



SIX-PART WEBINAR SERIES ANNOUNCED TO HELP PRACTICES BUILD A BETTER FUTURE FOR INDEPENDENT OPTOMETRY

Building an Unconventional Practice, October 22- December 10

Hosted by Dr. Joseph Day, O.D. and East Main Vision Clinic of Puyallup, WA

Sponsored by Safilo North America, Royo.com and Fuse Networks

PUYALLUP, WA – October 1, 2020 – Dr. Joseph Day, O.D., a practicing optometrist for over 30 years and his collective team of seven industry experts at East Main Vision Clinic located in Puyallup, WA, are excited to announce a forthcoming six-part webinar series entitled *Building an Unconventional Practice* conceived to help independent practices build a better future.

During this ground-breaking new virtual series, geared towards O.D.s and independent practices looking to make positive change in their practice, Dr. Day and members of his East Main Vision Clinic staff will share their tools, resources, strategies and experiences, cultivated over the past 13 years, to educate ECPs on increasing profitability, diversifying revenue streams to balance their managed care business and improving overall efficiency while elevating their practice, no matter what the obstacle.

The motivation for this webinar series arose in response to an overwhelming number of requests from other ECPs for business recommendations and advice from Dr. Day whose practice has continued to thrive despite COVID-19 and it's resulting economic downturn, with a 64 percent increase in per-patient revenue while seeing 26 percent fewer patients.

Taking place over five consecutive Thursdays at 6pm PST, starting **October 22nd** and concluding, after a two-week break, on Thursday, **December 10th**, the webinar topics will range from leadership, business strategy and independence to marketing, patient and team loyalty and specialty eyecare. The live webinars will be taped so they can be viewed later or referenced when most convenient.

Moderated by DezaRae Hedrick-Fortson, Regional Manager - Northwest Region, Safilo USA, each of the six live webinars will be 45-minutes long with a 15-minute Q&A. Included with each registration will be a “Monday Morning Tool Kit” complete with printable PDFs on topics such as “Successful Scripting,” “Practical Working Procedures” and “Functional Action Plans” that offices can implement to enhance their practice.

Open to all interested participants, **early registration for the six-part series is \$99.00 (U.S.) through October 22nd** at 5pm PST. **To register for the *Building an Unconventional Practice* webinar series visit: <https://www.emvc.net/landing/webinar-interest>.**

Sponsors of the *Building an Unconventional Practice* webinar series includes Safilo North America, the largest independently owned frame manufacturer; Roya.com, a top-tier digital and content marketing concern; and Fuse Networks, an IT and HIPAA Integration and Support firm.

Safilo North America is cross-promoting the webinars through its own marketing channels: Safilo customers may register via the home page of its b2b sites in the U.S. and Canada, www.mysafilo.com and www.mysafilocanada.com, respectively, and will also publicize via word of mouth of through its sales organization, customer eblasts and social media.

“Our heart is in this to help educate every OD’s office on the enhancements they can make to their practice through very specific and actionable steps. There are many challenges facing independent optometry today and it’s my experience that the leadership training needed to run our businesses at their peak performance is either not widely available or affordable. For this reason, my team and I have curated this unprecedented series to share our pearls of wisdom which has allowed us to flourish during these unprecedented times,” said Dr. Joseph Day, O.D., owner of East Main Vision Clinic and architect behind the *Building an Unconventional Practice* webinar series.

“Our vendor representatives have told us time and again that we are their top practice in terms of patient-care and team-care. Our energy is unsurpassed, and we take ownership of the patient experience in a way that transforms an eye exam into an eye experience. It’s the small things we do flawlessly that make our business successful. We humbly want to share the intricacies of what we do and how we do it during our webinars, added Dr. Day.

“As the industry’s largest independently owned frame provider, Safilo is honored to sponsor the *Building an Unconventional Practice* webinar series; it’s one of the many ways we’re partnering, educating and supporting independent ODs as they navigate their way through this ever-changing and exceptionally challenging marketplace,” said Steve Wright, President and Chief Commercial Officer of Safilo North America.

“Our sponsorship and support evolved out of an initial conversation that our regional manager DezaRae Hedrick-Fortson had with Dr. Day asking how Safilo could support independent ODs and we’re thrilled with the result. We’re confident that this series – built on the impressive leadership, business and people skills of Dr. Day and his team at East Main Vision Clinic – will benefit thousands of independent practices across North America, and beyond, turning the obstacles they’re facing today into growth opportunities tomorrow, added Wright.

About Dr. Joseph Day/East Main Vision Clinic

Dr. Joseph Day, O.D., has been practicing as an eye doctor in the Puyallup Valley of Washington State, about 10 miles southeast of Tacoma and 35 miles south of Seattle, for over 30 years. He opened his practice, East Main Vision Clinic, in 2007. During this time, he has cultivated a special brand of customer service-oriented eyecare that has become his signature. Inspired by his uncle and role model, Dr. Brand, an optometrist, Dr. Day has followed in his footsteps vowing to treat all patients with the same caring spirit. His personal mission statement is “I’m here to serve the person in front of me (the patient), and to the left and the right (my team).” Customer service is at the cornerstone of everything he and his practice does. Aside from providing patients with the best eyewear and contacts for their individual needs, Dr. Day’s concentration is on evaluating eye health and educating his patients. At East Main Vision Clinic, Dr. Day and his team diagnose eye disease and other eye health complications in over 60% of their patients with the majority of those patients being unaware that they have an underlying problem until being provided with a comprehensive consultation and eye exam.

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo’s portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux, and licensed brands Dior, Dior Homme, Fendi, Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi’s, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2019 Safilo recorded net revenues for Euro 939 million.

About Fuse Networks

Fuse Networks has been providing professional IT Support for businesses in and around the Pacific Northwest since 2009. The company strives to give its clients enterprise-level services and solutions at prices that work for small businesses. Time and experience has enabled Fuse to build a proactive approach that aligns technology, people, and process to deliver on its promise to its clients. Through that approach, Fuse Networks has created a competitive advantage that allows its customers to keep the focus on their business and not on their technology. Their team of experts can become an extension of its clients’ businesses; responding to issues quickly, often before they even know about them. Furthermore, Fuse has a deep understanding of HIPAA and PCI compliance and has the tools and resources to help its clients achieve and maintain their compliance objectives. Covering everything from servers, network infrastructure, workstations, applications, cloud services, and compliance, Fuse Networks provides proactive end-to-end solutions for all of a company’s technology needs. Fuse Networks partners with many types of businesses and strives to eliminate IT issues before they cause expensive downtime, so companies can continue to drive their businesses forward.

About Roya

Roya.com works with thousands of businesses nationwide to supercharge their online strategy with Canvas® powered websites and specialized digital marketing campaigns. The Roya.com team is driven by results and hold themselves accountable for the growth and success of its customer’s digital strategies.

Contacts:

Dr. Joseph Day	Building an Unconventional Practice	unconventionalpractice@emvc.net
Eden Wexler	Safilo North America	Eden.Wexler@safilo.com