



WOMEN IN OPTOMETRY®



# Pop-up Polls from 2019

*Women In Optometry®* Pop-up Polls are sponsored by

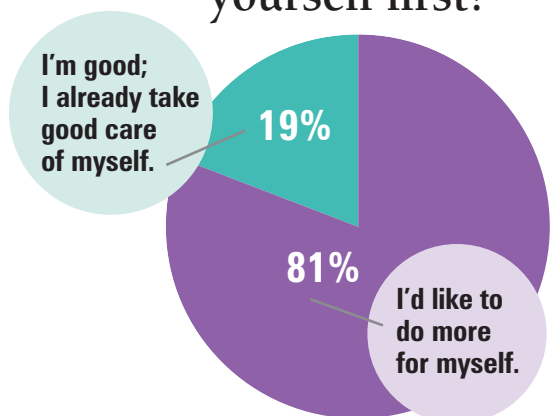




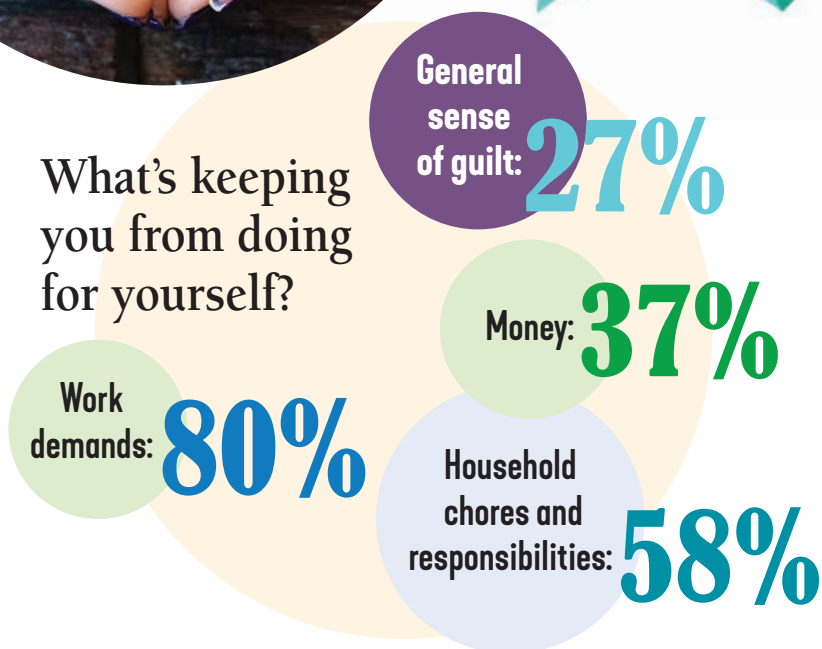
#10

# Time for YOU

Are you putting yourself first?

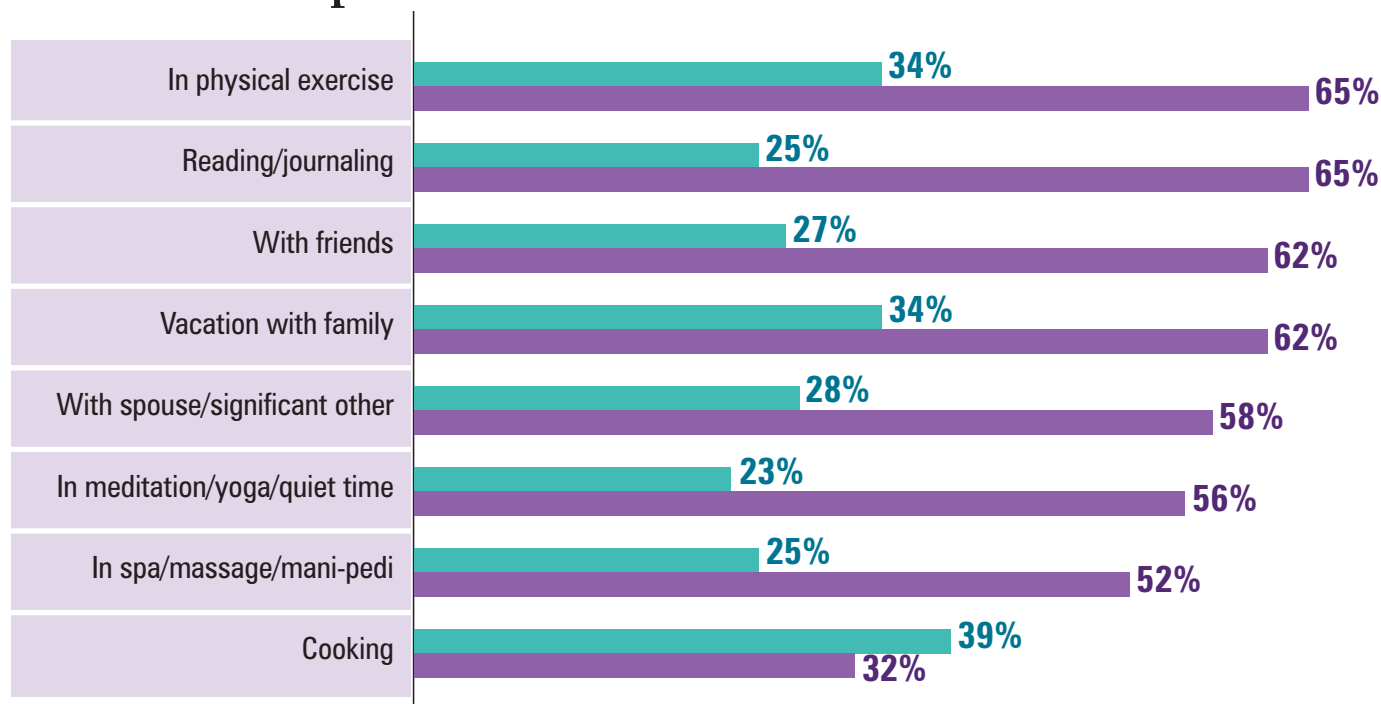


What's keeping you from doing for yourself?



I'd like to spend more time...

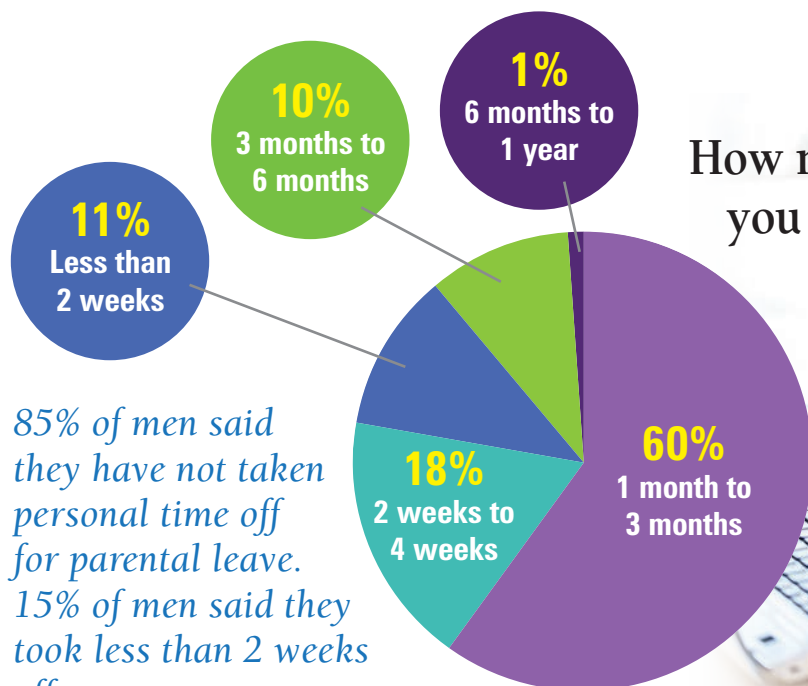
■ I do it now. ■ I'd like to do more.





# On PARENTING

## #9



85% of men said they have not taken personal time off for parental leave. 15% of men said they took less than 2 weeks off.



## What is the best timing?



	Career-focused women	Career-focused men
Having children early in career	16%	10%
Having children later in career	18%	15%
Not having children	16%	2%
The timing is irrelevant	49%	72%

## The Terminology Tussle

85% have used the term “working mom.”  
7% have used the term “working dad.”  
38% have used the term “working parent.”

No male respondents said that anyone has ever used the term “working dad” to describe them.

72% of female respondents said that someone has used the term “working mom” to describe them.





# Work as a FUN PLACE



## Do You “Boo”?

Are you all in with Halloween?



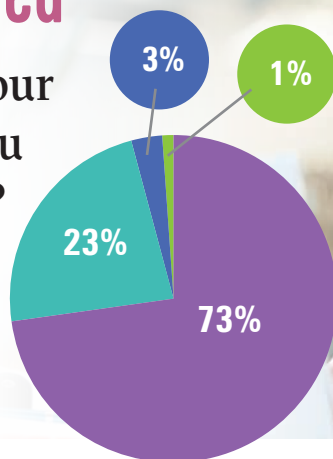
How do you feel about Halloween celebrations in the office?

Response	Percentage
I love the holiday, love the spirit.	39%
It's a fun day, good for business.	29%
It's a fun day but not tremendously productive.	18%
If I could avoid the office, I would.	13%
I wish we could pull back from what we've been doing.	3%

## Friends Indeed

Do you expect your friends to call you “Dr.” in the office?

- No
- I'd like them to but won't complain if they don't.
- Yes, everyone does.
- I don't care.



**32%**  
*Encourage friends to become patients*



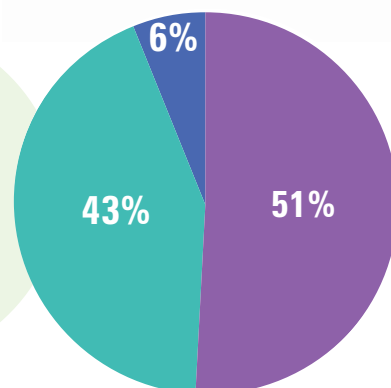
# LEADERS Wanted

#7



Are women well represented  
in leadership in the optometric  
profession?

- Women are under-represented
- Women are appropriately represented
- Women are over-represented



## Factors and obstacles

Family responsibilities don't leave time for leadership positions:

Major reason      Minor reason

47%      38%

Women are less likely to ask for promotions:

44%      45%

Businesses aren't ready to hire women in executive leadership positions:

38%      36%

Women don't have access to the same networks/connections as men:

27%      42%

Women are held to a higher standard than men:

27%      35%

*"The Glass Ceiling is a persistent, clear obstacle. We can see through it, but when we get close and breathe, we can see the fog."*

*"The ability to attend multiple meetings when women have a young family inhibits the ability to say YES."*





# Does That Employee Need to Go?

#6

Does your office have a written policy  
for termination of employment?

**Yes:**  
**54%**

We refer to violations in the policies: **58%**

For some violations: **21%**

**No:**  
**12%**



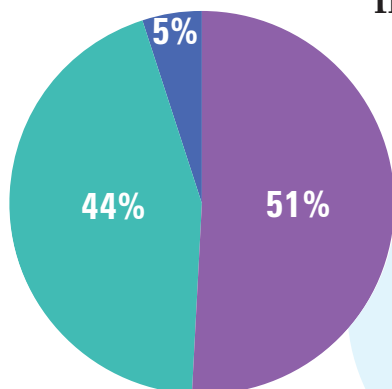
Does your office typically provide  
a written warning or discussion on  
violations that could lead to termination?

We have a 3-strikes policy for some violations  
(tardiness, absence, protocol violations): **48%**

Serious violations are grounds for immediate dismissal: **33%**

For some violations, we warn but do not have a real policy: **12%**

Are you personally involved  
in hiring/firing  
decisions?



- I am the sole authority.
- I have influence in hiring/firing decisions.
- I have little/no influence in personnel decisions.

Are you comfortable with  
your termination policies?

**49%**

Yes, we have a fair and  
well-articulated policy.

**28%**

Somewhat—our policies cover  
most circumstances.

**12%**

No, we do not have written policies.

**9%**

No, we have a policy, but it is outdated.



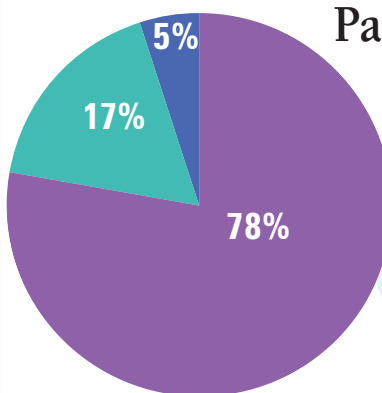
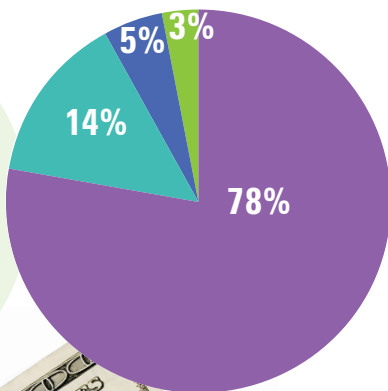


# CASH Is King for Gifts

#5

Does your office give individual  
gifts/cash to employees?

- Yes, around the Christmas holidays
- Yes, at the end of the year
- No
- At different times of year (summer, birthdays, Thanksgiving)



Party? Gifts? Both?

- Both holiday party and gifts
- Just gifts, no party
- Just party, no gifts

52%

say cash is the  
most popular gift

Everyone gets the same thing  
(tumbler, jacket, gift certificate): **24%**

I search for a specific, individual gift for everyone: **12%**

Secret Santa, office games, small gifts in  
the under \$25 price range were also popular.

How is the cash gift calculated?

53%

Based on a formula (salary and amount  
of time worked in previous year)

33%

Everyone gets the same

12%

Based on years of employment

(most common answers)

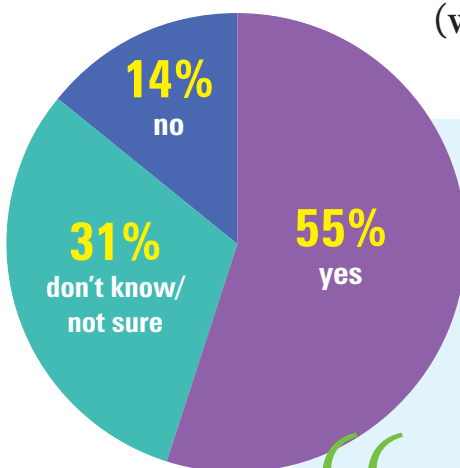




# Pay PARITY

#4

Does your experience support  
that there is an income gap?  
(women only)



## What Could Help?

Here's the buzz

“What constitutes being an adequate mom is vastly higher than what is required to be a great dad. I wonder if the income gap is mainly a gap between mothers and fathers, not generally men and women.”

“We try to be ‘too nice.’ We need to push for what we deserve, and that will take time...a generation or two at least.”

“Association-endorsed fee recommendations for all ODs based on years of experience.”

“Standing up for oneself in negotiations and being willing to walk away from inadequate situations.”

“Large organizations that hire ODs have salary algorithms that ignore gender.”

## What contributes to the income gap?

65%

Women's incomes don't progress at the same rate because women don't negotiate as well/as much.

61%

Women's incomes don't progress at the same rate because of family duties.

45%

Women choose work situations that provide lower salaries (e.g., employed rather than owners).

44%

Employers offer female candidates less.

35%

Women don't work as many hours, even if the data is all from “full-time” ODs.





# White Coats or No White Coats?

#3



I wear a white coat for the

**pockets:**

**71%**

*I wear a white coat to look professional:*

**68%**

**Staff attire**

**35%**

Staff members wear business casual attire.

**24%**

Clinical staff (only) wears scrubs.

**22%**

All staff members wear scrubs.

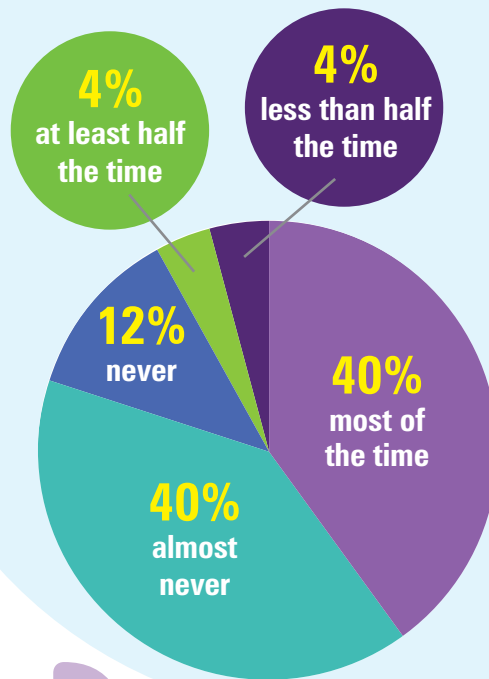
**20%**

Staff members wear professional business attire.

**15%**

Staff wears some uniform elements (polos or tops with logos).

I wear a white coat...



*Male ODs were slightly less inclined to wear white coats than women.*

I wear a white coat for the warmth:

**41%**

A white coat identifies me as the doctor/makes the doctor look older:

**42%**



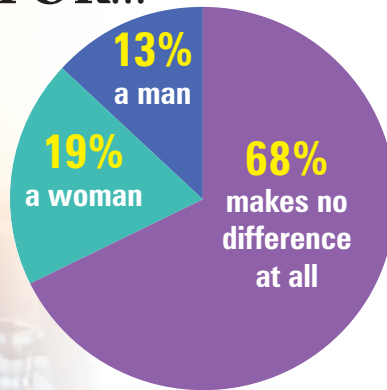


# Focus on the **WORK, Not** the **GENDER**

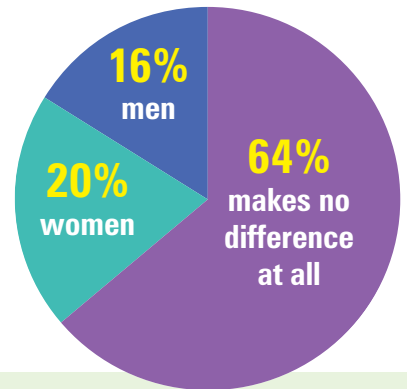
## #2



I would rather work  
**FOR...**



I would rather  
work **WITH...**



“Competence and civility matter much more than gender.”

**The  
buzz**

“I like the understanding and bonding that has come with my women colleagues. However, I like the more easygoing aspect and less emotionally driven aspect of working with men ODs.”

“Women are more fair as bosses. Men are easier to work with as teammates.”

“I would rather work with someone who shows up and doesn't bring his/her personal drama into the workplace. I don't think that that is gender-specific.”

”





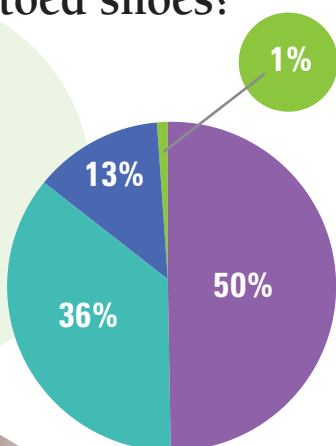
# Toes, Hose or No Nos?

## #1



In your opinion, is it OK for a doctor to wear open-toed shoes?

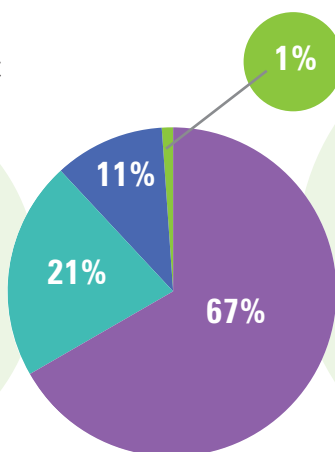
- Yes
- No
- Maybe
- I don't know



Are open-toed shoes allowed in the office?



Do you have a policy on dress, and does it include footwear?



- Yes, our policy on dress does include a statement on appropriate footwear.
- We have a written/understood dress code, but it does not address footwear.
- No
- For staff only

Women In Optometry® has compiled information from the most engaging online WO Pop-up Polls for 2019. Percentages may not add up to 100% as respondents could select more than one option or due to rounding. Unless specified, respondent pools include both women and men.

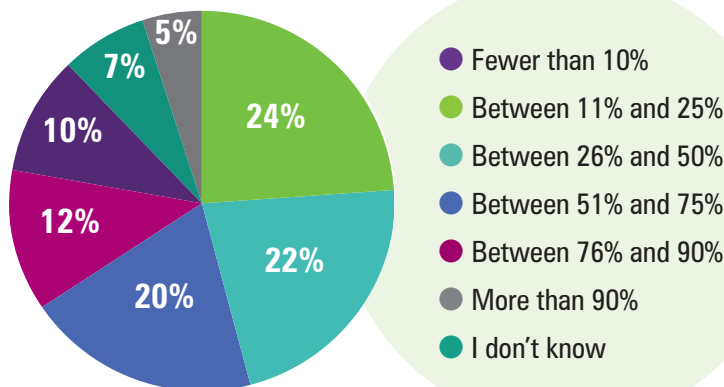




# ECPs Say That **COST** Is an Important Factor in Getting Patients to Accept **TREATMENT PLAN**

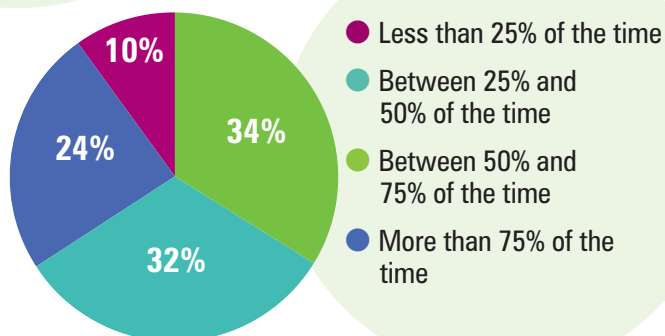
**BONUS**

What percentage of your patients stay firmly within the frame/lens selection that their vision plan covers?

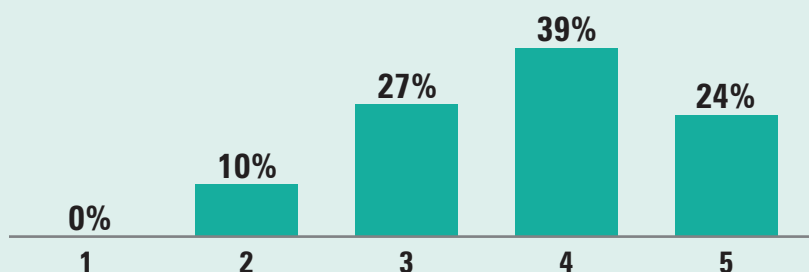


**75%**  
say they offer patients options for financing their payments

How successful is your office in getting the patient to accept the full treatment plan prescribed by the doctor?



How much does cost impact a patient's decision to buy products/pursue services?  
(1 is very low impact and 5 is very high impact)



*Among those who said that they offer patient financing options, CareCredit or specific health care financing was the most common solution.*

Make sure his  
path leads straight  
to *your* door.  
And back again.



Along five key steps in the patient journey, you can help make *your* practice *his* destination, help him get the eye care and eyewear he wants and meet your practice goals.

Introducing **promotional financing** with the CareCredit credit card and the easy application process before eye care and eyewear selection can help **increase his immediate purchasing power**.



The average first out-of-pocket sale for a patient opening a CareCredit account in an optometric practice\*



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Call 800-859-9975, option 1, then 6.

**Ready to add CareCredit?**

Call 866-853-8432.

\*Average 2018 1st ticket sale in an optometric practice that accepts CareCredit.

