

## PRESIDENT'S SYMPOSIUM

### **Introductions and Understanding National Vision's Philanthropic Role - Bob Stein**

- One of the greatest challenges: How do we get more people involved?
  - Values dictate your mission → create an internal culture in your environment that supports your values and mission
- NVI aims to provide unique added value to philanthropic efforts like supporting VOSH (as opposed to just writing a check to an organization) both domestic and international
- Focus on sustainability: “permanent societal improvements in the delivery of care”
  - Fixed point care →
- Types of participation: active, passive, celebratory
- Challenges
  - Working against the tide of local regulations
  - Infrastructure
  - Domestic challenges: higher level of standards (a good challenge!)
- Cost of a pair of used glasses is estimated at ~\$18 before it even gets to destination
  - New glasses can be more cost effective and better for the patient
  - Essilor's Ready-to-Clip
  - Partner with local labs
  - If you return to the same site each year: leave glasses and grinders there to save costs and improve inventory
- Think in terms of “If we could do this what would it be like?” instead of “What are we capable of doing today?”

### **What is VOSH? - Natalie Venezia**

- Have a mission statement
- “Bringing the World into Focus: The Story of VOSH” - Michael Listenberger OD, FVI (Past VOSH President)
- Franklin Harms (OD from KS) flew glasses to Mex. and VOSH was born!
- Reach out to Natalie if you are interested in being an intern
- URE: Uncorrected Refractive Error
  - Three major causes of visual impairment: URE, Cataracts, Glaucoma
- Vision Institute: great resource for statistics ([visionimpactinstitute.org](http://visionimpactinstitute.org))
- What makes VOSH different than other nonprofits? We are boots on the ground!
- Domestic and International clinic trips
  - Disaster Relief Corps
  - Creating clinics and schools internationally (Haiti just opened!) - VOSH Corps
- VOSH Ambassador Program
- Mentorship Grants - partner with an international SVOSH chapter
- TTP (Technology Transfer Program) - collect donated optometric equipment, refurbish, and send out to new schools and clinics
  - Also loaner program starting

## Brainstorming Sessions:

- **Creating a standard VOSH exam report**

- Our Ideas for form organization
  - Half sheet (front & back is fine)
  - Check boxes >> circling things
- Our Ideas for form content
  - Demographics
    - Age, sex, personal info (address, phone, etc)
  - Refractive Data
    - Dominant eye - only if strab or amblyope
    - Retinoscopy or Auto-Rx (check box or circle)
    - Glasses dispensed
  - Dilation: check boxes for dilated/undilated, with line for time of drops
  - Disease Data
    - Ocular
      - Anterior: uveitis, conjunctivitis, cataracts, other
      - Posterior: glaucoma, DR, AMD, other
    - Systemic
      - DM, HTN, CVD, Seizures/Convulsions, Pregnancy, other
  - Treatment / Management Data
    - Glasses + type (demographics, suns, readers, etc)
    - Drops/Topicals (&amount)
    - Orals (if applicable)
    - Surgical referral type, location, doctor (if known)
- Bob's Form
  - "Intake station" - basic info on location, health history
  - Distance/Reading pairs of glasses - hard to match add power to dist Rx
  - Glasses Inventory (SKU + Barcode)
    - Ready to Clip

- **Organizing clinic findings into usable data**

- What do we care about?
  - Demographics
    - Age
    - Sex
  - Refractive Data
    - At least as specific as a range of dioptic info
    - Separate astigmatism category
  - Disease Data
    - Ocular
      - Anterior: uveitis, conjunctivitis, cataracts, other
      - Posterior: glaucoma, DR, AMD, other
    - Systemic
      - DM, HTN, CVD, Seizures/Convulsions, Pregnancy, other
  - Treatment Data
    - Glasses + type (demographics, suns, readers, etc)
    - Drops/Topicals
    - Orals (if applicable)
    - Surgical referral type

- What do we not care about?
  - Specific City/Address/Phone number
  - Specific surgical referrals (which doc, where, etc)
  - Specific dilation drops used
  - Habitual Rx / LEE
- What can we use for VOSH?
  - What do we need for trips? (# of patients, age, gender)
  - Disease breakdown (% of population?)
  - Rx Breakdown (with demographics)
    - Ranges, astig, ADD power
  - Number of surgical referrals + type
  - Chief complaint
  - Necessary equipment
  - Languages spoken (%)
- What can we present to donors?
  - Estimated cost of treatment (Value)
  - Total number of patients seen
  - Drops/glasses dispensed
- **What we want to see on the (S)VOSH Website** - (have a secretary or other position in charge of keeping these things up-to-date)
  - Resources
    - Pre-Trip/Post-Trip checklist - website
    - Contact info - FB/Website
      - SPREADSHEET
    - Calendar of trips/conferences - Calendar on website, reminders on fb
    - Chapter rules/info - website
    - Exam forms/data - website
    - Language docs - website
    - Links to TTP - website
  - Communications
    - Message board - facebook
    - Trip “wanted ads”/classifieds for ODs/Students - Facebook
  - Photos/PR
    - Fundraising ideas/photos - facebook (questions/comments)/website
    - Links to insta/website - both
- **What school resources can we share with VOSH/SVOSH?**
  - Fundraising
    - Templates
      - Letters to donors
      - PPTs with scripts
    - Ideas
      - What worked and what failed (why?)
  - Videos
    - Promotion
    - Teaching locals/volunteers - skill-based
  - Trip Approvals
    - Which schools allow students to go during classes / which don't
    - Which years are allowed to participate

- Chapter Specific Trip decision making
  - How to talk to your school/administration and ask for time off
  - Money Info → Stipends/Grants, etc
- Member Expectations
  - Leadership roles, etc
- Language forms
  - Case Hx in various languages
- “Tips on Trips”
  - Packing lists
  - Leadership roles
- Trip/Clinic Affiliations
  - Domestic:
    - Do you partner with VOSH?
    - Do you go with a local group (rotary, etc)?
  - International:
    - Who helps you abroad? (local rotary, local lions, VOSH/I, etc)
- Chapter Equipment (willing to loan)
- List of Donors
  - Big companies, etc
  - “Spread the love”
- **Member retention during school**
  - 1st year
    - Often really involved bc service fulfills service requirement
    - Have a meeting for new members (1st or any year) and educate these members about VOSH/I and membership
  - General:
    - Incentivize the hours systems → free hours/month, clinic pin if hours completed in first year
    - Congratulate the people who have qualified for trips
    - “Do you really want people to go on your clinic trip who aren’t willing to put in the time?”
    - Incentives for Intern position
- **Remaining active after graduation**
  - Alumni newsletter from School SVOSH Chapters
  - Alumni connections to VOSH chapters → educate early
  - Create strong bonds to VOSH/I as a student chapter
  - Invite recent alumni to events/clinics
  - Collect (non-school) info on membership forms starting in first year
  - PR:
    - VOSH website
    - conferences
  - Faculty Advisor VOSH/I membership requirement
  - VOSH Corps
  - Clinics NOT a VOSH/I requirement
    - A lot of ODs work with Lion’s Club Voucher program
  - Acknowledgment of VOSH/I membership
    - Window clings, stickers, certificates, etc
  - Brochures / coffee table books / videos / photos
  - Educate on using corporate affiliations to participate

- Reimbursement for recent grad membership dues if complete certain requirements
- Funding for clinics, not membership dues
- Networking
- Travel - Ambassador program as stepping stone
  - Application is NEW
- Student Liaison Role
- OD “Mentor” on trips
- Recent graduates come to speak at SVOSH meetings or events as a motivator for continued membership
- Fellowship Program (FVI)
  - Ann Edmonds runs it
  - \$160 for the standardized test (given 1 day before Annual Meeting)
    - Global humanitarian eyecare
  - Honored at Annual Mtg
- STUDENT FELLOWSHIP
  - Requirements?
    - Attend annual meeting
    - Take ‘mini’ test
    - Attend clinic trip
    - Be on exec board or be an intern (or both!)
  - Receive a pin/certificate for completion
- **What can you do for VOSH?**
  - Data collection and reporting
    - Report trips and dates to VOSH
    - Use data forms when they are available
    - Send member non-school emails to VOSH
  - Representation at VOSH annual meetings and conference calls
    - Invite faculty advisors
  - Deliver the message about VOSH and their programs to members so they will be informed and increase post-grad retention
  - Check email OFTEN and respond
  - Give positive and negative feedback to VOSH about trips and experiences
  - VOSH/I Intern at the school
  - Provide quality eyecare - within VOSH/I guidelines
  - Communicate with VOSH chapters
  - Student Fellowship
  - Yearly report from Outgoing SVOSH President on their chapter
- **What can VOSH do for you?**
  - Clearly lay out VOSH expectations for SVOSH Chapters
  - Hands-on mentorship:
    - Adopt-a-student or adopt-a-chapter
      - Ask Shannon for dets
    - More communication from local VOSH chapters
    - More communication from VOSH ODs to administration at schools
  - SVOSH Chapter expectation guidelines
  - More focused VOSH presentations
    - Shorter relevant topic presentations → Skype events?
    - Workshops: Spanish for Clinics, etc

- Update VOSH/I website regularly with upcoming trips, contact info, etc
- **Chapter Responsibilities**
  - Each year when new execs are elected, pass along:
    - Allpresidents email account (\_\_\_\_@svoshinternational.com)
    - Presidents Facebook group
    - School specific SVOSH Instagram/website info
    - INTERN info
  - Email [vosh@vosh.org](mailto:vosh@vosh.org) about upcoming trip dates and locations \_\_\_\_\_ months before departure
  - Collect \_\_\_\_\_ data and submit to VOSH \_\_\_\_\_ days/months after return
  - SVOSH logo

### **Preparing for a VOSH/SVOSH Clinic -- Natalie Venezia**

- Determining a Clinic Site
  - Need to find a population that needs you - big cities usually don't!
  - Find an area with enough patients (1000-2000 patients)
    - Patient notification
  - Safety!
    - Government resources
- Necessary Pre-Trip Planning:
  - Letter of invitation from:
    - Minister of Health (Federal or district)
    - Mayer
    - These help with customs, getting publicity, trip experiences
  - Communication with local optometrists/ophthalmologists
    - NO intention to steal your patients, want to help those you cannot, etc
  - Communication with local Rotary, Lions, Kiwanis
  - Customs
    - Find someone who knows someone in customs (gov't officials generally) to help you manage customs (equipment, medications, etc)
    - Have things organized
      - Equipment: Model #, Serial #, Cost (always \$0!), etc
      - Medications: Lot #, Expiration Dates, Cost (always \$0!), #, etc
    - Contact them at LEAST 1 month prior, if not earlier
  - Things to talk to hosts about
    - Lodging & Transportation
      - # of people, location, cost
    - Food, Snacks, etc
    - Patient transportation
  - Register with US Embassy or Travel Registry of Canadians Abroad
  - Make sure Passports are up to date
  - Trip Logistics
    - # of days (4-5)
    - # of patients/day
  - Waiver & Release for Participants
    - If anyone participating under 18, BOTH parents must sign
    - Photo release
  - Confidential Medical Disclosure Form for all participants

- Participant restriction form
  - Food allergies, food restrictions, etc
- Info to Give your Clinic Team
  - Roster
  - Agenda/Itinerary
  - Host & Contact #s
  - Host OD/OMD
  - Flight & Other Transportation Information
  - Customs information → always tourist!, never bringing professional equipment, go through as group/individuals, etc
  - Mission Fees - helps in paying for luggage fees, tips, snacks, & other miscellaneous (usually less for students)
  - Passport → expiration at least 6 months after trip ends
  - Bring a 'mini pharmacy' → emergen-C, imodium, ibuprofen, etc
  - CDC information
  - Currency Exchange Rate / weather
  - Do they need a converter/adaptor for electronics
  - Recommended equipment
    - Natalie and Michael have a good list
- During the Trip
  - Stress manners, tolerance, peer relations, etc
  - No proselytizing -- VOSH is apolitical, non-religious
  - Crowd control -- Pt numbers (tickets) (HOST)
  - Pt flow is Critical (& dynamic)
    - Triage helps!
      - Color coding
      - Must be an OD & Fluent speaker to be efficient
  - Refraction a la Michael
    - Skiascopy bars + 1, 2, 3, 4 D cyl trial lenses (color coded for ease)
    - Don't get down to specifics → 20/20, etc
      - 20/functional or 20/happy
  - At the end of the trip
    - Last night celebratory dinner w/ or w/o hosts
      - Try to have some time with just the clinic team
    - Award ceremony or reflection time
      - 1 thing learned, 1 thing that surprised you, 1 thing you would improve
      - Pick up a friend: 1 thing someone did that helped you out, etc
- Post-Trip
  - Thank you notes
    - Hosts, anyone "in country"
    - All team members
    - Donors
  - Certificates or Gifts of appreciation
  - Post-Trip Accounting → important to show \$ is being used for trip ONLY
  - Brief clinic trip video (>5 mins)
  - Data collection & reporting (VOSH/I)
  - Replenish supplies for next trip / Organize supplies
  - Photo drops

- Post-Clinic meeting
- Share your experiences
- Kalyn from Pacific U has a good resource that she is willing to share

**Bob:** “If I had to choose between the beach and Guatemala, I’m going to Guatemala. Why? Because at the beach I get a tan, but in Guatemala I get enlightened.”

THIS^^ le sob

Things **Melissa** needs to send out again :) → Annual Report, password to Member’s Only, timeline trip planning document,

Things **Shannon** needs to send again:

- Contact list - BEG THEM FOR ALL CONTACTS, trip info, exec board
  - Where do I put non-school emails :)
    - Do a “soft enter” → “option”+”Enter” will allow multiple addresses per box in a spreadsheet
    - Like for all members.. They never told me where they want that
      - I think it should be a separate one where each tab (each sheet at bottom) is for a new chapter
      - What else would you want to see in that spreadsheet?
        - Add to table below & I will create a sheet for each school (after i finish my rounds :)
- Send an Intern summary

Name	School email	Non-School email	Phone number?	?
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**Solar Charging?!?!**

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