

VISION EXPO

2022 | NYC

SHOW DAILY

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VM Summit Examines Megatrends Shaped by the COVID-19 Pandemic

NEW YORK—Retail reinvention, fresh branding strategies, technology’s impact on health and vision and expanding patients’ access to care—megatrends shaped by the global pandemic—were brought into sharp focus by an array of experts at yesterday’s Vision Monday Leadership Summit. The exclusive, in-person event, held at the Times Center here, featured a unique group of speakers who examined the dizzying pace of changes that are transforming retail and health care right now.

For the 2022 VM Leadership Summit, Platinum Sponsors are **Essilor-Luxottica**, **HEA + PECAA**, and **VSP Global Premier**. Gold Sponsors are **CareCredit**, **Ocuco**, **Sunbit** and **The Vision Council**. Silver Sponsors are **Alcon** and **Dr. Contact Lens**.

The day’s program, “Discover & Recalibrate! Trends, Ideas and Tactics for Confronting Radical Change,” brought together senior industry executives, optical retailers, leading eyecare professionals, suppliers and key opinion leaders from the worldwide optical industry.



Author and management expert Vikram Malhotra shared insights from his new book, “CEO Excellence.”

They listened as diverse voices from outside and within the business offered glimpses of the near future, where disruption remains constant, and consumers are one step ahead. Summit attendees learned about the new purpose of a store, how brands are being built, how the tech titans are targeting vision and innovators are creating new pathways to patient-centric care.

Kicking off the Summit program was a session called **The CEO Leadership Moment**, featuring Vikram (Vik) Malhotra, a senior partner in McKinsey’s New York office and co-author of a new book, **CEO Excellence: The Six Mindsets That Distinguish the Best Leaders from the Rest**. Malhotra spoke about how the role of the CEOs portrayed in the book extends to all business leaders.

He said, “The CEO role is a difficult one. In their first year of the job, more than half of CEOs believe they are failing. Those that do the job well, realize that the impact of the role matters.”

He advised CEOs to “mobilize through their leaders, engage their board of directors and make the team the star. Good CEOs are not

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Vision Expo East 2022 Is Underway in New York City



Vision Expo East 2022 is underway at The Javits Center in New York City. On behalf of the Show organizers, The Vision Council and RX, welcome to Vision Expo East 2022. On the Show Floor, you’ll find more than 360 exhibiting companies as well as cutting-edge education and engaging programming.

Be sure to check out The Atelier, a new neighborhood driven by design-led ateliers dedicated to artisanal eyewear, as well as NOW by Vision Expo, Vision Expo’s inaugural eyewear trends showcase located in The Park. Other Show Floor destinations include:

- **The Focus** – Representing the foundation of eyecare, The Focus brings together lens and coating technology, lens processing techniques, disease management solutions, contact lens innovations and eyecare practice optimization.
- **The Park** – Industry icons, ubiquitous brands and prestigious collections unveil their latest styles and offerings in the Park.
- **The Union** – The ultimate shopping experience for those seeking the newest in independent design, this showcase offers new collection launches, pop-culture inspired collaborations and “talk-of-the-show” trends.

- **The Springs** – Vision Expo’s neighborhood dedicated to emerging talent.

For helpful Show resources, check out the Vision Expo East mobile app. ■

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VM Summit Explores Retail Reinvention, Fresh Branding Strategies

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afraid to make big moves and they realize that to be successful you sometimes have to treat the soft stuff as hard stuff.”

Next came **Retail Is the New Media Channel**, featuring John Carroll, head of North America Advisory for Coresight Research, one of the most influential retail and economic trend firms in the world. Carroll shared insights and perspective on Coresight’s unique and proprietary work on social commerce and live streaming, both of which are becoming an important element furthering the blur between click and brick and redefining what experiential retail can be.

Carroll noted that while the U.S. ecommerce market via live streaming was only \$3 billion in 2019, Coresight forecasts this will grow to \$17 billion in 2022. “That’s a really conservative forecast,” he said.

Carroll urged retailers to test live streaming on their own website, even if there’s only one individual retail location. “Don’t worry too much about getting all of the volume that you [might optimistically anticipate], he said, and added, “Don’t let complexity and confusion be your barrier to grow in this and live streaming business.”

Sydney Stinson Ferguson, vice president, marketing for Sunglass Hut North America, addressed today’s changing consumer attitudes and priorities and what this means for retailers and brand owners. A seasoned marketing executive who has developed and executed memorable marketing and brand strategies across the retail, entertainment, fashion, and food and beverage industries.

She pointed out that when the pandemic first began in 2020, the company had “to pivot very, very quickly, and we had to come up with something that could be meaningful to consumers, but was true to our DNA.”

“What we did was to tap into those things that people enjoy and that make them happy,” she said. “How do we make lemonade out of

lemons?” So, Sunglass Hut began to use its social media channels to showcase things that “bring joy to consumers during a time that was really really tough for people.” The retailer also ramped up its support of things like live yoga sessions and meditation classes, and even supported roller skating events in Los Angeles and New York.

Louis-Félix Boulanger, co-founder and COO of Montreal-based eyewear retailer BonLook, which is part of FYidoctors, Canada’s leading diversified health care organization, said “That one of the reasons for starting the BonLook business was because he wasn’t “super happy about the experience he had purchasing eyewear in traditional optical stores.”

He added, “We felt there was a way with e-commerce and other technologies to really create a much different experience and to cater to a consumer who looks like us (in the middle of the Gen X and Millennial generation age group).” The company debuted online in 2012 and has now expanded to 36 physical stores across Canada, and it was acquired by FYidoctors in November 2021.

“From the beginning, we have really viewed retail and e-commerce as one thing melding to offer [a unique] experience to consumers, and not separate channels,” he added.

They were followed by a session called **Brand-Building, Rewired**, featuring Davitha Tiller, executive vice president at Red Havas, part of one of the world’s leading media agencies and communications experts. Tiller examined key communication trends business leaders need to pay attention to in 2022 as well as identifying emerging and important social media content platforms and their growing influence with consumers.

Tiller said, “There needs to be consistent branding in content. Nearly half (48 percent) of the content is not meaningful to the consumer. Businesses need to change how brands are marketing products and how they are selling



(L to R) A trio of optometrists—Jennifer Stewart, OD, Solomon Gould, OD and Amanda Nanasy, OD—discussed how they use new technologies to expand their scope of practice and improve access to primary care.

products. They need to start listening. It’s not just about what you say. There is a social listening piece. Livestreaming is a powerful new way to sell brands and products. It’s something to tap into from a marketing perspective.”

Lisa Sun, founder and CEO of GRAVITAS, is also a former associate principal at McKinsey & Co. She has launched a unique shapewear business for women. Sun drew on her McKinsey experience to explore the shifts we’re seeing all around us, how to grow a successful business, how to pay attention to the right indicators, and understand niche consumers, differentiating your brand for both incumbent and emerging businesses. She said, “You need to build something that meets every need functionally. Let people own ideas that will make them much more committed when you launch.”

Whitney Fishman Zember, head of media innovation & consumer technology at Wave-maker, a top global media network, analyzed how consumers are reconsidering their relationship to brands in the wake of the pandemic. She said, “Consumers have control and platforms are connecting. It’s never been more important to experiment with telehealth.”

Zember identified the digital tools that

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Techifeye Is Taking Eyecare Global

NEW YORK—Techifeye believes technology is the future and is inviting Vision Expo East partici-

pants to learn the many digital tools available to grow their practice. The brainchild of founders Brianna Rhue, OD, FAAO, and Jennifer Tabiza, OD, the duo have parlayed their years of optical industry experience into helping eyecare providers improve their patient services from finding the right EMR to increasing digital marketing reach through web optimization.

Vision Expo East attendees will get the chance to get to know Techifeye's services even better while touring the show floor. As participants collect stamps, they will have the opportunity to explore the customer-focused marketing and practices services offered by Techifeye's digital partners.

Using the Techifeye map, attendees will also have a chance to network and gain insight from digital marketing experts throughout the venue who can help streamline, modernize and generate more revenue for practices. Once stamps have been collected from the 16 Techifeye marketing partners, attendees will be entered to



win a \$500 gift card or a pair of Apple AirPods.

The Techifeye partners include: OMG!, Contentlinq, Simplifeye, Optify, Anagram, Weave, Roya, PracticePal, Twelve84, Sunbit, Neurolens, Eyeris, For Eyes Bookkeeping, Spexy, Akkrinos, Heru and Dr Contact Lens.

Understanding that building an independent optical practice has countless challenges, Techifeye offers a suite of marketing and business solutions such as web design, social media resources, bookkeeping, and patient technology integration. Techifeye takes a holistic approach to practice management helping clients learn how to grow their business and effectively use digital tools.

Techifeye then helps you define how you can expand your marketing business growth goals to increase your digital presence and improve patient care.

For a more in-depth understanding of Techifeye's enhanced digital marketing services and practice solutions, each company will be presenting a Tech Talk at the Techifeye Booth located at #P1642. ■

New Features of Combined EssilorLuxottica Booth at Vision Expo East

NEW YORK—As Vision Expo East returns to the Javits Center in New York, attendees will get to discover all that EssilorLuxottica has to offer for the first time on the third floor and “under one roof” as a complete family, exhibiting its brands, lens innovations, programs, education and instruments in The Park at Booth #P2155. Attendees will now find Essilor lenses or Essilor Instruments on the third floor.

The company said it was important to evolve its physical presence post-pandemic to engage the industry through the power of brands, education and partnership programs to engage



customers, build reputation and showcase support for the industry. If last year the newly combined

company was focused on introducing itself as EssilorLuxottica in the North American market, this year the focus lands squarely on the best-known brands and innovations that form the foundation of EssilorLuxottica.

The booth is designed to create a journey of discovery and experience for visitors from the moment an attendee steps into the promenade, they can be guided through immersive experiences to seamlessly discover what each brand and all the innovations EssilorLuxottica has to offer.

For the first time at Expo, attendees can personally experience Ray-Ban Stories. In the booth, guests can try the technology for themselves and capture content. There will be live music in the Costa area and “Kick plastic with Costa” water bottle refill and optical demo lens recycling program.

You can experience EssilorLuxottica's new Leonardo education platform—an immersive, intuitive, tailored and evolving learning experience—inside the booth as well, and test your knowledge of Essilor lenses with Lens With Friends interactive game. ■

VisionSAFE at Vision Expo

In accordance with New York State and New York City guidelines, and the updated requirements of the Javits Center, proof of COVID-19 vaccination and face coverings are not required to attend Vision Expo East 2022. Show organizers encourage participants to be up-to-date on COVID-19 vaccinations and ask that anyone who is not up-to-date wear a face covering.

Additionally, The Vision Council and RX are continuously monitoring the guidance of public health authorities and government agencies going forward to ensure an environment at Vision Expo East that is as safe as possible.



Vision Expo's comprehensive set of health and safety guidelines, policies and resources designed to support a safe experience, known as VisionSAFE, includes details on all health and safety protocols that will be in place on-site.

To view the VisionSAFE guidelines and resources, visit <https://east.visionexpo.com/en-us/visionsafe.html>. All restrictions and requirements are subject to change. ■



1. (L to R) GPN Technologies' Ed Buffington, Jobson's Marge Axelrad and Richard Edlow, OD, get ready for a jam-packed program.

2. Lisa Sun, founder of Gravitas, regaled the Summit audience with the story of her entrepreneurial journey.

3. (L to R) Jobson's Andrew Karp, second from left caught up with EssilorLuxottica's Pascale Deroches, Holly Gillentine and Jacqi Richardson.

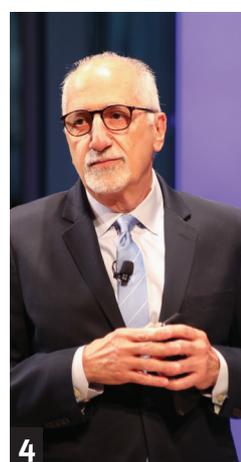
4. Jobson's Marc Ferrara greeted Summit attendees and set the tone for the day's program.

5. Monoqu's Masoud Nafey, OD, (l) connects with Jim McGrann of PECAA.

6. Darryl Glover, OD, MyEyeDr. (l) with Justin Bazan, OD, Young ODs of America.

7. (L to R) The VSP contingent included Wendy Hauteman, Emily Mancini, Sean Cooley, Michelle Skinner and Michael Guyette.

8. (L to R) Adam Ramsey, OD, Socialite Vision, with Brad Oatney, OD, Delaware Vision Care and Amanda Lee, Vision Source.



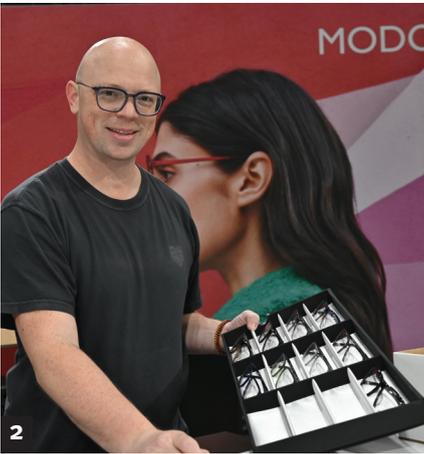
1. The Optical Women's Association (OWA) celebrated women in leadership during the organization's Champagne Breakfast and Star Award held Thursday morning.
2. Emerging Leader Award honoree Dr. Jennifer Stewart, Norwalk Eye Care/OD Perspectives; Pleiades Award honoree Erinn Morgan, PentaVision; Pyxis Award honoree Laura Dorris, HEA+PECAA; and Emerging Leader Award honoree Katie Lauver, GPN Technologies.
3. ImageWear's Jani Burke wraps up the booth setup.
4. (L to R) Jamie Garbien, Jessica Loverde and Samantha Zuckerman of VSP put the finishing touches on the booth.
5. Joe Marino, M&S Technologies, gets things ready for the Show's opening on Friday.
6. Transitions Optical's Joshua Hazle wraps things up at the booth.
7. (L to R) Jonathan Smith, Chris King, Maggie Neplokh and Matthieu Tagnon are getting things just right at the EssilorLuxottica booth.



SHOW SHOTS



1. Dr. Shalu Pan helped kick off the education program on Thursday.
2. Brian Dombrowski made sure everything was in order at the Modo booth.
3. (L to R) The Safilo team of Alexa Clemente, Bill Picillo and Candice Zatonski got the booth ready for the first day of the Show.
4. John Ingriselli made sure everything was up and running at the Coburn Technologies booth.
5. Optify's Jenn Denham did some heavy lifting in preparation for the first day of the Show.
6. Filtertech's Wynn and Jamal El-Hindi got the booth ready for a busy Friday.
7. (L to R) Heru Technologies Bob George, Brandon Barber, Mohamed Abou Shousha and Corey Nielson taking a break from the booth setup.



VM Summit Delves Into Technology's Impact on Health and Vision

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emerging brands leverage to increase their market share, and the strategies legacy brands, including optical brands, can use to compete and remain relevant to consumers. "You need to understand lessons as users and bring that back to the brand."

Two afternoon sessions explored some of the ways that technology is reshaping health care, and more specifically, vision care. In the first session, titled **Vision-Tech Convergence**, *Fast Company* reporter Ruth Reader spoke with VM's lens and tech editor, Andrew Karp, about how Big Tech companies such as Amazon, Google and Apple are approaching health care both through an array of consumer products and services as well as through platforms for enterprise customers. Their wide-ranging conversation touched on wearable technology for health and wellness, remote patient monitoring and digital therapeutics.

Reader said, "There are promising early developments and companies are making interesting moves. But it's too early to talk about success because they are all long-term players. Early projects are trying to improve access to health care. There is a blending of biology and technology. It's such a cool territory that has a profound ability to change lives."

Next Calvin W. Roberts, MD, president and CEO of Lighthouse Guild and host of the podcast, "On Tech and Vision," demonstrated some cutting edge assistive technology for blind and vision impaired people. Dr. Roberts said, "What has happened in the last two years is a marriage between AI and technology. When you lose one of your senses you can now use the other senses and enhance them."

Dr. Roberts explained why—given huge size of the aging population—it's imperative for all ECPs to be conversant with the latest assistive technology, not just those who specialize in it. He said, "All the efforts put into autonomous driving cars could be repointed to help people

"The rate of change isn't linear, it's exponential and we are in a place of continual change. As businesses, we have to be nimble, constantly changing and adapting to the changing times. Instead of struggling against change, we need to learn to use it to our advantage. Sometimes in business we have to take leaps of faith. This is how change is made."

— David Kepron

who are blind or visually impaired."

They were followed by a session called **"New Access Points and Routes to Care."** David Reitnauer, vice president, Health & Wellness Specialized Services at Walmart, Inc. and leader of Walmart's Optical and Audiology business, began by speaking about the current landscape in retail health he noted that the big retailer works diligently to "get the base model right," particularly as it relates to the company's new health centers. Reitnauer leads Walmart's Optical and Audiology business, including retail sales, lab manufacturing and doctor of optometry relationships.

"The number one reason people want to come to work at Walmart is scale," he told the audience. "And so what we have to do is make sure that when we scale something, we do it right."

Then three prominent optometrists—Solomon Gould, OD, Jennifer Stewart, OD and Amanda Nanasy, OD, held a three-way conversation focused on how they are expanding their scope of practice to include new methods of primary care that open new access points for patients, while also differentiating their practice.

Dr. Gould said, "The field of optometry has stepped up over the past year." He pointed out that the most common sports injury today is

concussion. Dr. Nanasy said, "I give my patients above what they expect—comprehensive care and education about concussion." She talked about how the eye tracking technology of RightEye could be used as part of a sports vision evaluation.

Dr. Stewart said, "I am passionate about sports vision and my goal is that all ODs should have an idea about what sports vision is. Eyecare protection has come a long way—it's no longer about massive goggles. The paradigm is shifting on what we are wearing for sports protection, which is good because the stats on injuries are concerning."

Wrapping up the Summit, David Kepron, A multifaceted creative professional with a background as an architect, artist, educator, author, podcast host and builder, talked about how to make meaningful and empathically focused, community-centric customer connections at brand experience places around the globe.

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