

Eyecare Business Optical Retail Strategies Panel

Panel Moderator

Erinn Morgan, Editor-in-Chief *Eyecare Business*

Panelists

1. **Sheena Taff**, Optician + Optical Manager, Roberts + Brown Opticians, Vancouver, Canada
2. **Diana Canto-Sims, OD**, founder of Buena Vista Optical + member, The Vision Council DEI Task Force
3. **Harbir Sian, OD**, Co-Owner, 2 practices in Vancouver, Canada, and founder, AboutmyEyes.com
4. **Adam Ramsey, OD**, owner of Socialite Vision in Palm Beach Gardens, FL.
5. **Alessandro Baronti**: President + CEO of De Rigo REM in Sun Valley, CA

Description

This educational panel discussion will reveal the state of the eye care and eyewear markets today and provide attendees with intelligent business strategies to maximize the optical retail side of their business.

Time+ Date: 11-4, 1-2:40pm ET

Objectives

This course and panel discussion will provide attendees with:

1. Background on the state of the eye care and eyewear market in the U.S., looking at key categories and key competitors for market share—with a primary focus on online Rx eyewear competitors, including their focus and strategies.
2. An inside look at how several successful independent optometric practices and optical shops are positioning and re-connecting with consumers for growth on the retail side of their business.
3. A list of innovative optical retail strategies and strong business ideas to use in the dispensary to position a practice for growth and supersede online competition.
4. Usable, actionable tips that can be put into play immediately for maximizing a practice's retail business, as well as long-term strategies for optimal positioning.

Outline

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1. **Introduction:** Moderator will welcome audience and explain topic of focus. (5 minutes)

- **A new world**
 - **Post-Covid realities**
- **A changed consumer**
 - **Expecting a different retail experience**
- **A competitive landscape**
 - **Competition is stronger than ever**

2. **Speaker Introductions:** Moderator will introduce panel experts and explain their areas of expertise with Optical Retail Strategies. (10 minutes)

>> **Sheena Taff**, Optician + Optical Manager, Roberts + Brown Opticians, Vancouver, Canada

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3. **The Competitive Landscape** (15 minutes): Moderator will provide background on the state of the eye care and eyewear market in the U.S., looking at key categories and key competitors for market share.

- Key optical retail product categories—performance + projections.
- Primary focus on online Rx eyewear competitors, including their focus and strategies.

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4. **The Changed Consumer** (10 minutes): An inside look at how Covid changed consumer behaviors and expectations, including study results on consumer s' changed retail habits.
 - Panelists weigh in on their own new and changed interactions with patients and customers.
 - How have consumers changed and what do they want today in a retail experience?
5. **Other Key Challenges** (10 minutes): ECPs face many other post-Covid key challenges today—our panel will discuss and explore these of-the-moment issues:
 - Staff Hiring
 - Staff Training
 - Staff Retention
 - Inflation
 - Covid Protocols
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6. **An Expert View** (20 minutes): An inside look at how our industry expert panelists view today's highly unique and competitive optical market landscape.
 - How do panelists view online Rx eyewear sales? Have they lost patients/customers to online?
 - Practitioners are experiencing retail competition.
 - >> Why is today's optical marketplace so competitive?
 - >> Growing online sales
 - >> Online sales are at \$2.1 billion/year
 - >> Big box store – price pressure
 - What do online competitors offer? Convenience + price competitiveness.
 - How is the rise of online Rx sales reshaping the eyewear and eye care arenas today?
 - How is this reality affecting independent eyecare professionals, in particular?

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7. **Examples of Success** (20 minutes): The panelists will share how they as eyecare professionals are positioning themselves to succeed in today's changed business environment.

- Critical competitive strategies to compete with online Rx eyewear sellers.
- How have they changed staff training?
- How have they changed product delivery?
- How have they changed their optical dispensaries?
- How have they changed their product mix?
- Training and cross-training staff to deliver the best education and service
- Engage audience to provide specific examples of how this success is being realized within their own business or at businesses they do business with.

8. **Take-Away Strategies** (20 minutes)

- Each *Eyecare Business Optical Retail Strategies* panelist will provide our attendees with:
 - a. One key innovative optical retail strategy that can be utilized right away in the practice.
 - b. Out-of-the-box ideas for retail growth.
 - c. Examples of old practices that should be retired.
 - d. Long-term strategies for optimal long-term positioning.

9. **Audience Question & Answer Session** (20 minutes)

- Engage the audience to unearth their questions for panelists.
- Dig into the issues the audience members are experiencing in their own practices and dispensaries right now.