

Transitions focuses on education for growth

Innovation, education and children will continue to be the focus for Transitions in the coming year, delegates to the annual Transitions Academy in Florida heard last week.

Exploring success was the theme of the conference at Walt Disney World in Orlando, Florida, which played host to over 1,500 optical professionals from around the world.

Delegates heard from a range of Transitions speakers on partnership and marketing and from Disney on creativity and innovation. Harnessing creativity for differentiation was also the theme of the keynote speaker and artist Erik Wahl.

President Brett Craig warned delegates that in a falling market innovation was essential for growth and said Transitions would be their partner in achieving that. Activities for the coming year included the sponsorship of the PGA golf tour and the creation of a totally new sunglass segment. Transitions Sunwear would be launched at the PGA Tour later this spring.

Increasing the penetration of variable tint would also continue to help grow the market. To that end Transitions has introduced a suite of online and printed educational tools for practices, patients and professionals, carrying a range of messages.

The promotion of healthy sight including messages about UV damage, glare and visual comfort will be the main areas of approach to patients while marketing support, campaigns for premium lenses and patient education will be directed towards practices.

Far-reaching support campaigns have been prepared for students, with educational modules, guides to photochromism and other teaching aids which have been delivered to over 200 optometry schools around Europe.

Transitions also aims to replicate education campaigns among young children in mainstream schools. In France it has already published Tom Liz Les Lunettes Magiques and hopes to repeat its success in other territories.

The company is also investigating other ways in which it can work with schools to help children and parents understand healthy sight and the dangers of UV.

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About the Author

From www.opticianonline.net:

The Ohio State University College of Optometry ranks as one of the premier colleges of optometry in the United States and is the only optometry. To be licensed, optometrists must earn a Doctor of Optometry degree from an accredited optometry school and pass the appropriate exams administered.

Official site features board members, database of licensed professionals, and state optometry laws, rules, and regulations.

Optometry is a health care profession concerned with eyes and related structures, as well as vision, visual systems, and vision information.

Information about the academy, including research databases, member directories and information on optometry.

Optometrists or Dispensing Opticians are responsible for the visual health of. Optometry provides a demanding and rewarding career, technological.

Publishes original research papers and reviews in vision science, optics and clinical optometry. It is a peer reviewed, scientific journal.

Provide resources to state regulatory boards of optometry throughout.

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