



## OUR MISSION

Advance and protect the profession of optometry to improve vision and health in North Carolina.



## VOICE

Serve as the voice of optometry, optometrists and vision care in NC.

- **Scope of Practice** – Invest necessary resources to protect and advance scope of practice, allowing optometrists to practice at highest level taught.
- **Political Influence** – Increase participation in grassroots efforts and calls to action, while maintaining a robust PAC and 527 and engaging a powerful lobbying team to monitor and influence legislation and rules.
- **Insurance and Third Party** – Advocate for parity for optometric vision and health services and provide third party resources and support to members and their staff.
- **Collaboration** – Partner with key stakeholders for the benefit of optometry, vision and health interests.



## VALUE

Unify the profession through an engaged membership and valued benefits and services.

- **Benefits and Services** – Offer a package of benefits and services that provides value to both private and corporate practice settings.
- **Networking and Events** – Provide unique social and signature events to allow members to network and learn.
- **Strong Membership** – Grow and maintain market share and retention rate.
- **Inclusion and Awareness** – Ensure diverse membership involvement and pathways to leadership while raising DEI awareness among members.



## LEARN

Provide education and professional development opportunities.

- **Professional Development** – Deliver quality in-person and virtual education to support licensure, renewal and practice success.
- **Meetings** – Provide opportunities for learning and networking at conferences that serve changing attendee interests.
- **Practice Management** – Provide resources and education to support practice success, from entry to succession.
- **Paraoptometrics** – Offer education through AOA and NCOS to enhance competencies.



## LEAD

Advance optometric initiatives and public awareness.

- **Public Relations** – Increase awareness of the role of optometrists.
- **Vision and Health Initiatives** – Promote AOA and NCOS programs that improve health and well-being.
- **Leadership Development** – Provide leadership training and opportunities for young optometrists.
- **Partnership Program** – Enhance program to offer more unique and customizable opportunities for industry partners to support and engage the profession.