



2022

Best Practices



CooperVision®

Program Overview

CooperVision's Best Practices Program honors our industry's finest eye care professionals, and their dedication to **their practice, their patients, and the profession**. Being a Best Practices honoree is more than just a plaque. You gain access to a network of practitioners who share insights into their brilliance, a new avenue to build your practice via digital and public relations support, and a community of like-minded professionals who only want to see you achieve even more success.

10 practices from across the United States will be chosen as the top honorees in five key focus areas—two practices per category—by industry peers and thought leaders.



Why Apply?

The Best Practices honorees are brought together at the annual **Best Practices Summit**, which provides an opportunity for education and collaboration on a variety of practice management and clinical practice topics. Throughout the year, honorees are broadly recognized within the profession by serving on professional panels, showcasing their expertise in prominent eye care media, and representing the program at industry events. Customized promotional tools are provided to heighten awareness and increase exposure of practices.



PEER COLLABORATION



BEST PRACTICES SUMMIT



WIDE RECOGNITION

LEARN MORE

Where do you shine?

As the industry continues to evolve, so too does CooperVision's Best Practices initiative. Each year, honorees stand out for their excellence and expertise in many areas of practice—the same areas in which their peers look for guidance and inspiration. Now, Best Practices honorees will be recognized specifically for the aspects of optometry that make them stand out from the rest.



INDUSTRY ADVANCEMENT

Are you involved in advocacy efforts? Academia? Do you thrive in peer and/or student mentorship?



COMMUNITY IMPACT

Is your presence in your community just as important as the impact of your practice? Are you focused on philanthropy, sustainability, diversity, equality, or more?



PATIENT EXPERIENCE

Are you focused on convenience? Offering unique amenities? What do you do to secure patient retention or collaborate in a referral network? How do you set the patient experience apart?



SPECIALTY SERVICES

Do you have a specialty focus that is offered in your practice? Myopia Management? Dry Eye? Specialty Contact Lenses? Vision Therapy? Another specialty that sets you apart?



TEAM BUILDING

How do you create a team that thrives? What do you do to put them on a path to success? Do you excel in hiring, motivating, and retaining staff?

Submitting Your Application

Each application will be evaluated and scored by past Best Practices honorees and key industry opinion leaders. Consider the following when submitting your application:

DON'T HOLD BACK. TELL US MORE!

This is your time to shine, so don't be shy! Make sure to expand upon your answers to include specific examples of the work that sets your practice apart.

RESULTS WITH IMPACT

Focus on measurable results and impact. Tell us just how much your efforts have contributed to your practice's success.

WHAT'S "NORMAL" TO YOU IS INSPIRATIONAL TO OTHERS

Your efforts don't have to be groundbreaking to be impactful. Share what you've done that has made the biggest impact on your practice—even if you don't think it's innovative.

PUT YOUR BEST FOOT FORWARD

New this year, the Best Practices application is divided into five category-specific sections: industry advancement, community impact, patient experience, specialty services and team building. You can pick and choose the categories for which you'd like to be considered, so take the opportunity to shine a spotlight on the area(s) in which your practice truly excels.

MEET THE 2022 JUDGES

Join The Best

Join the prestigious group of Best Practices honorees to continue to advance the eye care profession.



MEET THE BEST



The time is now.

Your application is waiting.

Tell us why you're the best and submit your application.

APPLY



CooperVision®



BEST
PRACTICES