

Why Choose Optometry?

U.S. News and World Report Magazine Poll & Kiplinger Magazine Poll:

<http://money.usnews.com/money/careers/articles/2010/12/06/best-careers-2011-optometrist>

<http://www.kiplinger.com/columns/onthejob/archive/13-careers-for-the-next-decade.html>

- THIRD LARGEST independent healthcare profession
- According to the American Optometric Association, average annual income from the primary practice of optometry was \$130,856 in 2009.

Optometry is a **GROWING** profession!

- Recent history--optometrists gained the rights to prescribe therapeutic pharmaceuticals:
 - Optometry is now the primary entry point in the health care delivery system. Insurance payers want their members to see optometrists first!
 - Third party insurance plans trust us to be the gatekeepers-- optometrists decide how eye care is accessed by patients because they can treat or triage ANY ocular problem
- Specialization occurring within optometric education creating more market demand for optometric services. (Cornea/Contact Lens, Pediatric Optometry, Vision Therapy, Low Vision.)
- Optometrist continuing to provide 2/3's+ of all eye care in the U.S.
- Will become even more recognized and respected as a major health care profession by all disciplines within the medical community
- U.S. ophthalmic market totaled \$27.2 billion (2006 poll) which is up 6.5 percent over two years ago. Private optometry accounts for the largest share of this market--approx 39.1 percent.
- Bureau of Labor Statistics expects more than 24 percent growth through 2018
- 75% of Optometrists make \$59.91 an hour while seeing patients in clean, low-stress environments (*Bureau of Labor Statistics*)

Optometry's **FUTURE** is **SECURE!**

- Aging population--Baby Boomers will need eye care!
- Rising third party payers want full service providers -- optometrists!
- Pre and post-op care for Laser Vision Correction is done by optometrists-- ophthalmology relies on us for this service!
- Occupational visual demands are greater than ever before!
- Optometry has the second highest small business success rate!
- Laws have changed in two U.S. states granting laser and surgical privileges to optometrists.



Other Benefits of Optometry

- Four Years of professional school for Doctor of Optometry-- ready for licensure and practice
- Increasing demand for co-management of patients with MD's.
- Options of private practice, military, VA hospitals and HMO's.

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