



## **A Message to Students**

You've made it this far because you're smart, you're talented and you've worked hard. You're receiving an outstanding clinical education and you're eager to put those skills to the test in helping people see well and stay healthy.

You should be just as excited about business. A great adventure awaits should you choose to accept it. The question is, will you eventually own a private practice or become a bystander in someone else's enterprise?

At VSP Vision Care our network of 28,000 private-practice doctors provides eyecare and health care services to 57 million members nationwide. These doctors provide the best in patient care while enjoying flexible careers with higher income potential.

VSP Vision Care works tirelessly to put patients in your office and educate them about the importance of their eye health and overall wellness. And it doesn't stop there. When you engage with VSP, you have access to a family of companies that does more to support private practice doctors than any other managed vision care company. Marchon and Altair Eyewear provide a comprehensive selection of high-quality designer frames from some of the most recognized brands in the world. Eyefinity/Officemate offers the best platform available for the electronic management of patient records and seamless electronic billing. And Eye Designs can help you create a practice with optimal consumer appeal, anchored by an eye-catching dispensary.

VSP is proud to present *Business Aspects of Optometry*.

The online version of this textbook is the result of collaboration between educators, optometrists, and subject matter experts in various aspects of the profession. Our sincere hope is that this book will not only help prepare you for a career in business but that it will get you excited about business. In today's competitive marketplace, it's not enough to be a great clinician. To enjoy the highest rewards that optometry has to offer you need to understand and implement successful business practices.

We wish you success as you embrace the challenge.

A handwritten signature in black ink that reads "Stuart A. Thomas".

Stuart Thomas, OD  
VSP Board Chairman

A handwritten signature in black ink that reads "Rob Lynch".

Rob Lynch  
VSP President and CEO