

6 Q's With Shopko Optical's Russ Steinhorst + In This Critical Time of Change...Mentors.

CORPORATE

PentaVision

Optometry TODAY!

BEST PRACTICES FOR TODAY'S
CORPORATE EYECARE PROFESSIONAL

MAY
2020

THE COVID-19 SURVIVAL GUIDE

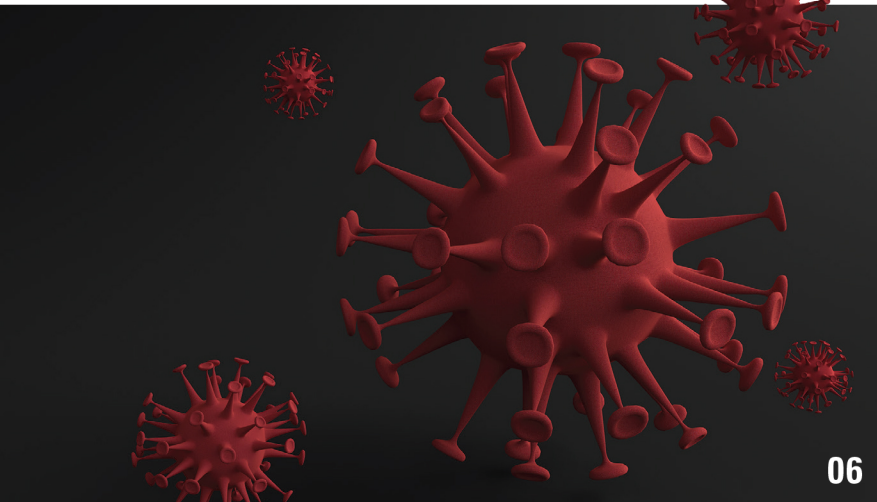
A roundup
of corporate
optometrists' pain
points + critical
strategies to help
prep for the
challenges ahead

PAGE 6



Contents+

COT! • MAY 2020



Features

6

COVID-19 + Corporate Optometry

Amidst the current global pandemic, *COT!* provides a verbatim roundup of corporate optometrists' main pain points + a critical list of key strategies to help prepare for the unique challenges that lie ahead.

8

The *COT!* Interview

COT! catches up with Shopko Optical CEO Russ Steinhorst to address 6 timely questions, from how the optical retailer is coping with COVID-19 to the company's fresh directions, and more.

56%

The % of ECPs that are offering telemedicine as an option during the COVID-19 crisis, according to the *Eyecare Business* COVID-19 + ECPs Focus Group Study. Learn more COVID-19 survival strategies in the pages of this special issue of *COT!*



Columns

04 New Grad

10 The Backstory

CORPORATE Optometry TODAY!

PENTAVISION MEDIA

321 Norristown Road, Suite 150
Ambler, PA 19002 • 267-492-5200

PUBLISHERS

Mark Durrick

Mark.Durrick@PentaVisionMedia.com

Roger Zimmer

Roger.Zimmer@PentaVisionMedia.com

EDITOR-IN-CHIEF + EDITORIAL DIRECTOR

Erinn Morgan

Erinn.Morgan@PentaVisionMedia.com

MANAGING EDITOR

Kerri Ann Raimo

Kerri.Raimo@PentaVisionMedia.com

PRODUCTION DIRECTOR

Sandra Kaden

Sandra.Kaden@PentaVisionMedia.com

SENIOR ART DIRECTOR

William Pfaff

William.Pfaff@PentaVisionMedia.com

WESTERN REGION SENIOR ACCOUNT MANAGER

Jacqui DiBianca

Jacqui.Dibianca@PentaVisionMedia.com

EASTERN REGION ACCOUNT MANAGER

Cheryl Brown

Cheryl.Brown@PentaVisionMedia.com

ACCOUNT SERVICES REPRESENTATIVE

Molly Bleil

Molly.Bleil@PentaVisionMedia.com

ACCOUNT SERVICES REPRESENTATIVE

Stephen Pronesti

Stephen.Pronesti@PentaVisionMedia.com

CONTRIBUTORS

Stephanie K. De Long

Maria Sampalis, O.D.



For more updates on corporate
optometry, visit us at

[Facebook.com/corporateoptometrytoday](https://www.facebook.com/corporateoptometrytoday)

PentaVision

PRESIDENT & MANAGER

Thomas J. Wilson

EXECUTIVE VICE PRESIDENTS

Mark Durrick Robert Verna

Douglas Parry Roger Zimmer



[EyecareBusiness.com](https://www.EyecareBusiness.com)

[OptometricManagement.com](https://www.OptometricManagement.com)

THE STERILE TONOMETER

GAMMA IRRADIATED
SINGLE USE BLISTER
PACKED PROBES
EXCEED INFECTION
CONTROL COMPLIANCE
STANDARDS

icare
ic100



NO CALIBRATION
NO DROPS, NO AIR



“Items that touch the mucous membranes —
such as the eye —must be, at minimum,
high-level disinfected.”

JOINT COMMISSION ISSUE 49, MAY 2019



icare | centervue

For more information, scan, call **888.422.7313**,
or email info@care-usa.com

ALSO ASK US ABOUT THE NEXT GENERATION OF RETINAL IMAGING



A Helping Hand

In this critical time of change, mentors can help advance not only your career—but also the profession of optometry as a whole



NEW OPTOMETRISTS

entering the workforce face even more challenges today in the wake of COVID-19.

One of the greatest but often unknown advantages of joining corporate optometry as a new graduate is the abundance of mentors who are available to you. Many successful O.D.s in corporate optometry are on advisory boards within the organization to help young O.D.s. Different perspectives help guide you to valuable insights in optometry.

Here, we round up some benefits of mentorship programs in corporate optometry that new grads can take advantage of.

#1 CLINICAL CASES.

As a new grad, you might be second-guessing yourself on some clinical cases. Corporate opticals attract a large demographic of patients and many times are the first health care providers these patients see.

Tap into your company's mentoring network to learn more about OCT and specialty contact lenses. Seeking advice on how to handle clinical cases and interoffice referrals is a great way to keep learning at any stage in your career.

#2 PRACTICE MANAGEMENT.

Many young O.D.s come out of optometry school with little or no practice management education. Corporate optometry offers business startup resources to help guide you through your sublease.

The advisory board of O.D.s within your brand is there to help you with credentialing, medical model, billing/coding, patient volume, and many other practice management questions.

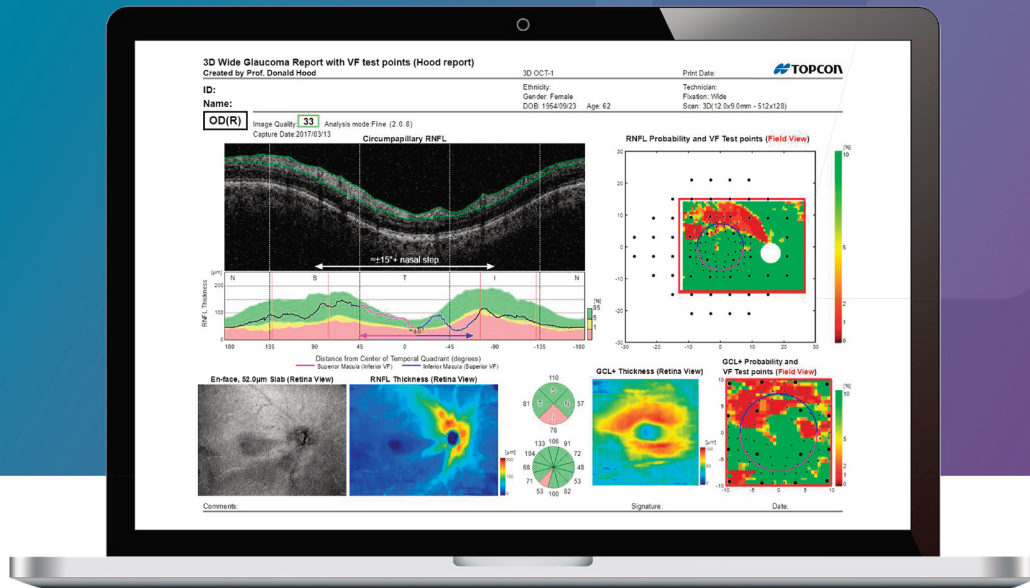
#3 SENIOR ADVICE.

Many O.D.s have experience in working in a variety of optometric settings. They have worked for different companies and learned from experience.

Learning from others who have gone through the same steps is invaluable. They have a different perspective on the industry, and sometimes taking a different look at the situation can lead to fresh insights and opportunities, including helping a young graduate navigate obstacles much more easily. Many O.D.s are looking to help others to help move the profession forward. **COT!**

—*Maria Sampalis, O.D.*

YOUR GUIDE FOR GLAUCOMA DIAGNOSTICS



THE NEW HOOD REPORT FOR GLAUCOMA IS NOW AVAILABLE FOR THE MAESTRO.

Retinal Thickness/RNFL/GCL and Optic Nerve Metrics in just one fast scan.

The New Hood Report for Glaucoma is now available.

This innovative report simplifies and accelerates the decision making process.



Maestro2

3D Optical Coherence Tomography

Contact Topcon Today at 844-9TOPCON

- * In the Maestro Hood Report for Glaucoma, the position of the fovea relative to the disc center is normalized to ± 7 degree rotation to compensate for head tilt.
- * Professor Donald C Hood, Department of Ophthalmology & Department of Psychology, Columbia Univ. New York
- * This report is only for available on MD OCT-1Maestro2 in combination with IMAGEnet 6 version 1.0

LEARN MORE

<http://www.topconmaestro.com>

TOPCON Healthcare
SEEING EYE HEALTH DIFFERENTLY

COVID-19+ Corporate Optometry

In response to the current global pandemic, we're providing a verbatim roundup of corporate optometrists' **main pain points + a critical list of key strategies** to help prepare for the unique challenges that lie ahead

BY MARIA SAMPALIS, O.D.

COVID-19 has made its mark on the industry.

Over several weeks in late March into April, many corporate optometrists had numerous concerns about seeing—or not seeing—patients during this time. Some were concerned that corporate optical locations were not closing and still sustaining a volume of patients—and not having the proper supplies to protect themselves. Other O.D.s were concerned about loss of revenue from their store closures—and having to continue to pay rent.

Over a span of three or four days, many corporate opticals shut down for two or more weeks and paid their employed O.D.s or waived rent for their sublease O.D.s. Companies looked for ways to reduce hours of operation, limit the number of patients seen per hour, and also provide emergency care to patients who might need it. Locations stocked up on supplies to protect their O.D.s and staff.

As we move into May, with the situation fluid and changes still occurring, here are four ways O.D.s are

looking to prepare to reopen their offices and continue to be successful in the wake of COVID-19.

1. TAKE THE NECESSARY PRECAUTIONS

Shutting down the offices for a period of time can help prepare to take the next necessary precautions to be able to reopen. Stock up on supplies, including masks, disinfecting anti-viral spray, cleaners, and wipes known to kill coronavirus.

Also, look for ways to protect yourself with covers for your slit lamp. Many O.D.s have made shields for their equipment.

And, of course, schedule patient appointments further apart to minimize drawing a crowd.

2. FIND WAYS TO INCREASE CASH FLOW

Many corporate opticals have waived rent, which will be beneficial to many O.D.s with subleases.

As a general rule, a business should have three months' cash reserves for an emergency like this. If you have saved your money over the years, use that to keep your practice up and running.

Many corporate O.D.s have leases



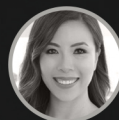
“I am applying to be a Medi-Cal provider so I can prepare to see the increased number of patients who will now become insured as a result of high unemployment from the foreseeable recession.”

—JULIE PHAN, O.D., who subleases from Sam's Club in San Bernardino, CA

on equipment that they have purchased. Look to talk to those vendors to free up cash flow and possibly reduce payments or defer payments. Call up your local rep and see what programs they are offering their customers in this difficult time.

3. FIND THE OPPORTUNITY

It is estimated that unemployment will rise. Make sure that you are on the insurance panel to see these patients to help increase volume at your practice when you reopen. This time is perfect to start the credentialing processes and thinking ahead.



» **O.D. Insight:** Julie Phan, O.D., who subleases from Sam's Club

in San Bernardino, CA

“I am applying to be a Medi-Cal provider so I can prepare to see the increased number of patients who will now become insured as a result of high unemployment from the foreseeable recession.

“In 2020, California recently expanded material benefits to adults. This has created an overwhelming demand for eye care. My practice is located in the ‘Inland Empire,’ a predominantly low-income community in California.

“One of the greatest challenges faced by the health plans in the Inland Empire is to ensure that patients have quick and adequate access to quality care. My goal is to be a fully credentialed Medi-Cal provider to better serve the needs of this community.”

4. AMP UP MARKETING

Many patients are home and looking for updates.



“In addition to reaching out to my neighborhood on Facebook, I plan to put up positive-image sandwich board signs in the store.”

—JENNIFER CAMP, O.D., who subleases from Sam’s Club in Columbia, SC



» **O.D. Insight:** Jennifer Camp, O.D., who subleases from Sam’s Club in Columbia, SC

“In addition to reaching out to my neighborhood on Facebook, I plan to put up positive-image sandwich board signs in the store. I think it’s important to stay positive in these difficult times, and these sandwich boards will help remind patients how I can help by improving their vision.

“Maybe they need their annual exam, or just an updated set of frames—we all might be looking for a new start after all this.”

Educational content is very important to provide to patients about

COVID-19 and what your office is doing to prevent it and when you will reopen. Creating blog posts on your practice’s website will help increase your patient awareness and SEO during this time. Be sure to let patients know you are still available for emergency eyecare services and consultations via telemedicine or phone consultations.

This can easily be done by using your practice’s software; send out e-blasts and texts to keep your patients updated.

These marketing steps will lead to patients making appointments online in the near future as you will be ready to start seeing them again. **COT!**



“Shopko Optical has remained diligent in monitoring the spread of COVID-19.”

THE INSIDE LINE...WITH

Russ Steinhorst

COT! catches up with Russ Steinhorst, CEO of Shopko Optical, who shares the effects of COVID-19, the role of optometrists, and much more

BY STEPHANIE K. DE LONG

Russ Steinhorst made the move from CEO of Shopko, a position he accepted in 2017, to his new role as CEO of Shopko Optical last year.

Shopko Optical continues to thrive since Monarch Alternative Capital acquired the organization in May of

2019. Shopko Optical emerged as its own business, opening and relocating more than 80 independent optical centers within the first 180 days.

Here, Steinhorst shares more on that growth, his path to optical, and how the corporate optical retailer has been facing the effects of COVID-19.

COVID-19

Q. How is the company dealing with the coronavirus crisis in terms of both patients and employees?

A. “Shopko Optical has remained diligent in monitoring the spread of COVID-19 and continues to closely

follow the Centers for Disease Control and Prevention and the American Optometric Association, as well as any local, state, or federal updates. Out of concern for the safety of our staff and patients, Shopko Optical's centers temporarily closed on March 23, and will reopen when it is safe to do so.

"In addition, we've been communicating with patients to ensure they are able to reschedule appointments, order contacts online and have them shipped to their home for free, and receive their glasses that were on order."

BACKGROUND

Q. How did your background prepare you for this role?

A. "My career has had a substantial focus on financial management from the start. Oshkosh Corp. provided my first opportunity in an accounting role, and from there I further developed my skills at Newell Rubbermaid, transitioning into financial management, planning, and analysis positions. My early career laid the groundwork for leadership roles, including as the CFO of Hudson Sharp Machine Co. and O'Sullivan Industries."

MISSION

Q. What drew you to Shopko?

A. "All of this led me to Shopko. I joined the team in 2009 as controller and progressed through SVP of finance and CFO, prior to becoming CEO in 2017. As Shopko Optical's future evolved through Monarch Alternative Capital's acquisition in 2019, my transition to CEO of Shopko Optical was seamless. Because I've been a Shopko Optical patient for more than 30 years, I've experienced our exceptional care firsthand and truly believe in our mission."



"With an average tenure of 15 years, it's [Shopko Optical's optometrists'] expertise and longstanding relationships with patients that make us who we are."

—RUSS STEINHORST

POSITIONING

Q. Where does Shopko Optical fit in the marketplace?

A. "While we offer the latest frame styles and brands, as well as state-of-the-art technology in lenses, what is most important to us is the patient care we provide through the comprehensive eye exams conducted by our optometrists.

"To deliver such a high level of eye care, we employ optometrists and opticians who truly care about their patients. Not only have we sustained this positioning through center relocations, we've strengthened it."

GROWTH

Q. What's in store for this year?

A. "In close partnership with Monarch Alternative Capital, our strategic plans for growth have taken off. We

opened 80 centers in a 180-day period in locations that allow our loyal patients to continue seeing the optometrists and opticians they know and trust. This year, we plan to open 35 additional optical centers."

FOUNDATION

Q. What are the benefits of building a career with you?

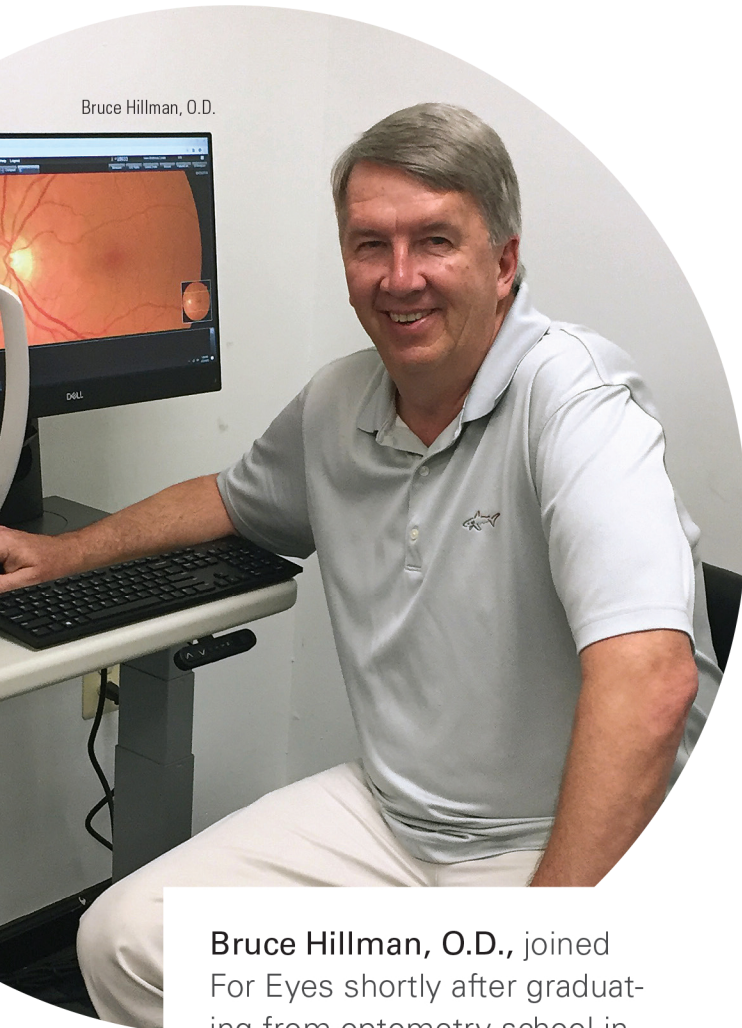
A. "Shopko Optical's optometrists are the foundation of our organization. With an average tenure of 15 years, it's their expertise and longstanding relationships with patients that make us who we are. Regardless of where they are in their career, optometrists are fully supported at Shopko Optical as an employee or lessee, depending on state laws.

"Young optometrists can begin their journey knowing they will be taken care of through competitive pay, employment benefits, and support for CE. Our staff helps make it easy for new optometrists to integrate into the communities they serve and begin building relationships with patients.

"We are only as good as our doctors, so in order to attract top talent in optical care, our teams actively work with optometry schools to identify individuals who truly exemplify the Shopko Optical brand. Future optometrists who show a passion for patient care and building relationships in communities belong on our team." **COT!**

A FOCUS ON TODAY + TOMORROW WITH

Bruce Hillman, O.D.



Bruce Hillman, O.D., joined For Eyes shortly after graduating from optometry school in 1988. In addition to his practice as an independent sub-lease optometrist at For Eyes in Allentown, PA, he is one of 12 members of the company's Optometric Council.



► Dr. Hillman volunteers on the Vision Van for a local hospital, St. Luke's.

1 WHY CORPORATE?

I looked at private practice, but this opportunity gave me the time to do other things, too. For example, besides my practice here, I mentor other doctors and work with regional managers on some of their challenging situations. It's great that For Eyes counts on our leadership.

2 OUTSIDE OPS

I run [local hospital] St. Luke's Vision Van once a month, taking care of about 12 schools. It will be extremely important after this, as it was after disasters like Hurricane Maria.

My other pet project involves another hospital in a town where I am a subclinical investigator for drug studies. I look at the eye-related effects of the drugs.

3 COVID-19 CLOSURE

Our Optometric Council met. It was very intense and trying to make good business and personal decisions for the company and its employees. Most offices were already closed, but in PA we weren't yet, so that made the decision pretty simple. I met with my staff—three technicians and another doctor—and we closed.

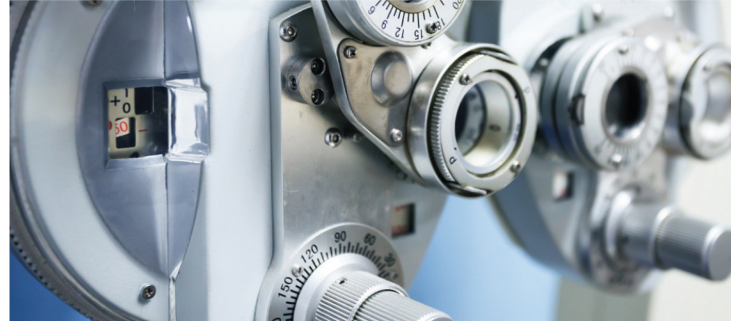
4 THE DECISION

It comes down to money and lives, and it depends on which side you want to be on. For us, it's about taking good care of our people and our patients, so closing down was the best choice. Often a first sign of coronavirus is what looks like pink eye. That puts us in the thick of it and makes me really want to get back to work!

5 THE FUTURE

Keep your eyes open. For example, I was involved in a remote eye exam recently. My staff asked why, and I said that I can walk into the intersection blindfolded or I can take the blindfold off and see what's coming. The bottom line is that you are the doctor. That means you take care of patients wherever they are. **COT!**

—Stephanie K. De Long



now with more toric options.

Like you, CooperVision® wants the best for your patients. That is why we've expanded clariti® 1 day toric to feature around-the-clock axes¹ — just one of the ways we're continuously improving to help you make a difference in your patients' lives. More options. Continuous improvement. That's what CooperVision® is all about.

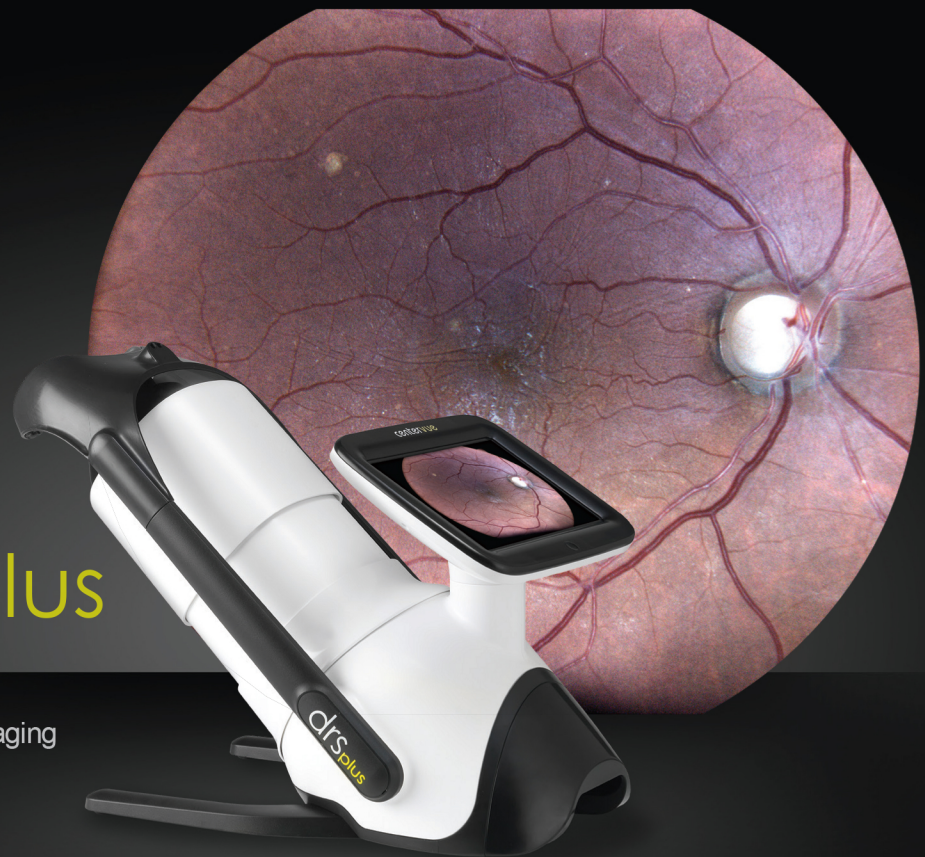
clariti® 1 day

see more at clariti.coopervision.com

AUTOMATED TRUE COLOR RETINAL IMAGING

NEW!
drsplus

True color confocal imaging
Ultra-high resolution
Fast image acquisition
No dilation (2.5mm pupil size)



icare | centervue

For more information, scan, call **408.988.8404**,
or email infous@centervue.com

ALSO ASK US ABOUT THE NEXT GENERATION OF ICARE TONOMETRY

