



STRATEGIC PLAN

GOAL 1

GROW, ENGAGE AND RETAIN MEMBER DOCTORS WHILE IMPROVING OVERALL MEMBER SATISFACTION

- STRATEGY 1COLLECT DATA TO DETERMINE OPTOMETRY MEMBERSHIP SEGMENTS
- STRATEGY 2MARKET TO/OFFER BENEFITS TO SPECIFIC SEGMENTS
- STRATEGY 3CREATE STUDENT EVENT HELD AT EACH SCHOOL TO INCREASE ENGAGEMENT
- STRATEGY 4MEMBERSHIP PROGRAM REVIEW WITH COA LOCAL SOCIETIES
- STRATEGY 5CONVERT NON-MEMBERS TO MEMBERS
- STRATEGY 6CREATE LEADERSHIP TRAINING PROGRAM

GOAL 2

MAINTAIN AND ENHANCE ADVOCACY EFFORT

- STRATEGY 1CONTINUE TO ADVOCATE HIGHEST LEVEL OF PRACTICE (SCOPE)
- STRATEGY 2HELP DOCTORS GAIN ACCESS TO MEDICAL AND VISION PLANS AND GET REIMBURSED FOR THEIR SERVICES
- STRATEGY 3MAINTAIN INDEPENDENT CLINICAL JUDGMENT
- STRATEGY 4PROHIBIT THIRD-PARTY-IMPOSED DISCOUNTS ON NON-COVERED SERVICES
- STRATEGY 5LIMIT REFRACTIONS TO EYE EXAMS PERFORMED BY EYE DOCTORS
- STRATEGY 6MAXIMIZE PEDIATRIC VISION BENEFIT

GOAL 3

ENCOURAGE OUR MEMBERS TO PRACTICE AT THE HIGHEST LEGISLATED LEVEL

- STRATEGY 1ENSURE ACCESS TO CONTINUING EDUCATION THROUGH COA
- STRATEGY 2RECOGNITION OF CERTIFIED DOCTORS
- STRATEGY 3EXPAND DISTANCE LEARNING OFFERINGS
- STRATEGY 4DEVELOP RESOURCES TO GUIDE DOCTORS ON VARIOUS ASPECTS OF THE PRACTICE OF OPTOMETRY

GOAL 4

EDUCATE THE PUBLIC OF THE IMPORTANCE OF VISION AND EYE HEALTH AND THE ROLE OF DOCTORS OF OPTOMETRY

- STRATEGY 1ENHANCE COA WEBSITE USER EXPERIENCE AND EXPOSURE TO PUBLIC
- STRATEGY 2ENHANCE CONTENT OF COA PUBLIC WEBSITE
- STRATEGY 3INCREASE DOCTOR OF OPTOMETRY USE OF AND PRESENCE ON SOCIAL MEDIA
- STRATEGY 4STANDARDIZATION OF COA IMAGE WITH MEMBERS, E.G., BRANDING
- STRATEGY 5PUBLIC EDUCATION OF COA EVENTS/HEALTH TOPICS
- STRATEGY 6EDUCATE THE PUBLIC ON CHILDREN’S VISION AND THE POSITIVE IMPACT OF AN EYE EXAM CONDUCTED BY A DOCTOR OF OPTOMETRY

GOAL 5

IMPROVE COMMUNICATIONS WITH OUR MEMBERS

- STRATEGY 1INCREASE FACE-TO-FACE MEMBER OUTREACH AND MEETING PARTICIPATION
- STRATEGY 2ENHANCE DIGITAL MEMBER OUTREACH AND PARTICIPATION

TO VIEW THE ENTIRE STRATEGIC PLAN, CLICK HERE >>