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**DISCLOSURES**

**Erinn Morgan:**  
Nothing to disclose

**Diana Canto-Sims, OD:**  
Owner of La Vida Eyewear

**Glenda Aleman-Moheeputh, OD:**  
Consultant for: Johnson & Johnson, Euclid, Topcon, Walmart

**Harbir Sian, OD:**  
Nothing to disclose

**Sheena Taff, Optician:**  
Nothing to disclose

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**WHAT IS**

...the Big Question?

**How Can Practices Find Retail Success Today?**

Today's session will present independent optometric practices with background on the state of the vision care market, with a laser focus on the retail side of the business. We will explore the changed retail landscape overall, and how that translates to the optical—including key competition for those dollars, such as an online Rx eyewear retailers.

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**WHAT KEEPS...**

...Eye Care Professionals Awake at Night?

ODs and practice staff are operating in a new reality today. Our discussion focus today is on:

- Understanding the much-changed optical retail landscape in today's unique vision care world.
- A look at the new consumer (and patient) mindset—and how this translates to changes in the optical.
- A primer on the competitive landscape in the world of optical retailing.

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**OPTICAL RETAIL Expert Panelists**

**Diana Canto-Sims, OD**  
Award-winning optometrist and owner of Roberto & Brown Fine Optical in Chicago

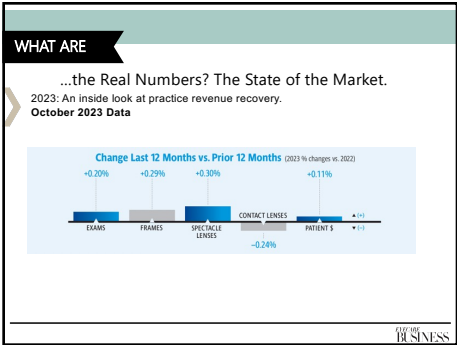
**Sheena Taff**  
Award-winning optician, owner of Roberto & Brown Opticians in Vancouver, Canada

**Harbir Sian, OD**  
Optometrist and Co-Chair 2 Practices in Vancouver, Canada

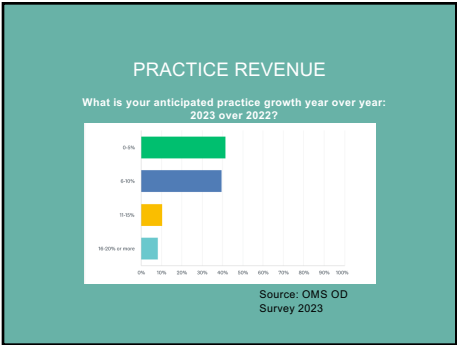
**Glenda Moheeputh, OD**  
In practice in Miami with a focus on myopia management

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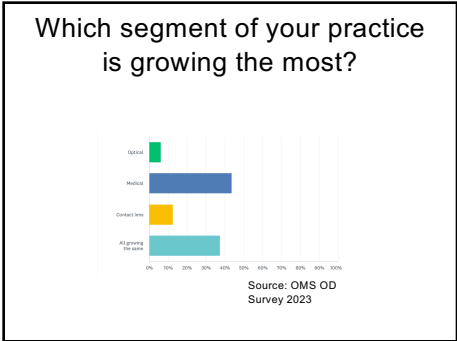
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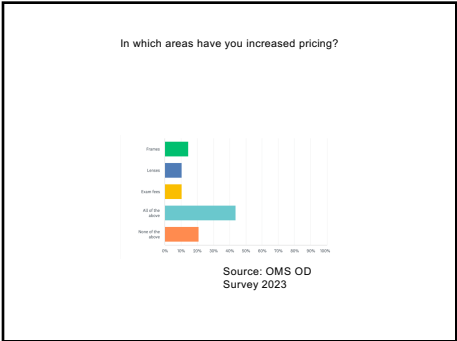
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**KEY Rx Eyewear Competitors**

Online retailers include:  
Zenni Optical  
Coastal  
EyeBuyDirect  
Glasses.com  
Warby Parker  
-> These are the top 5 sites for prescription eyewear sales today, according to The Vision Council.

Source: OMS OD Survey 2023

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**BIG CHANGES**

How Did Consumers Change for Good?

- Behaviors + Expectations
- How Have Buying Habits Changed?
- Examples of New Patient Interactions
- What Do Patients + Customers Want Today in an Optical Retail Experience?


Source: OMS OD Survey 2023

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**THE OUTLOOK for Eyecare Professionals**

**PANEL QUESTION**

The pandemic has clearly changed consumer behaviors and expectations on many levels—from your view in practice, how have consumers changed most significantly—and what do they want in a retail and Rx eyewear delivery experience today?



THE BUSINESS

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**Rapid-Fire Strategies:  
Meeting the New  
Consumer Mindset**

80% of consumers say that the experience a company provides is just as important as its products + services.

» Each panelist will share how they are meeting this new patient/consumer mindset.

» They will provide quick takeaways for how their practice is enhancing the patient experience with upgraded retail options.

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**QUESTIONS**

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Optical Retail Strategies Panel

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