yield 1.6 billion impressions. ■

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