



# Best Practices<sup>SM</sup>

## Frequently Asked Questions

### What is the application like?

The application is a series of five open-ended questions designed to help identify the ways in which your practice is innovative. Questions are focused on key areas such as: your approach to enhancing the patient experience; trends in technology, products and business; your role in the advancement of fellow eye care professionals and the profession, and your leadership in areas including advocacy, community, clinical care and/or sustainability.

### How do I apply?

To apply, you must first register online at [www.coopervision.com/practitioner/best-practices/apply](http://www.coopervision.com/practitioner/best-practices/apply). Once registered, you will receive a link to the digital application. Registration allows you to save your application and revisit, which enables you to complete it over time (if desired). Once your responses are complete, you must submit the application for consideration.

### What does it mean to be a Best Practices<sup>SM</sup>?

CooperVision's *Best Practices*<sup>SM</sup> program celebrates the innovative ways that U.S. optometric practices deliver exceptional patient care and advance the profession. Honorees not only gain widespread recognition in the industry, but are given exclusive opportunities to collaborate with and learn from other creative, motivated practices that have forged their own pathways to success.

## What is involved in being a Best Practices<sup>SM</sup> honoree?

Each year, new honorees are announced publicly in March via a news release to industry media, email blasts, and social media posts. In the Spring, honorees are brought together at the annual *Best Practices<sup>SM</sup>* Summit—a two-day event that provides opportunities for education and collaboration on a variety of practice management and clinical practice topics. CooperVision also coordinates additional peer-to-peer engagement opportunities for the honorees.

Additionally, honorees are presented with speaking opportunities throughout the year, including the annual *Best Practices<sup>SM</sup>* media roundtable discussion. During the media roundtable, practices are encouraged to share their own personal insights and experiences on a variety of topics with representatives from top-tier optometric media—and each other. As a result of this roundtable, many honorees are invited to contribute to articles in optometric trade publications including (but not limited to) *Contact Lens Spectrum*, *Optometric Management*, *EyeCare Business* and *Vision Monday*.

## Do I need to be a CooperVision customer to be eligible for Best Practices<sup>SM</sup>?

No, you do not need to be a CooperVision customer in order to apply. Any practice within the United States—regardless of affiliation—is eligible to submit an application. However, applicants must offer contact lens fitting at their practices to be considered.

## Does CooperVision select the Best Practices<sup>SM</sup> honorees?

Applications are reviewed by a panel of judges including past *Best Practices<sup>SM</sup>* honorees and industry experts. The combination of peer-to-peer and third-party judges enables fair, unbiased evaluation of all applicants.

## I've applied in the past and was not selected. Can and should I apply again?

Yes! Every year, we receive an abundance of applicants who are deserving of the *Best Practices<sup>SM</sup>* recognition and we are unable to honor them all. As a result, we always encourage practices to reapply. You never know when it might be your year to shine. We do have *Best Practices<sup>SM</sup>* honorees who were not selected the first time they applied, yet they are part of this prestigious group today.

## What are the benefits of the Best Practices<sup>SM</sup> program?

We believe this is a story best told by our honorees. Here are a few examples:

“ The whole program from start to finish has been rewarding. I would encourage any practice to apply if they’re interested in learning new things and moving forward in an innovative way. ”

– **Dr. Roxanna Potter, 2018 Best Practices<sup>SM</sup>**

“ What I found in *Best Practices<sup>SM</sup>* is a group of practitioners always trying to find the next best way to meet their patients’ needs and build their practices. It’s a very exciting program. ”

– **Dr. Stephen Cohen, 2018 Best Practices<sup>SM</sup>**

“ We kind of take what we do for granted—that it’s normal, but it’s not. These practices embody the best, and to be able to exchange ideas with them and learn new things was amazing. ”

– **Dr. Matthew Willett, 2019 Best Practices<sup>SM</sup>**

“ Since being part of CooperVision’s *Best Practices<sup>SM</sup>*, my vision for the future of optometry has changed for the positive. I’ve changed the way I do things in the office, I’ve changed my staff around, and changed some products. I’m really making a lot of changes to be able to better prepare for the future with all these challenges coming into the healthcare field now. It’s really become a group of true friends and colleagues that we can bounce ideas off and learn from each other. ”

– **Dr. Carrie Alfieri, 2018 Best Practices<sup>SM</sup>**

“ For me, I know *Best Practices<sup>SM</sup>* is going to be part of my life for the rest of the time I’m in practice. There’s no doubt about it. ”

– **Dr. Jennifer Branning, 2019 Best Practices<sup>SM</sup>**

## Can I speak to a past Best Practices<sup>SM</sup> honoree to get their perspective?

We recently developed a *Best Practices<sup>SM</sup>* flipbook that can be viewed at [www.coopervision.com/practitioner/best-practices/the-best](http://www.coopervision.com/practitioner/best-practices/the-best) that includes contact information for most of our honorees. Feel free to reach out and connect—it’s what this program is for!

## I’ve submitted my application. When will I find out if I have been named a 2023 Best Practices<sup>SM</sup> honoree?

Honorees will be notified in January 2023.