

STATE BOARD OF OPTOMETRY

2450 DEL PASO ROAD, SUITE 105, SACRAMENTO, CA 95834 P (916) 575-7170 F (916) 575-7292 www.optometry .ca.gov



Continuing Education Course Approval Checklist

Title:			
Provider Name:			
☑Completed ApplicationOpen to all Optometrists?☑Yes☐NoMaintain Record Agreement?☑Yes☐No			
☑ Correct Application Fee			
☑ Detailed Course Summary			
☑ Detailed Course Outline			
☑ PowerPoint and/or other Presentation Materials			
□Advertising (optional)			
☑License Verification for Each Course Instructor Disciplinary History? ☐Yes ☑No			



Please type or print clearly.

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CONTINUING EDUCATION COURSE APPROVAL Ston Mandatory Fee APPLICATION

Pursuant to California Code of Regulations (CCR) § <u>1536</u>, the Board will approve continuing education (CE) courses after receiving the applicable fee, the requested information below and it has been determined that the course meets criteria specified in CCR § 1536(g).

In addition to the information requested below, please attach a copy of the course schedule, a detailed course outline and presentation materials (e.g., PowerPoint presentation). Applications must be submitted 45 days prior to the course presentation date.

Course little	Course Presentation Date			
The Busitess of Optometry				
	ontact Information			
Provider Name				
Listte Rusale (First) (I Provider Mailing Address	_ast) (Mid	dle)		
Street 4353 Park Twace Dr. city Westlake Village State (# zip 9136) Provider Email Address LPOSGLES & doubty West Vision. Com				
Provider Email Address LPOSGLES @ doughty WSCIVISION. Com				
Will the proposed course be open to all California licensed optometrists?		ÆYES □NO		
Do you agree to maintain and furnish to the Board and/or attending licensee such records of course content and attendance as the Board requires, for a period of at least three years from the date of course presentation?		ØYES □NO		
Course Instructor Information Please provide the information below and attach the curriculum vitae for <u>each</u> instructor or lecturer involved in the course. If there are more instructors in the course, please provide the requested information on a separate sheet of paper.				
Instructor Name				
David (2010le	\wedge			
(First) (La	ast) (N	Middle)		
License Number <u>79763</u>	License Type physician Surgeon A			
Phone Number (\$1\$) 314-8213	Number (8/8) 314-8213 Email Address David goddin@perculliame.c			
I declare under penalty of perjury under the laws of the State of California that all the information submitted on				
this form and on any accompanying attachments submitted is true and correct.				
2.15.17				
ignature of Course Provider Date				
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	1			

David Golden presentation start and end time: 11:00 a.m. -12:00 p.m. = 1 hour

Dr. David Golden Paragraph Summary

The business of Optometry is changing. The competitive landscape is forcing independent practices to focus on integrating with supply chains and efficiently managing the internal operations to deliver quality and affordable care. This talk explains what is supply chain, how it is best implemented and why it is so important to running an efficient optometry practice. The lecture will focus on the strengths of the independent practice and ways to compete in a changing healthcare environment.

Lecturer:

David Golden, OD

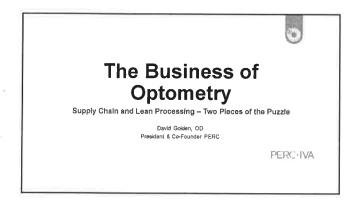
1700 W Cameron Ave. Suite 200 West Covina, CA 91790

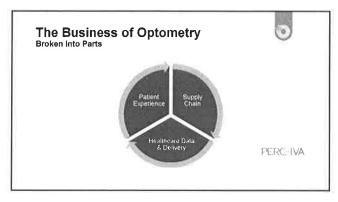
626-502-1882

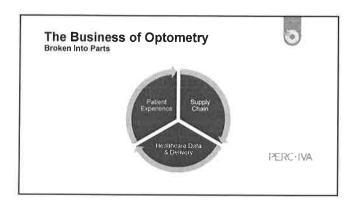
Title: WHAT and WHY Supply Chain is Important to Your Business/Practice

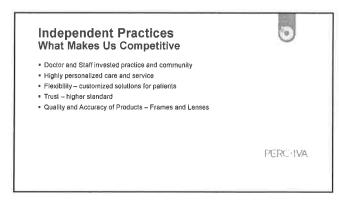
Outline:

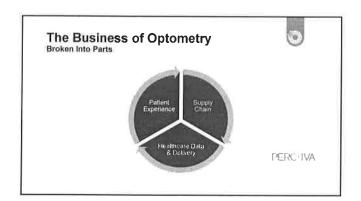
- 1. What is supply Chain
 - a. Competitive advantage
 - i. Cost savings
 - ii. More efficient
 - b. Increased control of the dispensary
- 2. Why is it important for your dispensary
 - a. Inventory control
 - i. Best selling styles
 - ii. Virtually no back orders
 - b. Predictability of complete Rx
 - c. Differentiate using Exclusive Brands
 - d. Cost savings
- 3. Online Solutions
 - a. Omni Channel understanding our patients as consumers
 - i. How it works
 - ii. Why it is important
 - b. Solution
 - i. Fitting Box
 - ii. Ampersand
 - iii. PERC/IVA Distribution Center

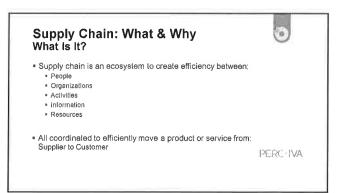












Supply Chain: What & Why Why Is It Important?

Efficiency inside the practice creates opportunity

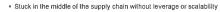
- Lower operating costs
- Great patient experience
 The Right product

 - · At the Right cost
 - Delivered at the Right time
 - . Delivered to the Right place

PERC-IVA

Supply Chain

The Independents' Achilles Heal



- Our competition are building (or built) vertical Intigrated supply chains Luxottics: Complete vertical integration with EyeMed patients, Luxottics Frames, Direct Competitive retail (Lenscrafters, PEARLE, JCPenny's, SEARS etc.), 800-GLASSES online and now building labs

 * Large, professionally managed regional groups are consolidating practices
- VSP: Complete vertical integration with Palients, Frames, Lenses, ICONIC online and Labs
 Foreign entitles are entering the US Market: SpecSavers, FYIdoctors, and others
 Walgreens & CVS are beginning to "test" the eye care integrated concept

What they all have in common is an efficient SUPPLY CHAIN

PERC-IVA

Supply Chain for the Independent Advantage



PERCHVA

- Bulk purchasing discounts go to the BOTTOM line Increase PROFIT!
- · Creates efficiency -
 - · Best selling opticians with patients
 - User-friendly online ordering eliminates steps and days
- Fast, FREE shipping
- Board Management
 - Data driven purchasing only best selling styles
 - Increase Capture Rate
- · Increase Inventory Turn Rate Our inventory position minimizes backorders
- Integrated Laboratory quarantees on time Rx delivery

PERC & IVA Advantage - Opticians Facilitates Premium Product Dispensing



- Dispensing premium products requires optician TIME
 Product education requires time to explain
 Lifestyle dispensing requires time to understand patient needs
 - Palient satisfaction requires <u>time</u> to build trust
- . Dispensing premium products produces more profit
 - Opticians are trained to sett, yet they spend less than 50% of their time selling

PERC-IVA

PERC & IVA Advantage - Opticians Reduces Non-Patient Facing Work



Work Performed	Avg. per day	Advantage
Unpacking frames and reshipping frames to the lab	30 min	Eliminated
Receiving and checking completed Rx orders lab	40 min	Same
Working with frame reps/Managing Inventory	20 mln	Eliminated
Pricing and organizing new product for frame boards	10 min	Reduced
Calling patients for delays or dispense	20 mln	Reduced
Entering orders in system or insurance	120 min	Same
Other miso	20 mln	Reduced
	4+ Hours/Day	PERCHVA

PERC & IVA ADVANTAGE Better for the Doctors & Opticians



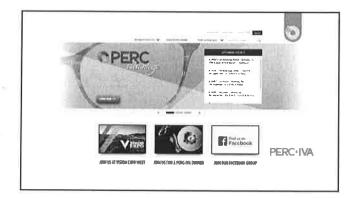
Doctor - Practice Profitability

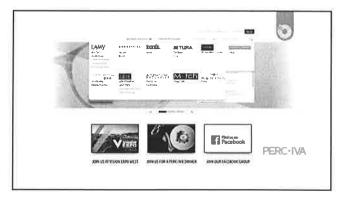
- Cost of Goods
 - Increase profitability per patient
 Better value to patient
- Inventory Management
- Increased Turn Rate
 Less returned SKU's
- Capture Rate
- Productivity Patient Satisfaction

Optician - Increased Efficiency

- Predictability

- Smart Retailing
 Len Portfolio less confusing pt and staff
 Brand/Style representation less
 duplication
- Exclusive Brands
 Protect profit and patient
 Quality craftsmanship
- Ease of ordering
- PERC-IVA
- · Patient Experience













PERC & IVA ADVANTAGE Guaranteed Service Level (SLA)



- The service Level Agreement (SLA) guarantees a competitive delivery timeframe
 PERC Advantage Frames ordered with PERC Portfolio Lenses

Lans Type Guaranteed SLA Single Vision Shipped in 4 Business Days or less PAL / Flat Top Shipped in 5 Business Days or less Shipped In 7 Business Days or less

If the SLA is not achieved, the Member will receive a 50% discount on the lens purchase price from Essitor Labs

PERC:IVA

PERC + IVA Advantage Summary Frame Distribution for the Independent



- Discounts go to the BOTTOM line Increase PROFIT!
- Efficient, user-friendly online ordering
- · Fast, FREE shipping
- Board Management
 - Data driven only best selling styles
 - increase Capture Rate · Increase Inventory Turn Rate
- Our inventory position minimizes backorders

PERC-IVA

PERC & IVA Membership Summary



- Capitalize on some of the best Industry pricing
- Free Membership
- Quarterly Vistakon & CooperVision Rebates
- Centralized frame distribution "PERC / IVA Advantage"
- iCare Health Solutions Connecting to healthcare delivery
- · Practice Management
 - PERC Essentials
- · Shared Services Our vision
- · Education and Consulting services with local meetings
- Community of eithe practices

PERC+IVA Empowering Independent **Thank You**

David Golden, OD President & Co-Founder PERC David Golden@percalliance.com 818-314-8213

PERC-IVA

David B. Golden, OD

Curriculum Vitae

1026-B West Covina Parkway West Covina, CA 91790 626-962-5868

Education	SOUTHERN CALIFORNIA COLLEGE OF OPTOMETRY Doctor of Optometry, Graduated 'With Distinction' Senior Research Project: "An Extended Wear Study Using the Paraperm Permeable Contact Lenses" Golden. D., Linde, B., Edrington, T., Paugh,	
	SOUTHERN CALIFORNIA COLLEGE OF OPTOMETRY Bachelor of Science	1985
	UNIVERSITY OF HOUSTON, COLLEGE OF OPTOMETRY Institute for Contact Lens Research Summer Research Fellowship funded by the national Health Institute May 1985 – August 1985	
	UNIVERSITY OF CALIFORNIA, BERKLEY Major in Microbiology, August 1980– June 1983 510-642-4111	
Professional Experience	PRIVATE PRACTICE, Whittier, CA: West Covina, CA: Pasadena, CA General optometry practice	1987 to present
	VERGE Health Solutions, Co-founder Managed care delivery platform — full risk eye care model	2011 – present
	PERC Holdings, LLC President & Co-founder A subsidiary of Essilor of America Professional Eyecare Resource Co-Operative (PERC) Infinity Vision Alliance (IVA)	2009 - Present
	SOUTHERN CALIFORNIA COLLEGE OF OPTOMETRY Adjunct Clinical Instructor	1987 to 1991
	ARIS Vision Institute, Co-founder and Director of Optometry Sold asset to Gimbal Vision (Canada)	1996 – 2001
	ALBUQUERQUE INDIAN HOSPITAL, Albuqerque, New Mexico Public Health Service division	1987
Research:	ALLERGAN OPTICAL, Inc., FDA Clinical Investigator	4005

1995

Contact Lens Solution Study (Second generation product)

Contact Lens Solution Study (Complete)	1994
Contact Lens Solution Study	1992
Contact Lens Solution Study (Multi-purpose solution)	1991
Contact Lens Study	1989
Contact Lens Solution Study	1989
Single Use Contact Lens Study	
Single Use Contact Lens Study: Second Generation	

CIBA VISION CORPORATION, FDA Clinical Investigator

Lens Comparison Study

David B. Golden, O.D. resume, page 2

Research (continued)

"Comparing Oxygen Uptake of Two Hydrogel Lenses Using Equivalent Oxygen Percentage," Borish, I., Benjamin, W., Golden D. – 1985

"Comparing Hydrogel Lens Dehydration Under Open and Closed Eye Conditions" Benjamin, W., Golden D. – 1985

The Effect of Diabetes on Blue Cone Sensitivity

Adams, A., Golden, D.: Laboratory Assistant at University of California, Berkley – 1980 to 1983

Affiliations

America Optometric Association California Optometric Association Rio Hondo Optometric Society Beta Sigma Kappa – Optometric Honor Fraternity