

inSights Research Program

Chicago Regional Connection Series – June 15, 2022



inSights Program Overview





Member Research Taskforce



Monthly meetings



Provided feedback on Consumer inSights and Provider inSights survey and reports



Provided input into future topics for ad-hoc, in-depth research reports



Planning to review updated market modeling methodology

Member

Company

Jennifer Wright

Marcolin

Elias Soussou

FGX

Nick LaManna

Hoya

Melanie Mills

Essilor

José Alonso

Essilor

Jeremy Hawk

Cooper Vision

Taryn Prince

VSP

Frannie Fickling

Warby Parker

Christie Smiley

Eyemart Express

Jacqui Pugsley

Zeiss

Craig LaManna

Maui Jim



THE
VISION
COUNCIL
inSights

Consumer
inSights

Provider
inSights

Focused
inSights

**Industry
Data**
inSights

Market
inSights

SUPPORTED BY A METHODOLOGY REDESIGN &
MODERN TECHNOLOGY UPGRADE

Consumer inSights

Quarterly summary of revised monthly consumer survey about vision correction, eye exams, frames and lens purchases, contact lenses, plano sunglasses, and over-the-counter readers.

Data is representative of the US adult population, with 15,000 respondents per quarter.

These reports do not contain market size estimates.



Consumer inSights+

Topic area reports:

- Vision correction
- Managed vision care
- Eye exams
- Eyeglasses, lenses, and frames
- Contact lenses
- Plano sunglasses
- Readers

Demographic crosstabs:

- Age
- Gender
- Race
- Ethnicity
- Region (9 US Census regions)
- Household income
- Education level

Other crosstabs:

- Net promoter score detail (by provider, channel, purchase detail)
- By managed vision care status
- By lens type
- By contact lens supply and modality

Provider inSights

Quarterly summary of monthly eyecare provider survey about their practice, economic sentiment, telehealth offerings, staffing, and other rotating topics.

Trended reporting will begin in Q2.

Substantial detail about practices: revenue, number of employees, services provided, MVC accepted, etc.



Focused inSights

New, in-depth new special interest reports on topics important to members. Data sources for these reports include ad-hoc consumer surveys and transaction data (when applicable).

2022 Reports

- Consumer choices
- Sunglasses snapshot
- Digital habits / online shopping
- Frames
- Lenses





RESEARCH DOWNLOAD CENTER

Welcome to the all-new Research Download Center!

If you are interested in purchasing multiple reports, custom research or annual subscriptions, or have trouble accessing the research center, please contact Nathan Troxell at ntroxell@thevisioncouncil.org.

Title Contains

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20

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	Title	Date Published	Member Price	Non-member Price
Download >	Provider inSights Q1 2022 Report	05/17/2022	\$0.00	\$250.00
Download >	Consumer inSights Q1 2022 Report	05/10/2022	\$0.00	\$3,000.00

<https://thevisioncouncil.org/research-reports>

Industry Data inSights

New research program that will replace previous member data collection programs, like the lens shipment report and the lab stats report.

Members contributing to the reports will be able to benchmark their data against anonymized, aggregated data in an online portal, allowing contributing members to easily download Excel reports and PowerPoint presentations with their benchmarked data.

In 2022, The Vision Council plans to begin data collection and reporting for the following content areas:

- Lens
- Lab
- Plano sunglasses
- Over-the-counter readers



Market inSights

These reports will include annual market estimates of market size and forecasts for the coming year using predictive analytics.

These reports will rely consumer survey data, provider survey data, transaction data, and member-reported data to create the market size estimates and forecast.



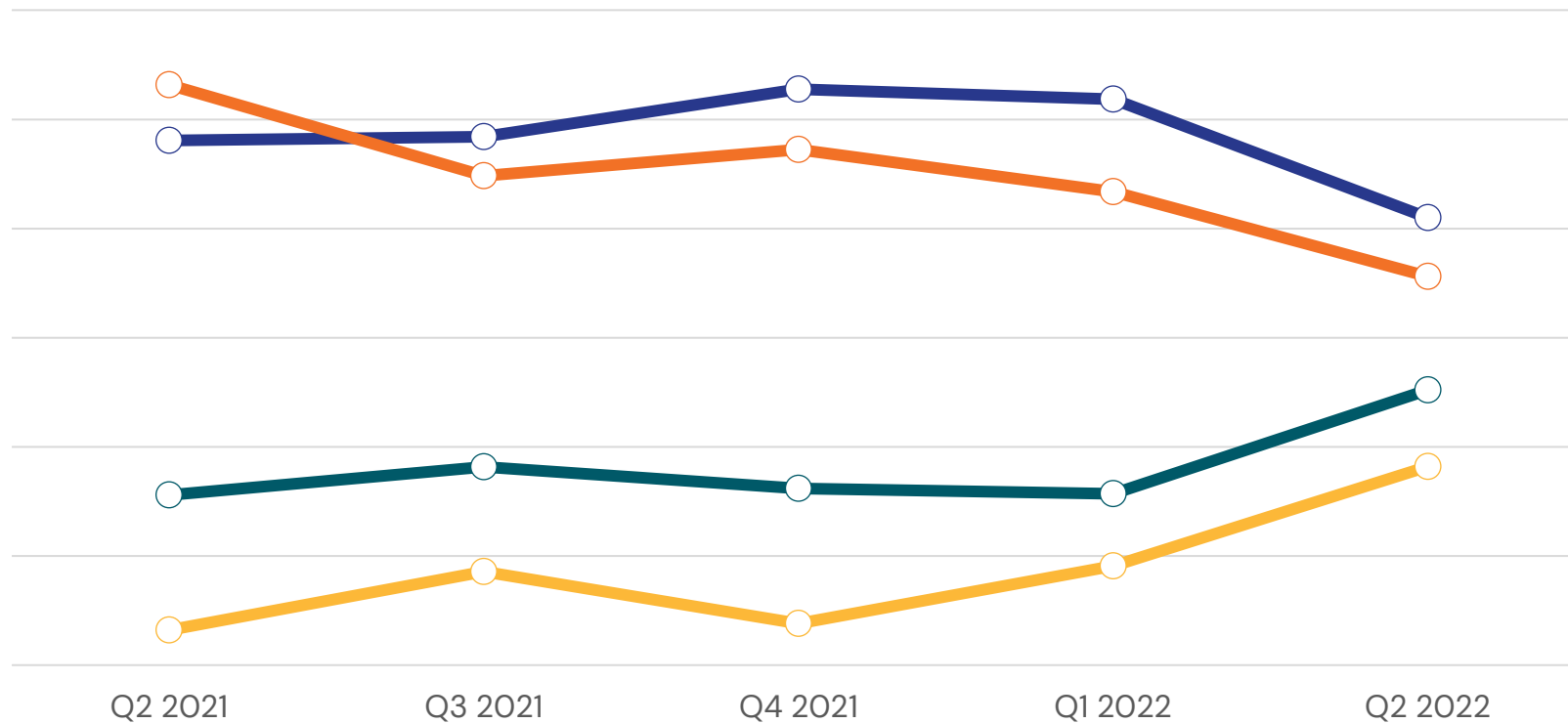
2022 inSights Report Roadmap

	Q1	Q2	Q3	Q4
Consumer inSights	✓	✓	✓	✓
Provider inSights	✓	✓	✓	✓
Focused inSights		Consumer choices Sunglasses snapshot	Digital habits Frames	Lenses
Industry Data inSights*			Lens Lab	Sunglasses Readers
Market inSights				✓

*Industry Data inSights report topics and timing contingent upon member participation

Trending data over time

When trending consumer survey data, **we will be using raw counts from prior VisionWatch surveys, not the published modeled market estimates** from prior VisionWatch reports, so the data used in the trending will differ from the data published in prior VisionWatch reports



Download the full report [here](#)

Focused inSights Consumer Choices

2022



The background is a dark blue field filled with various colorful geometric shapes. At the top, there are several downward-pointing chevrons in light blue, yellow, teal, and orange. Below these are several diagonal bars in light blue, orange, and dark blue. In the center, the word "Questions" is written in a large, bold, yellow sans-serif font. At the bottom, there are more diagonal bars in purple, light blue, orange, dark blue, and yellow, along with a large orange chevron pointing downwards.

Questions

Thank you!




Alysse Henkel
Director of Research Data and Analytics
ahenkel@thevisioncouncil.org



“The Consumer Pipeline of Potential”

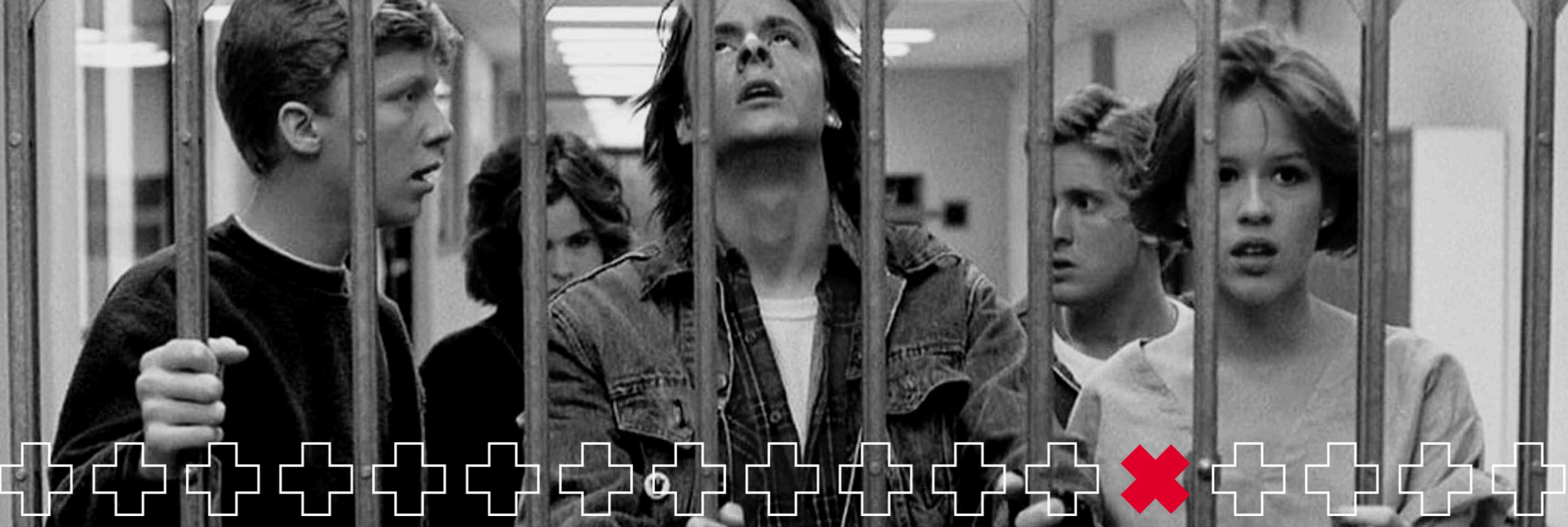
Why Understanding Behavior is Key to Conversion

Presented by Dean Browell, PhD



Understanding the pipeline of potential customers starts with their **behavior and decision making**, not just the lagging indicators of sales data. In this talk we will reveal **qualitative** and **quantitative** data that examines issues of **trust** and **choice** with eye care providers and a study of the state of like services.





DON'T YOU FORGET ABOUT GEN X



book available on
amazon

playlist available on
Spotify **Apple MUSIC**



Sales is a *lagging indicator*.

**Let's get smarter about what's
happening *before conversion*.**

**Behavior and expectation changes are
knowable.**

Qualitative Study

- **Feedback study**
- **100,000+ posts analyzed**
- **230 unique conversations**
- **Deeper look into healthcare decision-making**

Quantitative Study

- **Morning Consult study**
- **2200 Adults Surveyed**
- **Included interesting healthcare decision-making elements**

Key Concept

- **Acceptors:** Those who subscribe to the idea of annual eye exams
- **Rejectors:** Those who deliberately avoid the eye doctor

Themes

- **Trust**
- **Choice (and Decision-Making)**
- **Like Services / Healthcare Puzzle**



TRUST

Look Who's Talking

- Women make up most eye care discussions
- Many are aware that they're **overdue for an exam**
 - **But being aware and action aren't the same thing**
- **Misconceptions and misinformation**, from how they need to behave to what to trust/expect, **run rampant** in **Rejectors** and those who listen to them
- Even those who know they need care and are actively seeking it **are stymied by appointment availability**
 - *Interesting –didn't show up in Morning Consult study*

Optometrist

 **Hopesanddreams** Jun 23, 2021 at 6:26 AM

I just found out that optometrists recommend a baby's first eye exam at 6 months. Did anyone else know this? My pediatrician did not tell me this. Anyone go yet?



20+ Similar Discussions Found

13 Comments

 **jcg17** Jun 23, 2021 at 6:42 AM

My pediatrician has not mentioned anything. We haven't gone

 **Hopesanddreams** Jun 23, 2021 at 6:46 AM

@jcg17, it's so weird that they don't say anything. I had no idea until I went to the optometrist myself and they told me. I looked it up and sure enough, that's the case.

Qual



Melissa Tilton

December 5 at 6:30 AM · 🌐

Turns out my big kid wasn't seeing the world as clearly as he should. So I took him last week to get an eye exam and get him glasses. He picked out the pairs he liked very carefully and only changed his mind a few times lol. We had to wait a week to get them and the whole week he kept telling me "I don't know what they mean I can see fine". And "I don't want to wear them all the time why can't I just wear them to read." Well all that changed the moment he put them on he was amazed on how much MORE he could see. He's had them all weekend now and I haven't had to remind him once as soon as he gets up he goes and puts them right on. So proud of my handsome man and love the glasses on him 🥰 hoping this brightens up his world for him ❤️



Social Twurker
@SocialTwurker

@UFT trying to find an eye doctor for my kid but the GVS website doesn't work and no one answers the phone. What's going on?

7:39 AM · Nov 30, 2021 · Twitter for iPhone



Posted by u/holed27 4 months ago

2

Best Eye Exam?



Can anyone give advice on the best place to get a proper eye exam? For the past 15 years whenever I go to a get a new eye exam they always try to rush the eye exam, despite me insisting otherwise, they have limited testing lenses, and I always get a prescription with an issue or two. It's gotten to the point where I don't even want to get new glasses despite these having a crack in the left lens and a blurring issue on the right lens.

Is there a company, place or doctor I can go to that can finally give me a true quality eye inspection and exam so I can get proper prescription glasses? Southern California



8 Comments



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Report

75% Upvoted



Posted by u/saru1021 9 days ago

11

Presbyopia at just 25 years old ? how ?



Hi, its the second time i've been told I will benefit from glasses for close reading , i'm really concerned about it because i'm only 25 years old , i'm mainly worried about premature aging



18 Comments



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Report



blurrvision · 9 days ago

There are many reasons to prescribe reading glasses for a 25 year old, but presbyopia is not one of them.



20



Reply



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SpecimenKratos · 9 days ago

Some people just need that. It's not presbyopia. You can't get that at 25 at all. It's just not possible. Tons of people (kids included) need reading glasses. You're 100% overreacting.



6



Reply



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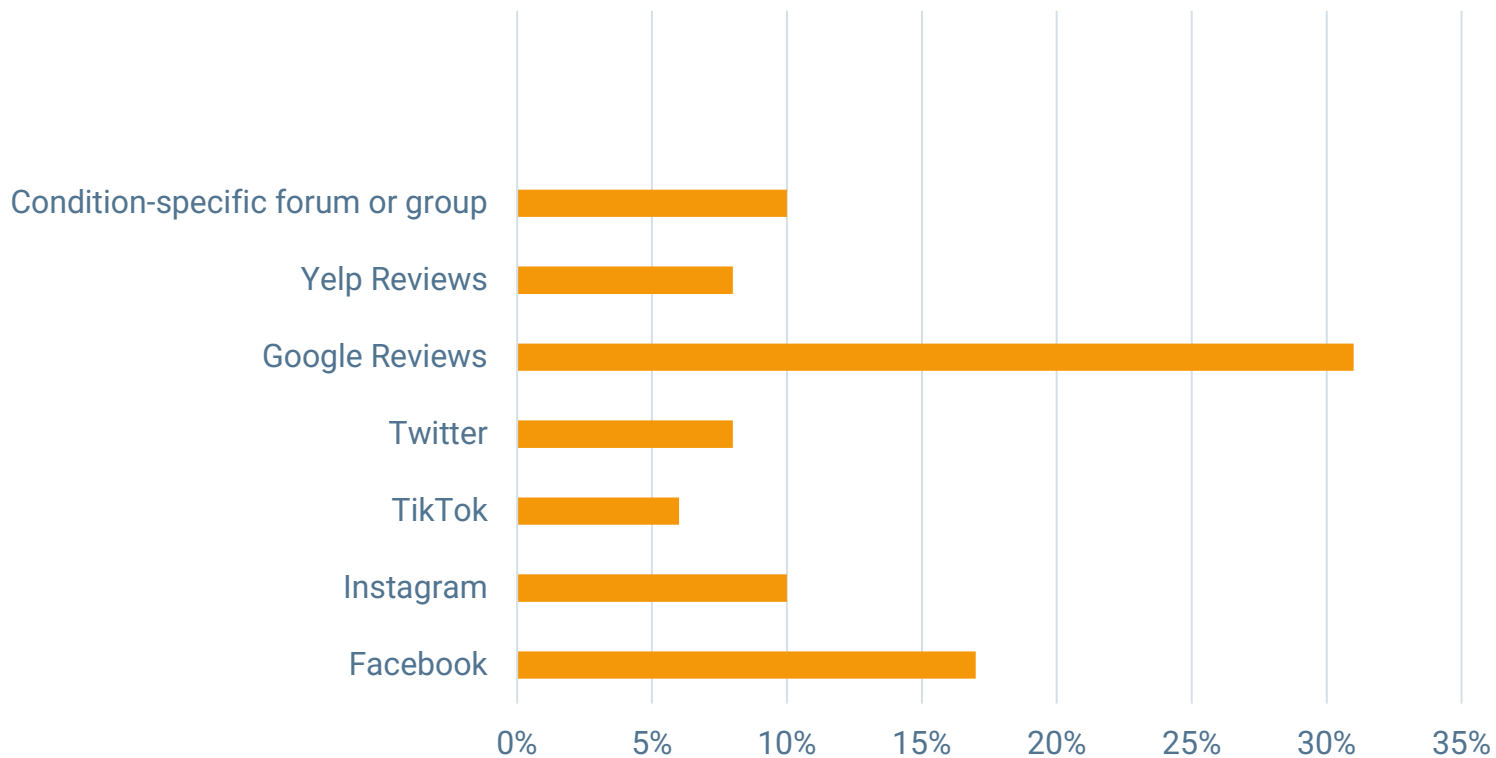


Report



Save

Which of the following platforms do you use to find information about your health care?



Look Who's Talking II

- From acceptors to rejectors, general **eye health forums and threads are massively active**, and this community acts as a trusted alternative to professionals for self-diagnosis, eye health information, seeking affordable quality practices, and expectations about eye care
 - **The good news is that these respondents tend heavily toward evangelizing regular eye exams**
- Condition-specific forums have conversations on particular severe eye issues
 - **“Zebras v. Horses” - we'll come back to this**

My eye has been twitching for a week now. (I think)

Follow

Posted 2 weeks ago, 2 users are following.



lucas03472

My left eye is nearly always twitching. (Just my left eye) I have no clue on why this is happening, and I'm not even sure it is. When I look into a mirror because my left eye feels like its twitching it looks like it's staying perfectly still, I think it has been doing this when I concentrate on something or at least does it more,

I've been getting a lot of sleep

(this might've been posted a lot, but I have no idea on how to search on this website, sorry)

0 likes, 1 reply



Marina_De ▸ lucas03472

Posted 2 weeks ago

It often happens when you are over tired, or when you are very anxious about something, or both.

If you have a lot of drinks with caffeine then that can trigger it.

Its not serious and will probably stop without you noticing.

Report / Delete

Like Reply



Posted by u/SensitiveBorder2 8 months ago

2



New circular transparent floater? Worth an appointment?

25 male, born with lamellar cataracts. Left eye (one with the new floater) cataract removed and IOL inserted at age 5. Yearly ophthalmologist check ups where he does a full retina exam etc. overall my vision is 20/35 without glasses and 20/25 with. I've brought up weird visual stuff before, (floaters, shimmering etc) but every time he says everything looks good. He says with my IOL and history with that eye I'm going to see a lot more oddities than the average Joe. He said the only time to come in outside if yearly checkups is if I get a curtain over vision or a huge amount of new floaters.

Anyway with that in mind today I noticed a new little floater, it's not a string like most but a little circle with a dot in the center, it's transparent so no shadow tint to it like most floaters and I can really only see it with bright light or white surfaces. Barely noticeable. Is this worth getting checked out? Online it says any new visual deal is, however at the same time my eye doc has said that I don't need to come in without more urgent symptoms given my history makes new floaters etc more common.



9 Comments



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Report

100% Upvoted

Feedback



Top Fan

Bryan Broadhead

I get my eyes checked once a year, I lost my vision in my left eye due to cancer. Once the tumor shrunk my eye went back to looking normal just no vision in it! So get your I check regularly!!

...



Like · Reply · 5w



Top Fan

Brian Hart

An exam every year, without fail. Borderline glaucoma (hereditary), supplements to stave off macular degeneration (working), and just for fun astigmatism (unusually shaped) and cataracts (mild, slow-growing) in each eye. Trifocals rest on the nose bridge and ears (contacts don't work, astigmatism don't permit). But guess what? I can see (because I maintain exams and treatments). Can't complain....

...



Like · Reply · 5w



George G. King

Thanks for the reminder. I'll make sure my wife and eye receive our yearly eye check-up.

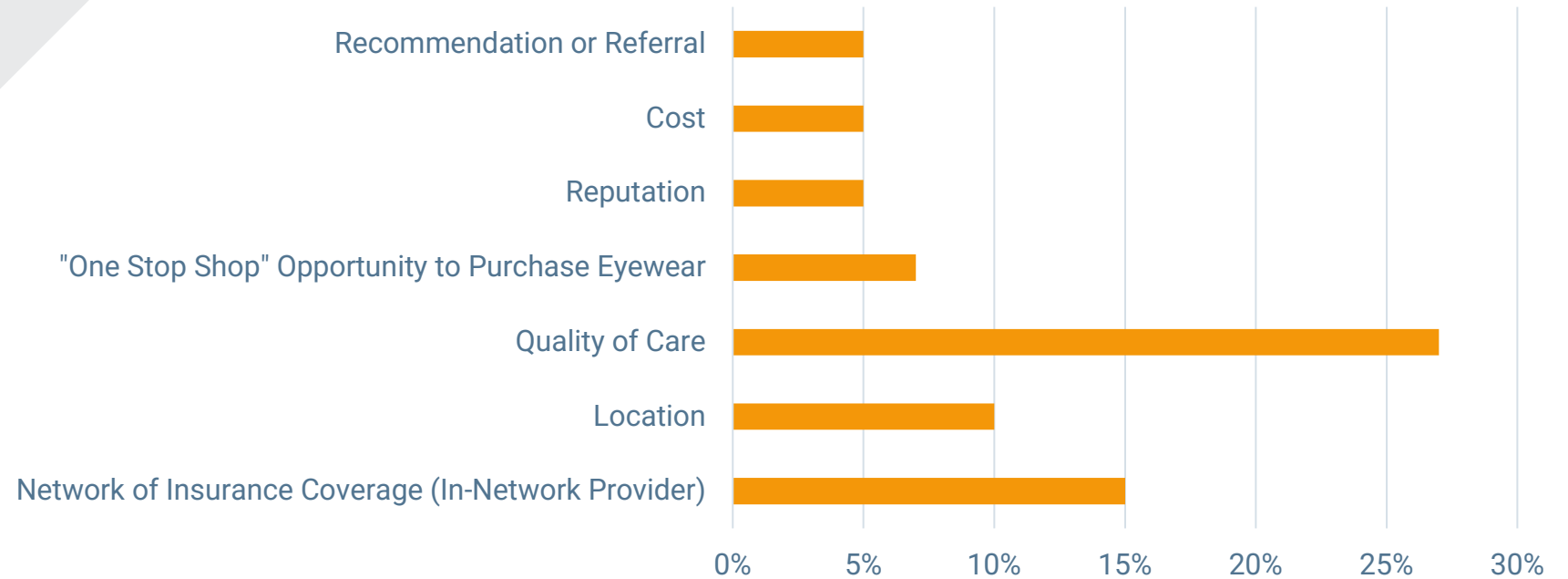
...



Like · Reply · 5w

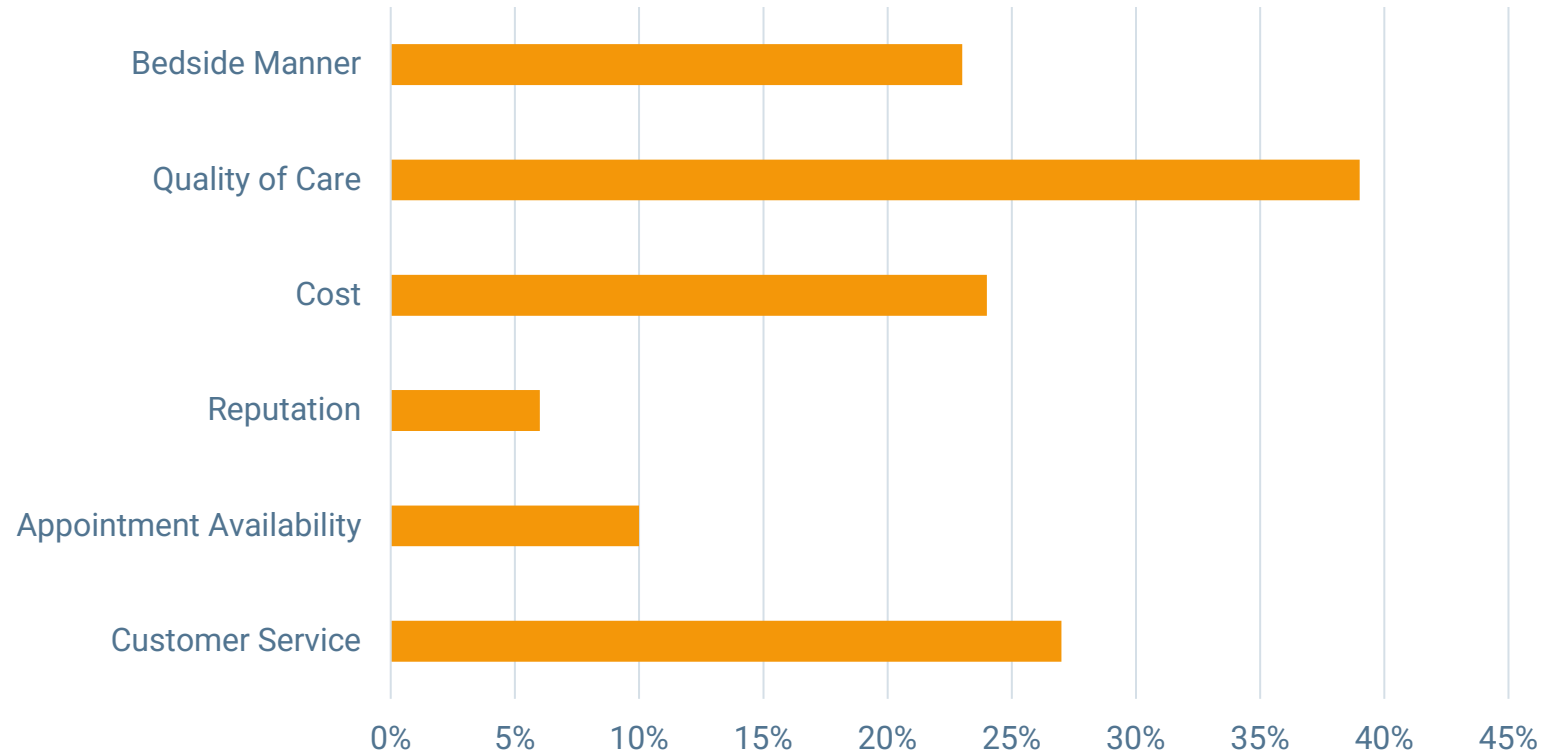
Qual

Why do you choose to go to your usual eye care provider?



(Customer Service, Appointment Availability, Bedside Manner, COVID-19 Safety Precautions, Telehealth Options, Online or Texting Scheduling, Out of Habit, None of the Above all at 4% or less each)

Which of the following reasons best describes why you are **not satisfied** with the quality of your last eye exam?



(Insurance Coverage, Lack of or Poor Telehealth Options, Lack of COVID-19 Safety Precautions all at 4% or less each)

Look Who's Talking III

- Rejectors can be converted by positive eye care experiences that **educate them** past their misconceptions compassionately and accessibly
- On forums some believe and evangelize that ophthalmologists are more reliable than optometrists
- Many trust the reliability and price accessibility of retail eye exams
 - **...but only where it is apparent their care and other needs come before sales**
 - **Poor sales tactics from *anyone* creates rejectors**

Which of the following factors would influence your decision to **find a different** eye care provider?

Top Selections (>20%):

- **Quality of Care**
- **Network Insurance Coverage**
- **Cost**
- **Location**



A BRIEF INTERLUDE

Meanwhile... In Another Study

Feedback recently did a broader healthcare study of **Disrupting Healthcare Behaviors** such as telehealth, at-home services, tech, retail healthcare, and more

Major behavioral takeaways from that study:

- 1** In some cases, the **quality of care** is considered better among “disruptor” services
- 2** There is a behavioral shift that sees disruptor advantages as being perfect for average person use – and “traditional” care as full of barriers; **“Horse v. Zebra” analogy**

Major behavioral takeaways from that study:

3 Key Question: *Are you buying care or receiving care?*

4 Retail options don't pretend that customers aren't buying care and that lets their *convenience* and *service* become components of *care quality*

2014



kmdg22c · 7 yr. ago

MD - internal med

I think my well insured patients will continue to see me for primary care because they recognize the added value from my clinic. I think people who have lower tier insurance will settle for what is available for primary care. If you can afford a BMW then people will buy one. If all you can get is a used 1988 Ford Taurus, then that's what you'll drive.

There are two major questions I would have about such formats: (1) real portability of medical records, would that be possible so that I could travel to Alaska and the Walmart doc there would have my chart? That would be a significant plus to my snowbird patients.

(2) Will they take Medicaid. If they do, then despite the massive conflict of interest, I would support "doc in a box" retail clinic formats, because it is useless to have Medicaid if no one will accept it.

↑ 25 ↓ Reply Share Report S



[deleted] · 7 yr. ago

If you can afford a BMW then people will buy one. If all you can get is a used 1988 Ford Taurus, then that's what you'll drive.


out of curiosity, why do you feel you're a BMW and retail clinics are a 1988 ford taurus? how do you know that you aren't, at best, a dodge? and how do you know that retail clinics aren't acuras? this has been a perennial problem with our health care system. we really don't know who is a quality provider and who isn't. "quality" and "high-performance", historically, have been labels passed along by word of mouth. i work with one physician who was awarded a shiny gold plaque that says "one of the top 10 primary care physicians". he himself chuckled about it and said the award is meaningless and "complete B.S.". our system has failed at providing any quality transparency and effectively measuring the quality of our health care products. that's changing, of course, slowly but surely with the prospect of EMR functionality and analytics.

regarding retail clinic quality, research has underscored that in states where nurse practitioners are allowed to practice to the top of their license, retail clinics deliver high quality care at a much lower cost.




Bonus
Qual


2021

 **chasingandbelieving OP** · 11 mo. ago
This is my first experience with telehealth and I'm so pleased with how it went. I definitely will be using it again in the future. I'm working from home right now and the whole appointment took maybe 20 minutes whereas before I would've had to get up 2 hours beforehand and take the subway halfway across the city. So much easier!!

 7   Reply  Share  Report  Save  Follow

 **GoatFairy** · 11 mo. ago
I work in the Telehealth industry for several years now and it's becoming increasingly popular worldwide! So cool to hear people discovering it. 80% of medical cases that are treated in clinics can be treated virtually.

 164   Reply  Share  Report  Save  Follow


 **chasingandbelieving OP** · 11 mo. ago
It's amazing! I definitely will be using it again in the future. Thank you for

 13   Reply  Share  Report  Save  Follow

 **ItsAllEasy7** · 11 mo. ago
Super interested in getting into the industry as a non medical profession

 10   Reply  Share  Report  Save  Follow

[Continue this thread →](#)

 **kfiqz** · 11 mo. ago
Thanks for sharing! I tried to schedule a virtual visit for a UTI but the wait time was longer than just walking into my local MinuteClinic. Glad to know it was so easy though!

 42   Reply  Share  Report  Save  Follow

 **chasingandbelieving OP** · 11 mo. ago

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 164   Reply  Share  Report  Save  Follow

 **chasingandbelieving OP** · 11 mo. ago

It's amazing! I definitely will be using it again in the future. Thank you for what you do!!

 13   Reply  Share  Report  Save  Follow

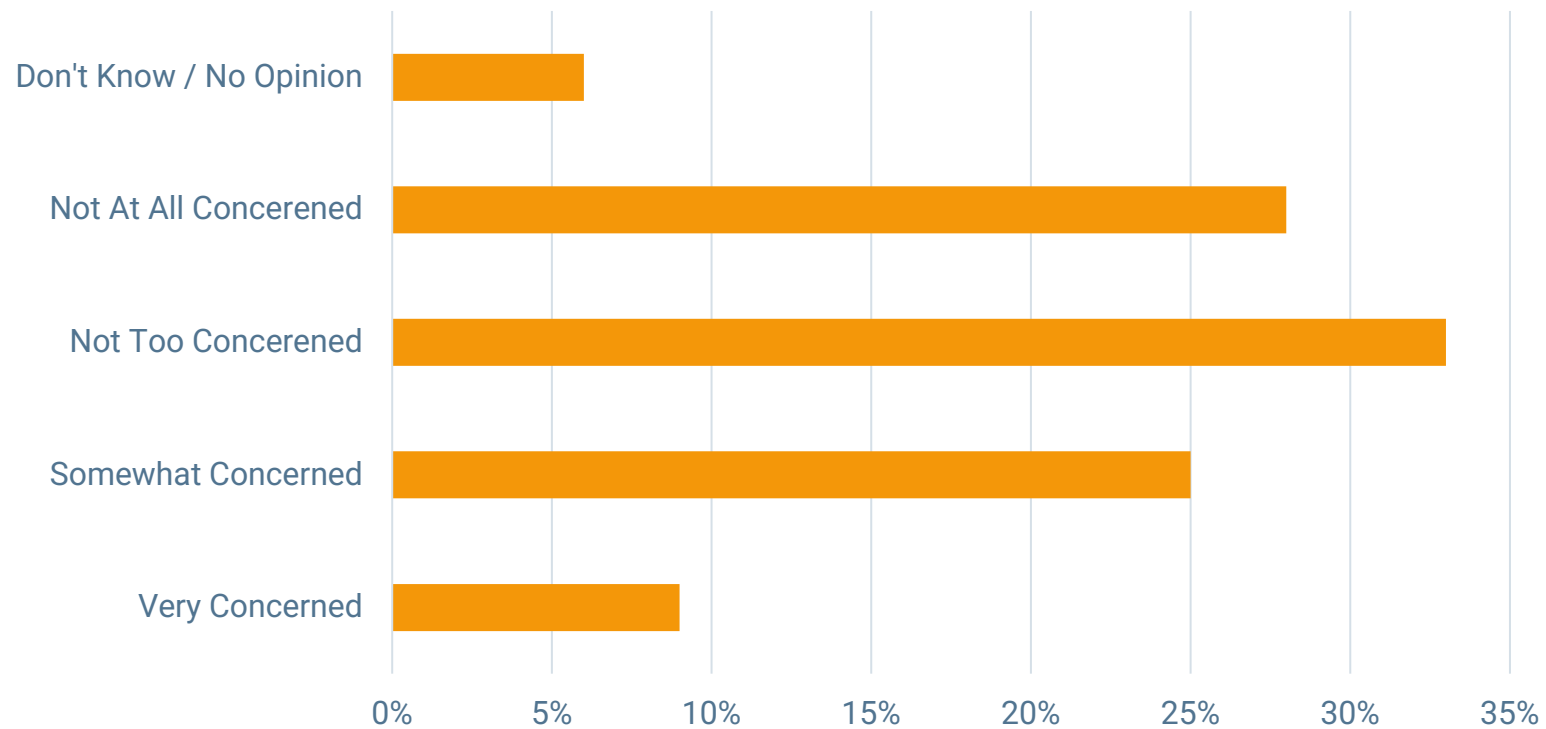
**Bonus
Qual**

We are NOT seeing this expectation in the optical industry... yet.



CHOICE

How concerned are you, if at all, about not having an eye exam for over 12 months?





Posted by u/BoysenberryForsaken 4 months ago

1

Never had an eye exam but need glasses



Hello,

I'm hoping this post catches the eye of a professional optometrist but if not, anyone who wears glasses on a daily basis and/or have had eye exams in the past who can share their experience.

I have never had an eye exam before and are in dire need of glasses. Are eye exams possible to do online or do I need to visit the local optometrist? Also, should I be buying glasses from the same optometrist or should I be exploring other options like buying the lens and frames from separate places on or offline.

Any advice would be greatly appreciated!

Many thanks in advance!



8 Comments



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Report



Glasses Propaganda

@HamburgerJack



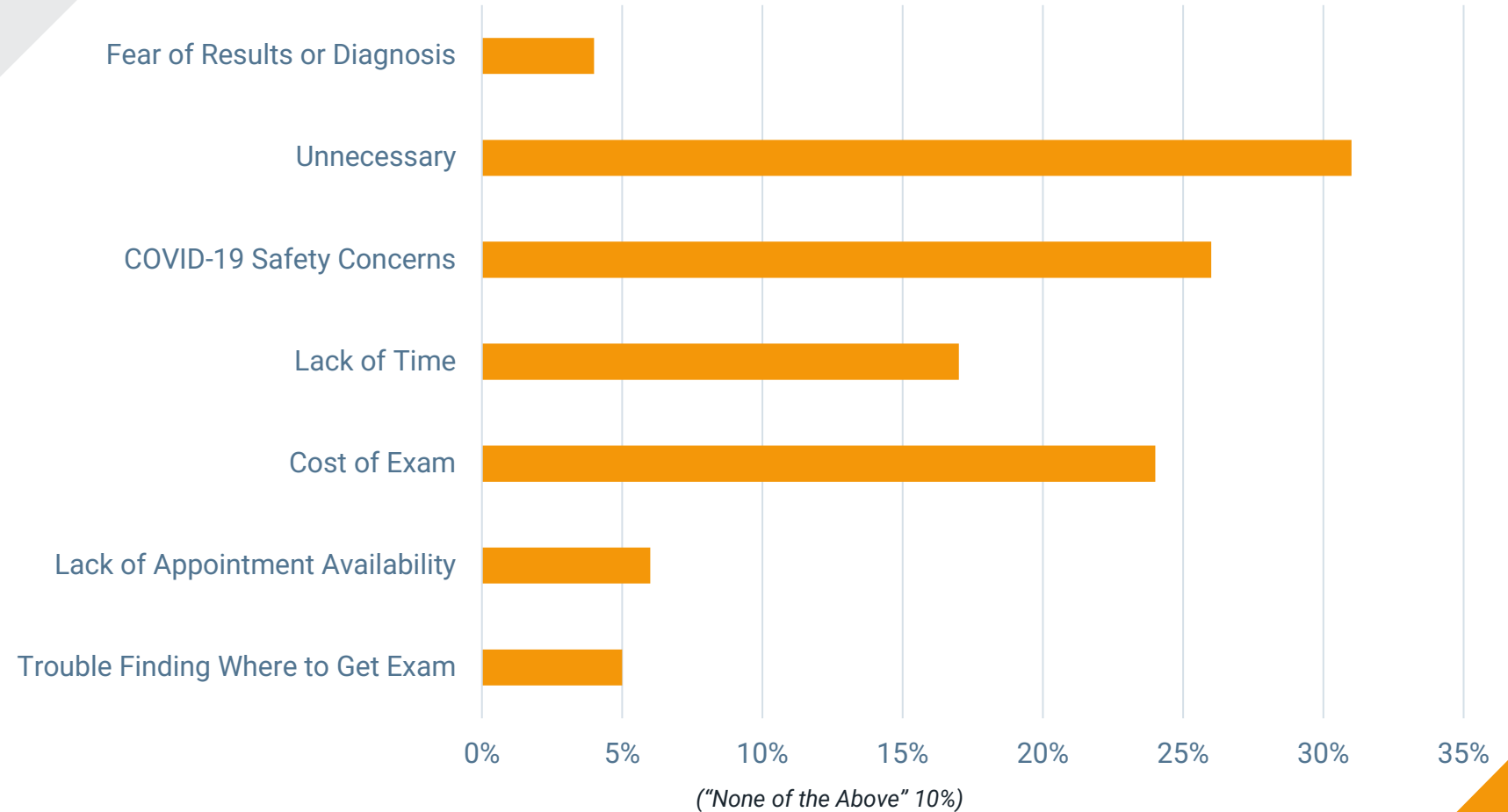
Speaking of glasses

Before I leave this job I need to get another eye exam in and then never get another one because I am cheap/poor and am convinced "I can still see fine, my eyes haven't changed" even though it's uh

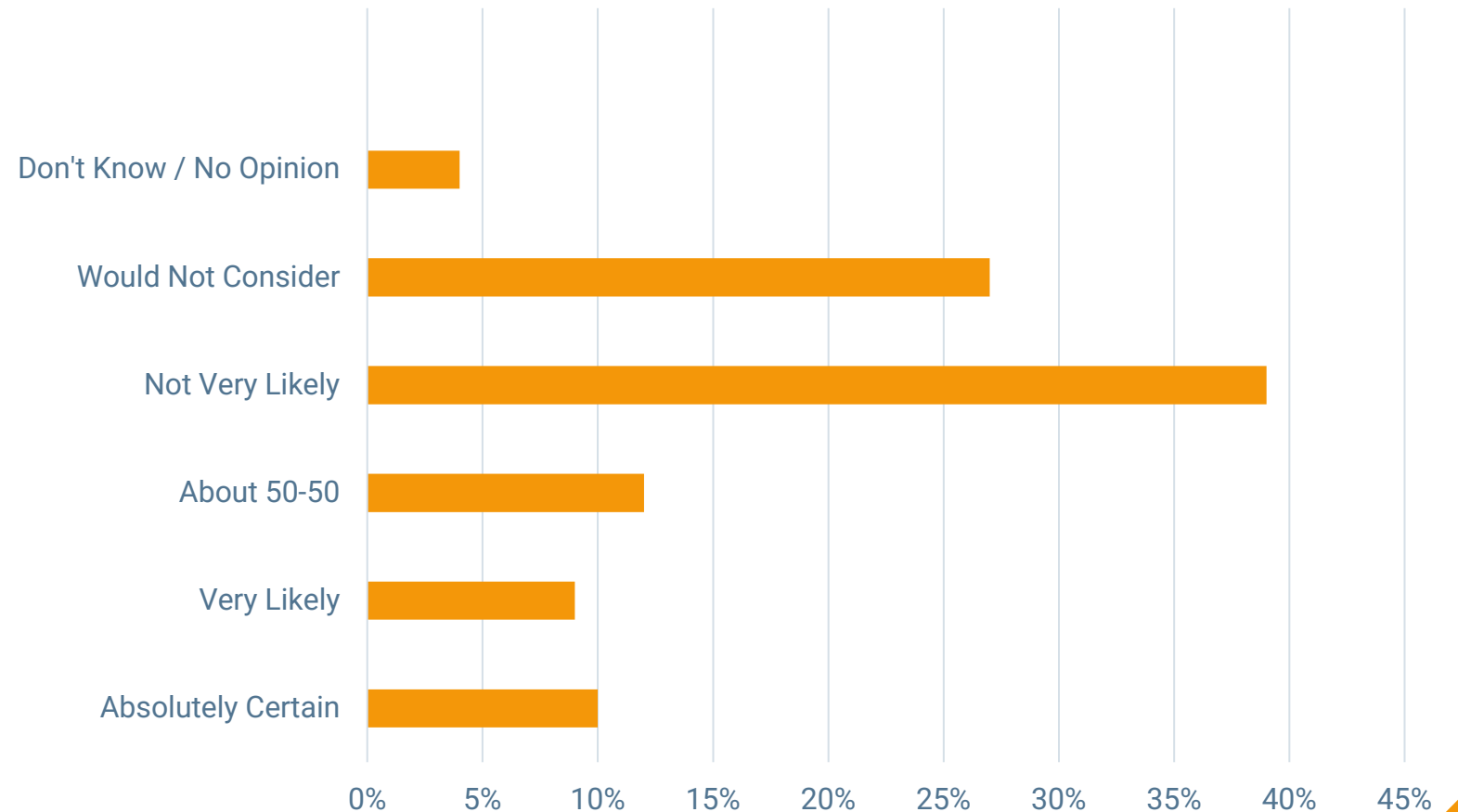
it's been like a decade

10:10 AM · Nov 14, 2021 · Twitter Web App

Which of the following reasons best describe why you have not attended an eye exam in the past 12 months?



How likely are you to make an appointment with a different eye care provider, instead of your current, within the next 12 months?



“How is the behavior of consumers changing regarding the eye industry at large?”

- Discussion remained consistent for decades
- What has changed is the **number of poor experiences they will sustain before making a new choice** (just *one* now)
- Feeling dismissed has consequences
 - Becoming a Rejector
 - Switching to a big-box experience

The issues haven't changed: the action has

Freaking out, need some experiences

Posted 6 weeks ago, 2 users are following.



dominique00272

went to the eye doctor last week just for a routine exam, i see great- only reason i went was bc it had been 9 years and im getting closer to 40- never had any eye issues until she looks at my eyes after its all said and done and ask if i had any family with glaucoma she went into some panic as to why.. she proceeds to tell my rims look thinner than last time which was almost 10 years ago.... she nonchalantly says maybe she isn't looking at them clearly... then she tells me she would have to do another test to make sure. im assuming the oct test. -- i just feel so lost and broken, i looked up many other cases and many can be confused with physiological cupping...

0 likes, 1 reply

Report / Delete

Follow

Eye pain/strain only when looking at screens?

Follow

Posted 6 years ago, 67 users are following.



unknownTous

NOTE: I went to my eye doctor a few days ago. He checked my prescription, focusing range, and looked into my eyes (but he didn't dilate them). He basically said my eyes were perfectly fine and told me to take breaks every once in a while when using a computer and pushed me out the door (in a manner of speaking). I've been taking huge breaks and limited my use to 1-2 hours a day and still I have the same pain.

having really [dry eyes](#) but when I looked at a screen, I could feel a pain shooting through my eyes (mostly my right eye but still in both.) After two weeks, it got a little better and I could look at screens some, but the brightness has to stay low and it still hurts some more days than others. It's been 5 months and it won't go away. I've been using drops for severe dry eyes and it seems to have helped a little but not much.

NOTE: I went to my eye doctor a few days ago. He checked my prescription, focusing range, and looked into my eyes (but he didn't dilate them). He basically said my eyes were perfectly fine and

in a while when using a computer and pushed me out the door taking huge breaks and limited my use to 1-2 hours a day and

for a tech degree this fall and it hurts to look at screens. I'm in a bit of a panic and I need to know how to fix this. I know there's a lot of people who don't know what. Should I get a second opinion? I've read that if you're looking at screens for long periods of time, you could have a tear or do some kind of damage and need

to put antibiotic ointment on your eyelids to help repair them. I don't know if that's true but I friend described my problem to his eye doctor out of state and that's what he said. And I've read it in a few places online.

It would mean the world to me if anybody would lend their advice. I'm so close to just giving up and hope I can be happy in another career & routine that doesn't involve as many screens but it's making me miserable.

7 likes, 101 replies

went into some panic as to why.. she proceeds to tell my rims look thinner than last time which was almost 10 years ago.... she nonchalantly says maybe she isn't looking at them clearly... then she tells me she would have to do another test to make sure. im assuming the oct test. -- i just feel so lost and broken, i looked up many other cases and many can be confused with physiological



LIKE HEALTH

Trends in Dental Worth Watching

- **Lack of trust with diagnoses and cost (and new tech)**
 - Consumers wonder aloud online whether their experiences with diagnoses and cost are “normal”
- There is/was a worry about how delaying care would affect overall health
 - A fear we don't often see expressed by public in eye health
 - This is where Dental Rejectors live – in anxiety and sometimes fear / embarrassment



Posted by u/nxm2382 2 years ago

At the dental office?

Question

What's up with all of these new online dental visits? What do you think about them? I personally don't see how a virtual dentist is going to tell me if I have a broken tooth!

0 Comments Share Save Hide Report



Elizabeth Koper was looking for recommendations.

September 23 ·



Healthcare not being able to give estimates for procedures but demanding same day payments for said procedures is ridiculous. AJ has had a bad tooth for a long time. It finally needs to go (baby tooth). We got referred from our normal dentist to a pediatric, but they won't give any idea of the cost we'll walk into. Ridiculous. Does anyone have a great pediatric dentist they'd recommend in Washington or Warrenton area? I'm not hip on traveling much further at this time because of our chaotic schedule. Little Smiles in Washington is the problem of the moment . Don't recommend them to me. We go to Warrenton Family Dental in Warrenton, but they don't usually do pediatric "surgeries".



ErikTheBearik

@ErikTheBearik



Turns out if you don't go to a dentist for a year because of COVID your next dental appointment will cost you 2 grand. Hoorayyyyyy private insurance is trash.

Trends in Orthopedic Worth Watching

- **Timeliness of appointments is Orthopedics biggest weakness**
 - Where ortho clinics chip away at market share from large hospitals due to surgery delays and lack of availability
- **Attempts to self-diagnose rampant – especially when reaching breaking point before seeking care**
 - Not helped by lack of clarity and trust in pricing, insurance coverage, etc. in decision-making

↑ Posted by u/Sexybroth 6 months ago

2 ↓ **Supplements to fix a messed-up knee? Orthopedic appointment is a month away.**

The ER took xrays and sent me home in a knee brace. What supplements can I take to 1) Speed up healing, and 2) Strengthen and protect my joints in general? I've never had this happen before, so I haven't tried any of the "joint supplements" I've seen advertised.

🗨️ 6 Comments → Share 📌 Save 🙏 Hide 🚩 Report

100% Upvoted

↑ Posted by u/googamon 1 month ago

2 ↓ **(33f)Low back and sciatica pain for about 3 month. Unable to walk more than 50 feet at a time- uncontrollably hunched like an 80yo! Sry so long!**

So a bit of background I woke up a few months ago with a tender back after a rough night of taking care of two sick toddlers. I didn't think much of it and did a stretch I don't usually do (on my knees, leaning back to put my palms on the ground) when I was cold and tired to try and loosen things up. Needless to say that was the wrong thing to do but was able to function the rest of the day. I have been overweight for about 5 years which is asking for trouble but have lost 35lbs since the spring with counting calories and walking. So for the next two months I struggled through some low back pain and sciatica but was able to work (grocery business) on my feet walking and walk about 3 miles after my shift most days. Some after work walks were painful but I always got through them. Fast forward to two urgent care visits, each prescribing steroid packs about a month apart, muscle relaxers, and enough ibuprofen to kill a horse. I have started PT with no improvement. The last two weeks I have been in so much pain I am not able to work. I can't walk 50 feet without looking like the hunchback of ND. With any back issues I know it's so important to walk and be on your feet as much as possible, but the more I walk, especially focused on correct posture the more intolerable pain I feel. What was a deep ache in my periformis area is a giant muscle spasm of my mid back down my spine, into my butt, and down my left leg. I have an mri scheduled for 11/3 and a orthopedic appointment for 11/8. I don't know what to do with myself in the meantime- no matter what exercises or stretches I do the pain is getting worse. Any thoughts at all? I am all for doing whatever will help me get my life back!

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100% Upvoted



Laura Elizabeth

November 3 · 🌐



I know that you probably can't tell what this is and you have no idea what my knee is supposed to look like but I assure you, it's not supposed to look like this. The inside of it is sooooo swollen. It seems that you can do damage sliding in mud even if you never hit the ground. I remember saying "That's going to hurt tomorrow" but when I woke up I had NO clue just how true that would be.

I jumped on the Google which, as usual, was a BIG mistake. It seems I injured the MCL. I felt the "pop" and the "slide" of the ligament over my knee. I can't put weight on it. It feels like it isn't going to support me and when it does give out the pain is INTENSE but it feels SO weird. It's like my lower leg isn't all the way attached on that inner side. It's tender but doesn't hurt to touch it. I ordered a knee brace specific for MCL support and it does help me to feel like my leg will support me.

The red line is where the swelling mostly is and the arrow is where the pain is intense if I try to lift it or when it does buckle underneath me. It's really deep feeling in my inner knee.

Im working from home so I am significantly limiting my movement and have been laying in bed by 7pm to stay off it. Im using Turmeric CO2 and copaiba essential oil in a FCO carrier and that turmeric is a MIRACLE. I feel relief in minutes. Ice for 20-30 minutes every 2-3 hours per Dr Google. Motrin/Tylenol rotation every 4 hours faithfully.

Does anyone have experience with this? Im open to tips or advice ... I have an orthopedic appointment Monday but hoping for a miracle between now and then so I don't have to waste money to be told "yes, you hurt yourself. It's going to hurt. Go home and limit movement". Like I've been doing Don't ever take for granted things like taking out trash, doing laundry or jumping in the shower...

Ohhhh and the fish? That's what I was on my way to see when I slid. Steve caught him and he always thanks the fish before he lets it go. I think it's so cute. He literally says "Thank you for biting my line" as he lets it back in the water. Such a cutie. ❤️ can you tell how bored I am laying here? Haha.

COVID-19 worries have begun to **subside...** but memories are long about **who** made them nervous



CONCLUSION

Sales is a *lagging indicator*.

Let's get smarter about what's happening *before conversion*.

Behavior and expectation changes are knowable!

- 1 Show them their care and needs come before sales and you'll keep them / build trust (help them fight anxiety and financial fear)**
- 2 Convert Rejectors with logic, facts, and a tie to quality of life & health**
- 3 Watch for the larger healthcare disruption wave as patient expectations change**



Thank you!

Dean Browell, PhD

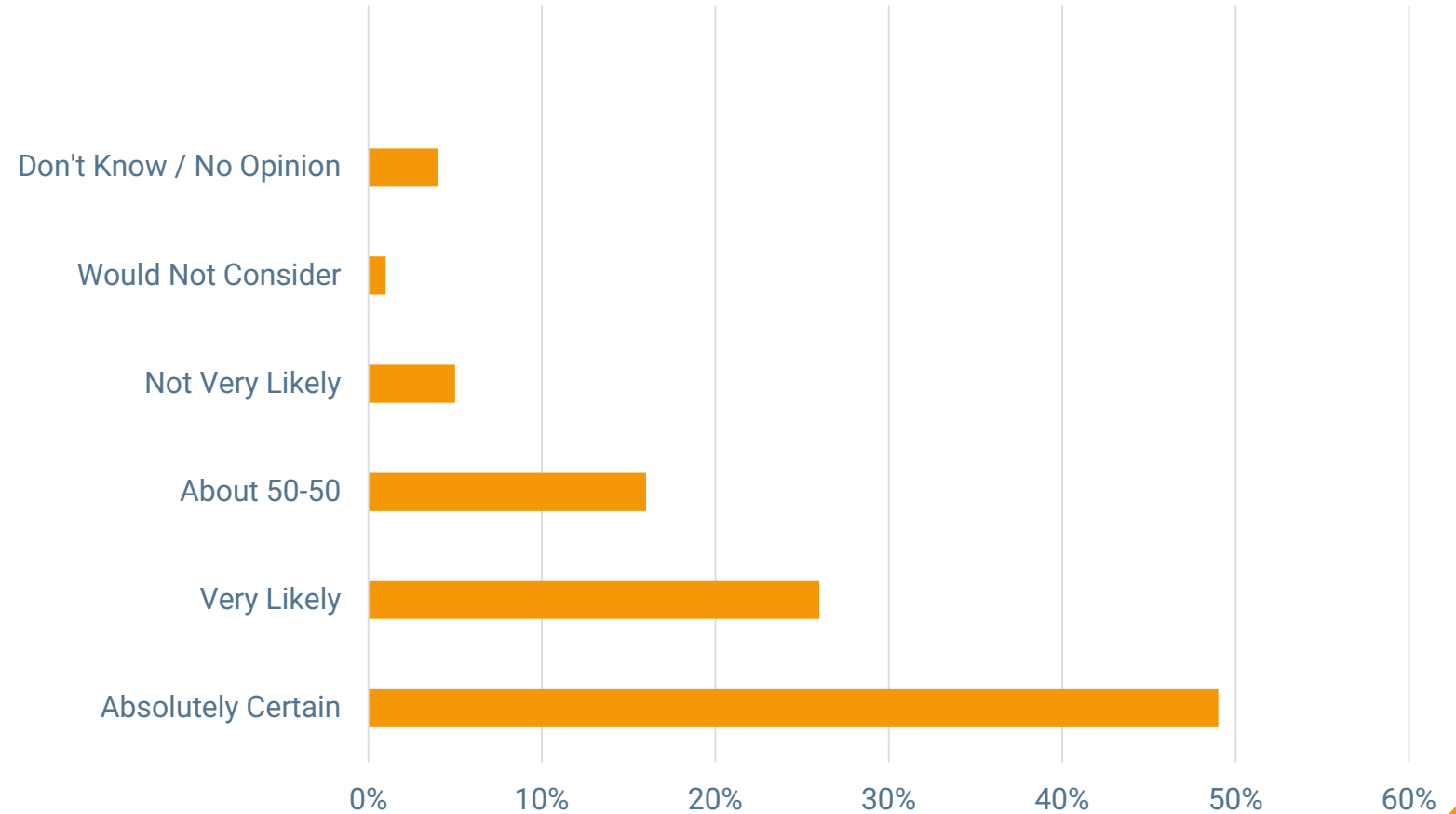
Find me on LinkedIn!

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Appendix

How likely are you to make an appointment with your usual eye care provider within the next 12 months?



Government & Regulatory Affairs Update

June 15, 2022



The GR Team



The GR Team

- **Venable**

- Josh Finestone
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- Jodie Curtis
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- Rick Van Arnam
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- **The Vision Council**

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Government & Regulatory Affairs Plan



Government & Regulatory Affairs Plan

- Capitol Hill
 - Legislative
 - Administration
- House & Senate
- Federal Agencies
 - NEC
 - FDA
 - FTC...



Regulatory State of Play



2022 Regulatory Landscape – FDA and UDI

- UDI Compliance Date for Class I is Sept 23, 2022
 - Reminder messaging on UDI being planned
- Exclusion Request for Spectacle Frames Ongoing with FDA
 - FDA currently reviewing some additional product information we recently submitted.
- UDI Guidance Document on Class I Device Reporting Under Review by FDA
 - TVC submitted comments seeking clarity on devices with lenses and spectacle frame and on sales through professional groups
 - FDA review is still ongoing. It will be “published when ready.”

Trade and Supply Chain

- China Section 301 Duties Remain In Place As Of Now
 - Exclusion process for some products reopened
 - TVC outreach at USTR and Congress to reopen exemption process for optical products
 - Possibility that Congress will restore exclusion process
 - Recent sound bites suggest that some China 301 duties could be removed
 - Biden and Yellen made comments suggesting 301 tariffs on non-strategic products could be removed
 - Inflation is new reason to do away with China duties



Proposition 65

- Proposition 65
 - Short form warning label revision has been postponed
 - OEHHA says it will revisit the issue in “several weeks”
 - OEHHA clearly wants companies to call out chemicals on short form label
 - Many members use the short form label

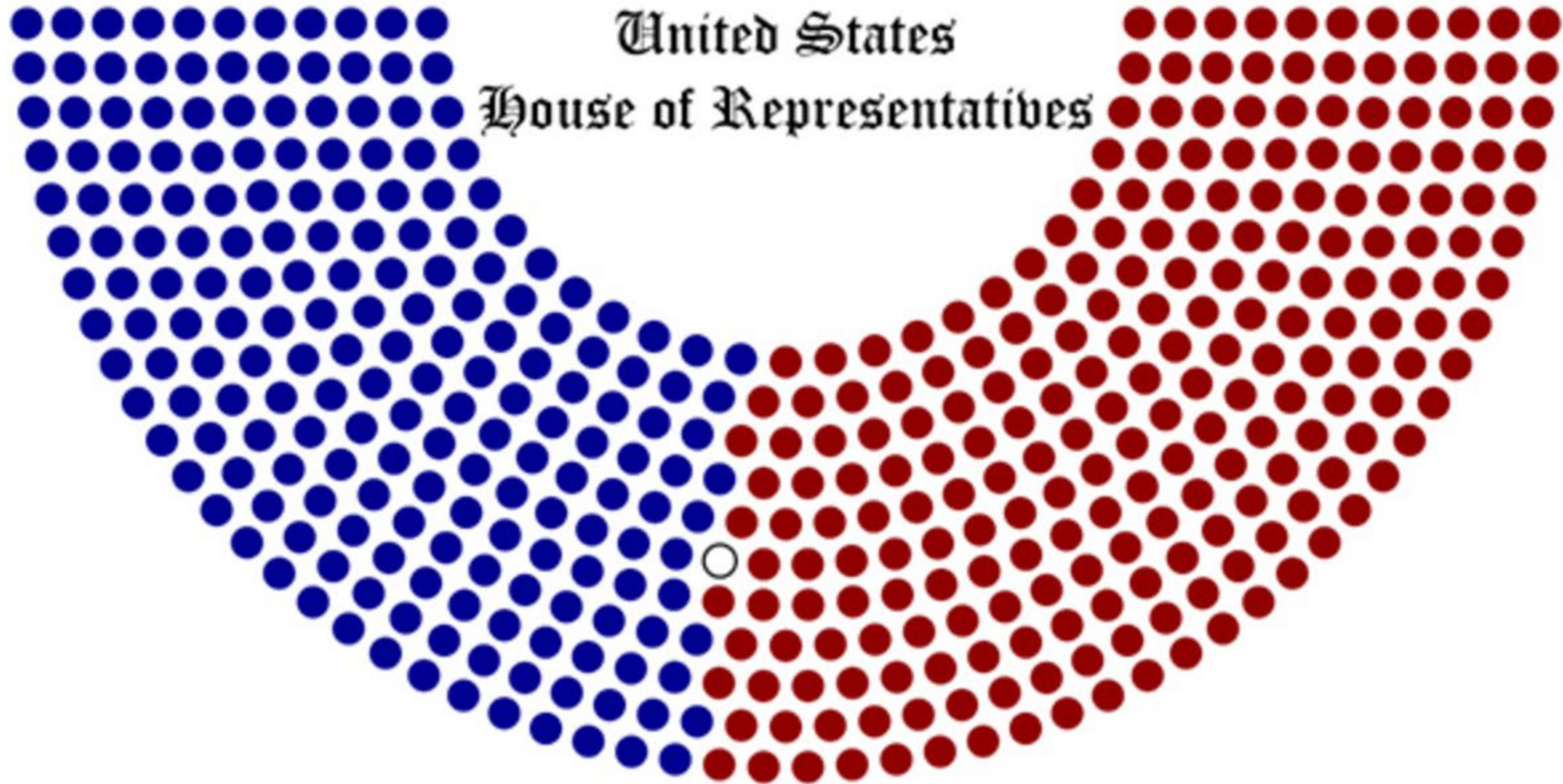


- **WARNING** Cancer - <http://www.p65warnings.ca.gov/>

GR Plan Moving Forward



Post Election Landscape





The Vision Council Member Engagement

GOVERNMENT & REGULATORY AFFAIRS OFFICE HOURS

The Vision Council encourages members to maximize their membership by taking advantage of exclusive access to the organization's government relations and regulatory affairs team.

Member Input + GR Plan = Success

The background features a dark blue field with several thick, diagonal stripes in various colors including yellow, light blue, teal, orange, and purple. Two large, light-colored chevrons are also present, one pointing downwards and one pointing upwards, both rendered in a light blue or teal hue.

THANK YOU