

Licensed Owner OD Recruiting Best Practices That Can Help You Avoid Unnecessary Headaches

I. Posting a Position

- a. Visit <https://www.surveymonkey.com/r/F7BGVGJ> to complete the Survey Monkey questionnaire to have your OD position posted for your practice leveraging the resources of Luxottica.
- b. NO recruiting efforts or posting activity will start until the Survey Monkey Requisition form is submitted.

II. Communication

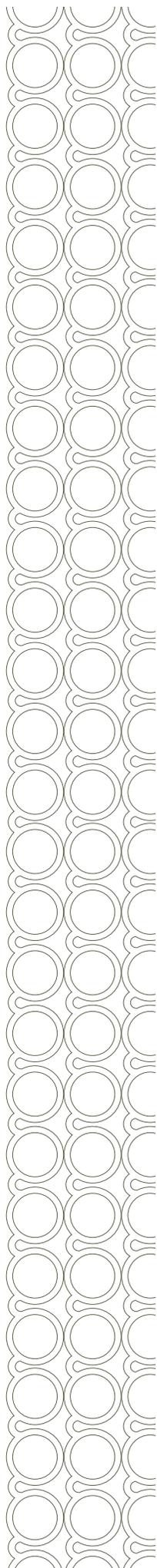
- a. Communicate with everyone — Leverage all of the resources that Pearle Vision has made accessible to you as a Licensed Owner. Additional support is available to you in the areas of operating your Optometry Business, EyeCare, OD Recruiting, Practice Marketing, and Advertising.
- b. **OD Recruiting-** Establish a communication plan when you post your position and **be sure to communicate an outcome after you are introduced to or interview a candidate that you locate.**
 - i. **What is at risk?** By not communicating the outcome of your interview/hiring decision with your OD Recruiter, your job posting may be removed before you have filled your position OR you may hire an OD but if you do not communicate this information to your OD Recruiter, they may contact and recruit that same Doctor for another position.

III. Interviewing

- a. Understand the needs of your business and be prepared for your OD interview:
 - i. Know what you seek in an OD for your practice and what makes your practice special and differentiates you from other practices in the area.
 - ii. What is the practice model you intend to use (employed or independent) and what are your coverage needs (days/hours) and start date?
- b. Leverage your support staff and peers for information. Your Territory Franchise Director (TFD), OD Recruiter, and peer Licensed Owners can all share best practices regarding the interview and hiring process.
- c. Utilize online resources and search engines; a Google search for “questions to ask during an Optometrist interview” returns millions of results and sample interview questions.

IV. Research

- a. Visit the state licensing board website and “verify a license”
 - i. The state licensing board website will allow you to verify an active optometrist license and any current or previous disciplinary actions associated with a license.



- b. Market- pay rates
 - i. You can perform an online search with websites such as [Glassdoor.com](https://www.glassdoor.com), [Payscale.com](https://www.payscale.com), [Indeed.com](https://www.indeed.com), [Salary.com](https://www.salary.com) to view average market pay rates for optometrists in a nearby city or market.
- c. Background Checks
 - i. There are several companies that offer full candidate background checks if you choose to do so.

V. Networking

- a. Networking and referrals are the #1 source that Luxottica OD Recruiters use to find top talented OD candidates.
- b. There are also great resources available through optometry school websites, social media sites (such as [LinkedIn](https://www.linkedin.com)), and many job and practice websites that can help familiarize you with OD's in your area.
- c. [ARBO.ORG](https://www.arbo.org) is a website that will allow you to do a search by any city or state in the U.S. and will provide a list of OD's that practice in the area.

VI. Recruiting Best Practices and Difficult Markets

- a. Talk with your OD Recruiter. Hear what they do and discuss the best practices that they have learned from recruiting doctors every day.
- b. Difficult Markets- there are markets that are easier to recruit in than others. Some markets have established OD pipelines while others have a history of taking an extended amount of time to find a doctor and may require extraordinary efforts. Your OD Recruiter can share what best practices they do and what you may choose to do in these more difficult markets. Feet on the street, college or state licensing board member visits, cold calling, creating networking lists, and learning more advanced ways to communicate are just a few of the things that you may have to do to be successful in these markets. Talk with your OD Recruiter to address what further actions you can do if you are in one of the more difficult markets.

VII. Education

- a. There are several great resources available for both new and experienced Licensed Owners to continue your development and learn more about the business of optometry.
- b. Some examples of common websites/publications include:
 - i. New grad optometry
 - ii. Vision Monday
 - iii. Optometric Management
 - iv. Covalent Careers
 - v. Review of Optometric Business