



## 2020 STUDENTS OF VISION SCHOLARSHIP PROGRAM

**Envision the future of the vision care industry for a chance to win a \$2,500, \$1,500 or \$500 scholarship!**

Brought to you by Transitions Optical and the Opticians Association of Canada, the Students of Vision Scholarship Program supports the next generation of opticians, optometrists and optometric assistants.

### THE CHALLENGE

As a future eyecare professional, we want to hear about how you envision the future of the vision care industry and your coming role in it as an optical professional.

The global COVID-19 pandemic dramatically altered the optical industry in more ways than one—now and for the future. Changes from in-person appointments to telehealth, shifts to utilizing virtual events and tools, and updates to in-office protocols are now commonplace in the industry. In fact, a survey by Jobson Optical Research showed that 58% of surveyed ECPs have been influenced into providing telehealth services because of COVID,<sup>1</sup> and 62% of surveyed ECPs were planning to incorporate telehealth into future practice.<sup>2</sup>

The changes extend beyond the optical industry to consumers: in a survey by The Vision Council, consumers noted that their intention to buy eyewear online has doubled since before COVID-19, and patients are using various technologies to communicate with their eye doctors and/or take care of their eye health, including social media, vision screening apps and digital communication methods.<sup>3</sup>

<sup>1</sup> Jobson Optical Research. (2020). Coronavirus ECP Study [Data file]. Retrieved from <https://www.visionmonday.com/CMSDocuments/2020/07/Coronavirus%20ECP%20Survey%20-%20Wave%2013.pdf>

<sup>2</sup> Jobson Optical Research. (2020). Coronavirus ECP Study [Data file]. Retrieved from <https://www.visionmonday.com/CMSDocuments/2020/07/Coronavirus%20ECP%20Survey%20-%20Wave%2013.pdf>

<sup>3</sup> The Vision Council. (2020). Researching Recovery: Exploring Evolving Consumer Behavior and Industry Response During COVID-19 [Data file]. Retrieved from [https://www.thevisioncouncil.org/system/tdf/TVC-COVID-19-VisionWatch-Consumer-Industry-Research\\_Member-Insights-Webinar-5-21-2020\\_w-Notes.pdf?file=1](https://www.thevisioncouncil.org/system/tdf/TVC-COVID-19-VisionWatch-Consumer-Industry-Research_Member-Insights-Webinar-5-21-2020_w-Notes.pdf?file=1)

## A few things to think about as you prepare your project...

- While the COVID-19 pandemic prompted massive change in the optical industry, many changes were already taking place as technology and society have evolved throughout the years. Based on all of this, consider how the optical industry might evolve as you look ahead to your future career.
- Think about the various new technologies emerging in the optical industry—including those that were not created specifically as a result of the COVID-19 pandemic—and how they may factor into the evolving landscape of optical.
- Reflect on how the shift to new technologies may affect both how you practice and what your consumers will expect moving forward. Consider what new/innovative services both from you and the industry might help provide the best care.

## HOW TO APPLY

### Select a Format.



ESSAY



PRESENTATION



VIDEO

To enter, develop a project, in one of the formats to the left, which demonstrates how you envision the future of the vision care industry and your coming role in it as an optical professional. All three formats have been winners in the past; creativity is encouraged!

Projects will be evaluated by a panel of judges based on the following criteria: creativity, presentation, strategic thinking and ethics. **The students who submitted the best three projects will receive prizes of \$2,500, \$1,500 and \$500.**

Submit your project (or send any questions) to:  
**StudentsofVision@Transitions.com**

Include:

1. Name
2. Phone Number
3. E-mail
4. Mailing Address
5. School
6. Program

Projects must be submitted by: **December 4, 2020**  
Winners announced: **December 18, 2020**

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light intelligent lenses

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