

2020-2021 NATIONAL VISION GRANT PROGRAM



Post-Pandemic Projections for Healthcare Practices

What changes implemented during this “new normal” do you think are here to stay?

National Vision is giving third and fourth year optometry students **a chance to win a \$5,000 grant** by sharing their predictions on which changes implemented during COVID-19 will become a permanent part of how optometrists practice and provide healthcare services.

The COVID-19 pandemic has changed the way the world works. For many, work and school are happening from home. Large gatherings are on hold, and the grocery store now operates on a one-way directional system. Not to mention we're all wearing masks and staying six feet apart from one another. But arguably no field has been more impacted than healthcare. Healthcare providers have had to make significant changes since the pandemic began - providing care remotely, adapting patient flow and office layouts, taking extra precautions with sanitation, and wearing additional PPE - just to name a few.

THE ASK:

Tell us which changes implemented in response to the COVID-19 pandemic you think will stick around in the optometry profession, even after the public health crisis has subsided. Are there certain practices we've implemented to slow the spread of the virus that you feel will become the new standard? Be sure to explain why you feel the measures you mention will become deep-rooted mainstays for optometrists. Or, if you believe we'll one day return completely to the pre-pandemic procedures and methods, we're interested in hearing your perspective, too. You are encouraged to cite any credible sources that support your thinking.

Consider the following questions to dive into the topic further:

- Do you believe the public's expectations of healthcare practitioners, including optometrists, will shift as we emerge from the pandemic?
- How do you think opinions related to remote medicine have shifted in recent months? Are you, your peers and the public more or less accepting of the practice?
- Will mask regulations, increased sanitation standards or social distancing become the new normal in optometry practices and optical retail settings?

HOW TO APPLY:

Address the challenge above in a 500 word essay OR video (maximum length: 5 minutes). Submit your project (or send any questions) to: carly.schenck@nationalvision.com

Deadline: January 31, 2021

Winners Announced: Before March 1, 2021

THREE GRANTS WILL BE AWARDED:

First Place: \$5,000

2 Runner-Up Recipients: \$1,000 each

ABOUT NATIONAL VISION HOLDINGS, INC.

National Vision Holdings, Inc. is one of the largest optical retail companies in the United States with more than 1,100 retail stores in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail brands: America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, Vista Optical inside Fred Meyer stores and on select military bases, and several e-commerce websites, offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

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PLEASE FILL OUT THIS FORM AND INCLUDE WITH YOUR SUBMISSION.

1. Full Name: _____
LAST NAME FIRST NAME MIDDLE INITIAL

2. Permanent Address:

STREET ADDRESS

STREET ADDRESS (SECOND LINE)

CITY STATE ZIP CODE

COUNTRY

PHONE E-MAIL ADDRESS

3. Name of Optometry School (Must be a student in good standing with an optometry school):

Class (must be 2021 or 2022): _____

4. Describe your significant optometric leadership and primary care experience (you are welcome to also attach a resume or CV):

SEND COMPLETE APPLICATIONS AS NOTED BELOW:

By Email: Carly Schenck
Senior Manager, Marketing & Communications
Professional Services, National Vision, Inc.
carly.schenck@nationalvision.com

