

# 6th ANNUAL CAREER SYMPOSIUM



C O M M U N I C A T I O N

A 20/20 APPROACH

SUNDAY, APRIL 9, 2017



**W**elcome to the sixth Annual Career Symposium! This year's theme, **Communication: A 20/20 Approach**, is the product of many conversations Dr. Gui Albieri and I have had with leaders in the optometric community and industry. It is not a coincidence that those with the most successful careers and influence all have excellent communication skills, whether verbal, nonverbal, or in the case of today's world, digital.

Last year, we focused on being intentional with our careers. We are excited to follow that tremendously successful symposium with this year's communication-based theme and hope attendees will better understand their own communication styles and practically apply this new knowledge, both in the real world and in the digital space. On behalf of our students, faculty, staff, corporate partners, state association (NYSOA), and foundation (OCNY), I encourage you to be fully engaged in this special event and hope that you will find the symposium both impactful and fun!

**Dr. Quy H. Nguyen**  
Director of Career Development  
and Minority Enrichment



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Activity	Time	Location	Speaker(s)
Registration	10:00 – 11:00 am	Lobby	
Introductory Remarks	11:00 – 11:20 am	Schwarz Theater	Quy H. Nguyen, OD, Gui Albieri, PhD, David Troilo, PhD
Communicating Science Plenary	11:20 – 12:50 pm	Schwarz Theater	Evonne Kaplan-Liss, MD, MPH, FAAP
Lunch	12:50 – 1:35 pm	300	Industry partners
Behavioral Communication: What's in it for me?	1:35 – 2:20 pm	Schwarz Theater	Colleen Jones, CPBA
The Ratings and Reviews of an Emotionally Intelligent Doctor	2:20 – 3:00 pm	Schwarz Theater	Jason Singh, OD
Coffee and Ice Cream Break	3:00 – 3:15 pm	Schwarz Theater	
Effective Communication in a Successful Optometric Practice	3:15 – 3:45 pm	Schwarz Theater	Mark Feder, OD
Digitally Driving Your Career Success	3:45 – 4:25 pm	Schwarz Theater	Alan Glazier, OD
Panel Q&A	4:25 – 5:00 pm	Schwarz Theater	Colleen Jones, CPBA, Jason Singh, OD, Mark Feder, OD, Alan Glazier, OD
Networking Reception and Raffle	5:00 – 6:00 pm	300	

## Session Descriptions

### Alan Alda Center for Communicating Science Plenary – Evonne Kaplan-Liss, MD, MPH, FAAP

Participants will learn to craft short, clear, conversational statements – intelligible to specific audiences – about what they do and why it matters. This interactive presentation will include a discussion on interpreting technical material.

### Behavioral Communication: What's in it for me? – Colleen Jones, CPBA

Communicate more effectively by understanding your own behavioral style through DISC, a personality assessment tool based on everyday behavior. Discover how to identify others' styles and adapt for maximum impact. You may apply your findings in your practice and your life.

### The Ratings and Reviews of an Emotionally Intelligent Doctor – Jason Singh, OD

Ratings, reviews, and net promoter scores will differentiate you, for better or for worse, from other practitioners. In a world where everyone offers feedback, how will you be assessed by your patients? How may you leverage these appraisals to your advantage?

### Effective Communication in a Successful Optometric Practice – Mark Feder, OD

A thriving practice requires effective communication with both your patients and your staff. We will discuss how to gain trust and create lifelong relationships with patients as you manage their eye care and how to establish a pleasant, mutually respectful work environment with low employee turnover.

### Digitally Driving Your Career Success – Alan Glazier, OD

There are boundless opportunities to establish a brand for yourself and your business. Explore how to use the digital landscape to advance your career, drive your business, and establish yourself as a thought leader in vision care locally and nationally.



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### Gui Albieri, PhD

Dr. Gui Albieri is vice president for student affairs and chief diversity officer at SUNY College of Optometry. He previously served as the College's senior director of admissions and marketing. His research interests include wisdom and self-control as well as inclusion, branding, cross-cultural communications, sustainable communities, and social innovations in isolated communities. Dr Albieri has written a book chapter and published in the area of sustainable tourism development. He has won awards for public speaking, including the Jeff Gibb award for the "Best Presentation of the Year" from the Organizational Development Institute.

Prior to joining SUNY Optometry, Dr. Albieri worked as a human resource consultant for a major American chemical company in Brazil and was directly involved with HR interventions throughout Latin America. He is also a small business owner in Brazil. Dr. Albieri holds a PhD in human and organizational systems and MS degrees in human and organizational development and organizational change.



### Mark Feder, OD

Dr. Mark S. Feder is the founder and managing partner of Norwalk Eye Care and has been in private practice in Norwalk, CT since 1983. Dr. Feder graduated from the State University of New York at Binghamton with a BA in biology and earned his doctorate from the State University of New York College of Optometry in New York City.

Dr. Feder is a member of the American Optometric Association and the Connecticut Association of Optometrists. He has been a member of the Sports Vision and Contact Lens Sections of the American Optometric Association, the International Academy of Sports Vision, and was CEO and founder of IDOC, an Independent Group of Optometric Physicians with over 3000 members in the United States. IDOC provides business management consulting services to optometrists, along with group purchasing discounts to help independent optometric practices be more successful.



### Alan Glazier, OD

Dr. Alan Glazier is founder and CEO of a large private medical model eye care practice in the suburbs of Washington, D.C. In 2015, Dr. Glazier was selected as one of the 50 most influential optometrists ever by his peers. He serves as executive digital editor of EyetubeOD/Advanced Ocular Care Publications, contributing editor to Optometric Management Magazine and Optometry Times, and founder of ODs on Facebook.

Dr. Glazier is an inventor on six issued patents and seven pending patents in computer science and ophthalmology. He is author of two books, *Searchial Marketing* and *Customer Communication Software*, and numerous journal articles. He has been interviewed by CNN, NBC, CBS, and *Entrepreneur*.



### Colleen Jones, CPBA

Colleen Jones is director of The Vision Care Institute, a Johnson & Johnson company, and has 25 years of experience with Johnson & Johnson beginning as a territory sales representative with Janssen Pharmaceutica in 1992. She has been responsible for the general management of The Vision Care Institute and has led strategy and curriculum, marketing, alumni programming, communication planning, and creation of long-term strategic, value-driven partnerships that improve both internal and external customer success since October 2011.

She joined Johnson & Johnson Vision Care in 2008 as worldwide franchise director of Translating Success Models. In this role, she was responsible for nurturing the TSM culture in the organization and driving global forums to address current and future business needs. She created the TSM Virtual Series and developed a global strategic account model with regional key account teams.

Colleen is a certified professional behavioral analyst specializing in training on communication techniques and behavioral analysis. She graduated from St. Norbert College with degrees in both international business and Spanish.



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### **Evonne Kaplan-Liss, MD, MPH, FAAP**

Dr. Evonne Kaplan-Liss is a clinical associate professor of public health, preventive medicine, and pediatrics at Stony Brook Medicine and affiliated faculty in Stony Brook's School of Journalism. Dr. Kaplan-Liss is director of the Advanced Graduate Certificate in Health Communications where she combines a strong interest and background in medicine and journalism. She is an active member on the steering committee of Stony Brook's Alan Alda Center for Communicating Science and speaks nationally on their behalf.

Dr. Kaplan-Liss' journalism career began when she graduated Northwestern University's Medical School of Journalism in 1988 and landed her first job as a researcher for "Nightline" at ABC News. She left "Nightline" to pursue her interest in medical journalism, working as an associate producer and then segment producer on medical news for syndicated programs "Instant Recall" and "First Look". Dr. Kaplan-Liss began her quest to combine her interests in journalism and medicine when she graduated from the Mount Sinai School of Medicine.

Dr. Kaplan-Liss is managing editor of the prevention textbook, *Health Promotion and Disease Prevention in Clinical Practice, 2nd Edition*. After working as a board certified pediatrician in private practice, Dr. Kaplan-Liss joined the faculty of Stony Brook's School of Medicine and Journalism. She is able to apply her interest and experience in the fields of pediatrics, preventive medicine/public health, and journalism.



### **Jason Singh, OD**

Jason Singh, OD, is chief medical officer of Luxottica Retail Optical North America (RONA). In this role, Dr. Singh has several responsibilities, including doctor recruiting for all 2500 locations across North America. His passion is helping doctors identify "what is most important to them" so they can achieve their personal and career aspirations. Prior to taking on this strategic role for Luxottica RONA Eye Care, Dr. Singh served as executive director of OneSight, Luxottica's global nonprofit organization. Dr. Singh successfully led the organization through a transformative period, building a world-class team and strategy to redefine the global vision care crisis in compelling ways while building a model for sustainable access to vision care in underserved areas, such as in Rwanda, The Gambia, and the U.S. Under Dr. Singh's leadership, OneSight increased its resources 250% and provided access to vision care to more than 10 million people in under-resourced communities worldwide.

Dr. Singh's commitment to patient care and social impact is rooted in his professional and personal passion for bringing the highest quality eye care to every patient served. After 11 years as a practicing optometrist at a nationally renowned tertiary care facility and owning his private office, Singh made a full-time commitment to global mission work. He moved to South Africa to serve as medical director for a program designed to bring sustainable medical care to the third largest post-apartheid township in South Africa.

Dr. Singh's diverse professional experiences have afforded him the opportunity to speak to and motivate large audiences around the globe. Last and most importantly, Dr. Singh is married to Amanda and has two of the sweetest kids ever!



### **David Troilo, PhD, FAAO, ARVO**

David Troilo joined the SUNY College of Optometry in July 2008 as vice president and dean for academic affairs. Prior to that he was a professor of biological science and director of graduate studies at The New England College of Optometry. He is a fellow of both the American Academy of Optometry and the Association for Research in Vision and Ophthalmology.

Dr. Troilo received his PhD in biology from the City University of New York. He held postdoctoral research positions at the University Laboratories of Physiology at the University of Oxford and the Departments of Neurobiology and Behavior and Psychology at Cornell University. His principal research interest is on the visual control of eye growth and development of refractive state.

As the chief academic officer at SUNY Optometry, Dr. Troilo is responsible for the professional degree program in optometry and the graduate degree programs (PhD and MS) in vision science. His other areas of responsibility include faculty development, residency programs, library services, and continuing professional education. Dr. Troilo has made growth of research at the college an institutional priority and has helped develop collaborative, translational, and clinical research initiatives. Working with the University Eye Center, the college's clinical institution, Dr. Troilo helped create the college's Clinical Vision Research Center. He is also a founding member of the SUNY Eye Institute, which brings together the vision researchers from across the university's academic health centers.

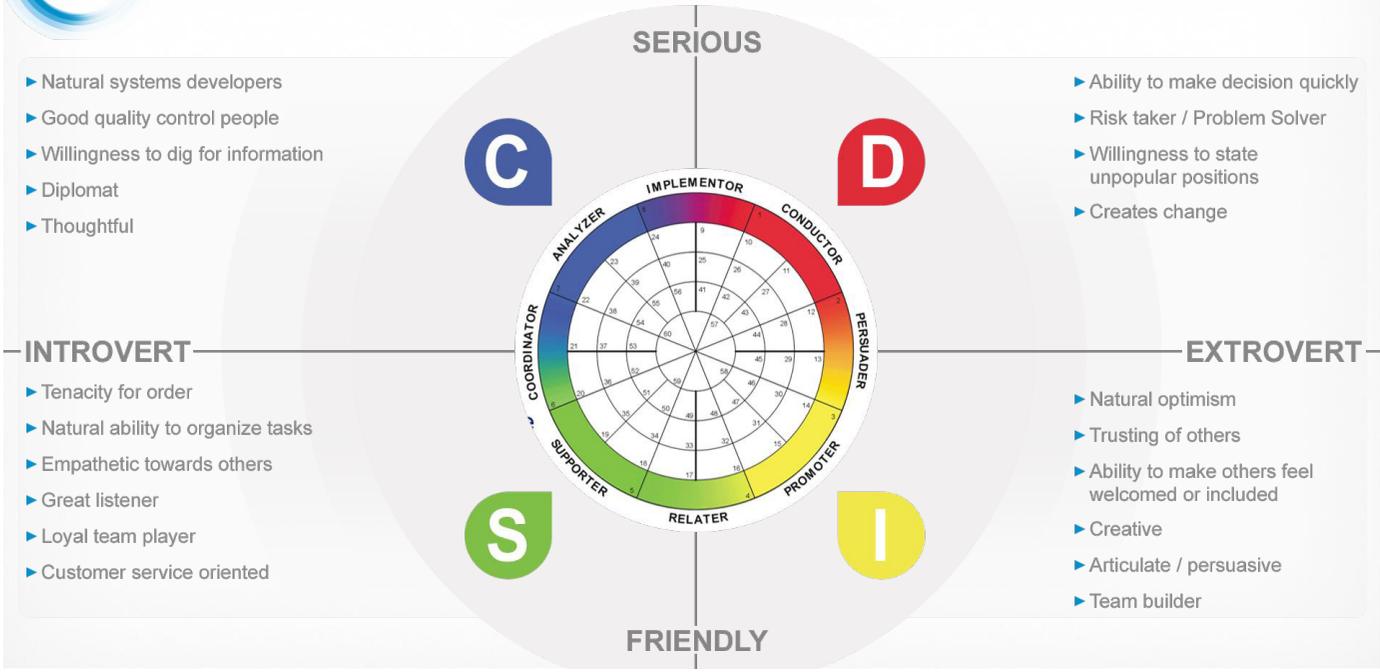


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# Appreciating the Different Styles



# Communication Tips



# Behavioral Persuasion & Influence: Dominant / Driver

## Step A: Know Yourself: "D"

- ▶ Results oriented (task)
- ▶ Wants to close fast
- ▶ Argumentative
- ▶ May try to overpower the person
- ▶ Likes to win
- ▶ May not follow up properly
- ▶ May be unprepared
- ▶ Can handle several people at once

## Step B: Read the Person You are Speaking With:

### Extroverted

- ▶ Friendly = I
- ▶ Direct = D

### Introverted

- ▶ Cooperative = S
- ▶ Analytical = C

### Behavioral Style Match (BSM):

1 = Excellent      3 = Fair  
2 = Good            4 = Poor

## Step C: Use This Chart When You Are Working With:

**"D"**      BSM = 2

### "D" is looking for: Results

- ▶ Be direct
- ▶ Give alternatives
- ▶ Make sure you let them win (make sure you win, too)
- ▶ Disagree with facts
- ▶ Enjoy the "combat" (good match)
- ▶ Don't try to build a friendship
- ▶ Do not dictate to them
- ▶ Move quickly, they decide fast
- ▶ Do not try to overpower them

### New/Innovative Ideas

**"I"**      BSM = 2

### "I" is looking for: The Experience

- ▶ Be personal, friendly
- ▶ Slow down, take time
- ▶ Joke around and have fun
- ▶ Allow them to talk
- ▶ Provide recognition
- ▶ Don't talk down to them
- ▶ Talk about people
- ▶ Follow up often

### New/Innovative Ideas

**"S"**      BSM = 3

### "S" is looking for: Security

- ▶ Slow down presentation
- ▶ Built trust
- ▶ People focus
- ▶ Give them the facts they need
- ▶ Logical presentation
- ▶ Get "little" agreements
- ▶ Listen carefully
- ▶ Show sincerity in presentation
- ▶ Don't control or dominate
- ▶ Do not try to end too quickly

### Proven/Traditional Ideas

**"C"**      BSM = 4

### "C" is looking for: Information

- ▶ Give them the data
- ▶ Do not touch
- ▶ Be patient, slow
- ▶ Use flyers with data
- ▶ Give more info than you'd like
- ▶ Keep control
- ▶ Do not talk personally
- ▶ Do not be pushy

### Proven/Traditional Ideas

# Behavioral Persuasion & Influence: Influencer / Expressive

## Step A: Know Yourself: "I"

- ▶ Social
- ▶ People-oriented lack of attention to details
- ▶ May over-promise
- ▶ May be "too talkative"
- ▶ May end too slowly or not at all
- ▶ Enthusiastic
- ▶ Wordy, non-logical presentation

## Step B: Read the Person You are Speaking With:

### Extroverted

- ▶ Friendly = I
- ▶ Direct = D

### Introverted

- ▶ Cooperative = S
- ▶ Analytical = C

### Behavioral Style Match (BSM):

1 = Excellent      3 = Fair  
2 = Good            4 = Poor

## Step C: Use This Chart When You Are Working With:

**"D"**      BSM = 2

### "D" is looking for: Results

- ▶ Do not touch
- ▶ Stay business-like
- ▶ Be direct and to the point
- ▶ Do not over-promise
- ▶ Do not joke
- ▶ Let them win (you win also)
- ▶ Confidently end, not allowing them to over-power you

### New/Innovative Ideas

**"I"**      BSM = 2

### "I" Is looking for: The Experience

- ▶ Have fun
- ▶ Don't waste too much time talking
- ▶ Make sure you agree on action
- ▶ Give them the recognition
- ▶ Let them talk more than you

### New/Innovative Ideas

**"S"**      BSM = 3

### "S" is looking for: Security

- ▶ Give them the facts
- ▶ Slow down
- ▶ Be friendly, personal and earn their trust
- ▶ Provide assurances of your promises
- ▶ Get "little" agreements
- ▶ Let them talk, you ask the questions
- ▶ Take time necessary before ending
- ▶ Follow up afterwards

### Proven/Traditional Ideas

**"C"**      BSM = 4

### "C" is looking for: Information

- ▶ Keep your distance
- ▶ Do not touch
- ▶ Give them the facts, figures and proof
- ▶ Do not waste time
- ▶ Do not be personal
- ▶ Be friendly and direct
- ▶ Answer all questions, then end
- ▶ Be concerned with details

### Proven/Traditional Ideas

# Behavioral Persuasion & Influence: Steadiness / Amiable

## Step A: Know Yourself: "S"

- ▶ Naturally friendly, personable
- ▶ Steady and dependable
- ▶ Easily discouraged, low confidence
- ▶ Great on follow-through (may over-service)
- ▶ May give away things under pressure
- ▶ More enthusiasm may be needed
- ▶ May over use facts

## Step B: Read the Person You are Speaking With:

### Extroverted

- ▶ Friendly = I
- ▶ Direct = D

### Introverted

- ▶ Cooperative = S
- ▶ Analytical = C

### Behavioral Style Match (BSM):

1 = Excellent      3 = Fair  
2 = Good            4 = Poor

## Step C: Use This Chart When You Are Working With:

**"D"**      **BSM = 3**

### "D" is looking for: Results

- ▶ Be confident, don't be intimidated
- ▶ End sooner than normal
- ▶ Disagree with fact, not person
- ▶ Do not be overpowered by them
- ▶ Let them win (you win, too)
- ▶ Move faster than normal
- ▶ Come on as strong as "D" is, but friendly

### New/Innovative Ideas

**"I"**      **BSM = 2**

### "I" is looking for: The Experience

- ▶ Allow them to talk, but keep focus
- ▶ Minimal data
- ▶ Provide follow-up
- ▶ Give them the recognition
- ▶ Listen to their stories
- ▶ Have fun with them
- ▶ "Jump" to end when ready

### New/Innovative Ideas

**"S"**      **BSM = 1**

### "S" is looking for: Security

- ▶ Give them the facts
- ▶ Provide assurances they need
- ▶ Be yourself
- ▶ End when you feel you have their trust
- ▶ Assure them of the right decision
- ▶ Introduce them to others involved in their work
- ▶ Follow up afterwards

### Proven/Traditional Ideals

**"C"**      **BSM = 1**

### "C" is looking for: Information

- ▶ Answer questions with facts
- ▶ Do not be too personal
- ▶ Be direct and friendly
- ▶ Do not touch
- ▶ Give them their space
- ▶ Do not fear their skeptical nature
- ▶ Follow through on details
- ▶ Give information, then end

### Proven/Traditional Ideas

# Behavioral Persuasion & Influence: Compliance / Analytical

## Step A: Know Yourself: "C"

- ▶ Knows Data
- ▶ May over use data, over-evaluate
- ▶ Needs more enthusiasm
- ▶ May have trouble prescribing ideas below their own standards
- ▶ Well organized
- ▶ Good service
- ▶ Analysis paralysis

## Step B: Read the Person You are Speaking With:

### Extroverted

- ▶ Friendly = I
- ▶ Direct = D

### Introverted

- ▶ Cooperative = S
- ▶ Analytical = C

### Behavioral Style Match (BSM):

1 = Excellent      3 = Fair  
2 = Good            4 = Poor

## Step C: Use This Chart When You Are Working With:

**"D"**    BSM = 3

### "D" is looking for: Results

- ▶ Do not "over-data"
- ▶ Move quickly
- ▶ Be brief, to the point
- ▶ Satisfy their strong ego
- ▶ Allow them to "win" (you win, too)

### New/Innovative Ideas

**"I"**    BSM = 2

### "I" Is looking for: The Experience

- ▶ People focus, friendly & fun
- ▶ Listen to them talk
- ▶ Ask questions
- ▶ Show excitement about ideas
- ▶ End earlier than normal

### New/Innovative Ideas

**"S"**    BSM = 1

### "S" is looking for: Security

- ▶ Move slowly
- ▶ Provide facts and figures
- ▶ Do not over-control, be pushy
- ▶ Provide assurances
- ▶ Develop trust
- ▶ Focus on reliability
- ▶ Personal talk allowed

### Proven/Traditional Ideas

**"C"**    BSM = 1

### "C" is looking for: Information

- ▶ Give data
- ▶ Remain in control
- ▶ Examine positives and negatives
- ▶ End earlier than you would expect
- ▶ Follow through on promises
- ▶ Provide Evidence

### Proven/Traditional Ideas



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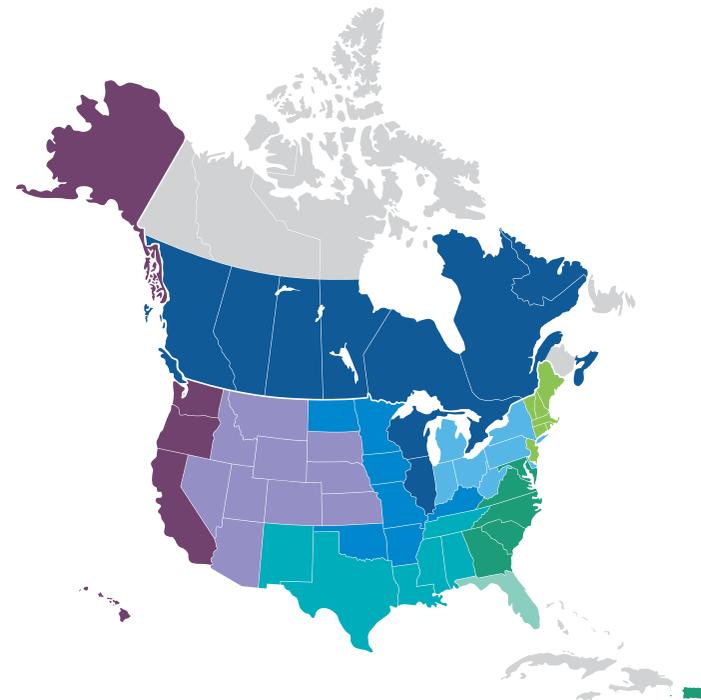
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Dr. Lamees Alshawkani, O.D.  
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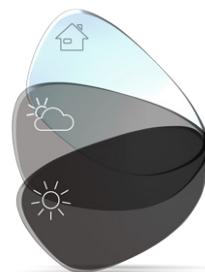
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At SUNY Optometry

### MANDARIN LANGUAGE COURSE

The purpose of our Mandarin Language courses is to prepare healthcare students, practitioners, and others who plan to work and/or study in China with the skills and knowledge to function in a healthcare setting. Specific aspects of Chinese language and culture that are useful in caring for patients and communicating with Chinese speaking staff are stressed. Two credit-bearing courses, one introductory in nature and the other intermediate/advanced for those who have taken at least two years of college-level courses in the Chinese language, have been offered in the spring and fall semesters. The introductory course mainly teaches the basic structure of modern Chinese language and applications in healthcare settings, whereas the intermediate/advanced course focuses on the healthcare delivery system and cultural considerations in patient care in China. Each course consists of ten ninety-minute weekly sessions for ten weeks each semester.

### TAI CHI FOR BETTER HEALTH

Tai Chi has been widely recognized as having major health benefits that are known to improve balance, leg strength, cardio vascular endurance, flexibility, immune system response, focus and sleep habits. Tai Chi can also assist in the prevention and rehabilitation of age-associated conditions including arthritis, low bone density, breast cancer, heart disease and stroke. We invite you to join us for ten ninety-minute weekly Tai Chi sessions each semester and improve your physical and psychological health.

### CULTURAL ACTIVITIES

The Confucius Institute for Healthcare holds a number of annual programs including a Lunar New Year Celebration, Mid-Autumn Festival, Winter Festival, and Confucius Institute Day. The CIH also reaches out to communities in Manhattan and the greater New York area, offering workshops, cultural activities, and summer camp programs.

### SPECIALIZED COURSES:

#### TRADITIONAL CHINESE MEDICINE (TCM) AND ACUPUNCTURE IN EYE HEALTH ACADEMIC COURSE

The purpose of this course is to educate optometry and ophthalmology students, medical doctors, health care providers, as well as TCM practitioners about the use of herbs and/or acupuncture as an adjunct to standard current treatment of eye disease and functional eye disorders. This course provides an overview of the history of acupuncture in China and the foundation of oriental medicine theory. Students learn the underlying principles of Chinese medicine and how it is different from Western medicine. The course also surveys current research studies of acupuncture treatment for amblyopia, dry eye, Sjogren's syndrome and glaucoma cases. This credit-bearing course consists of two 60-minute sessions every week for 8 weeks each semester.

#### WORLD HEALTHCARE COURSE

This course provides an overview of the status of world healthcare and the role of traditional medicine in impacting health issues. Major topics relevant to this course include: leading causes of blindness by country around the world, survey of diseases around the world, and complementary and alternative methods of healthcare delivery, especially the uses of acupuncture and TCM. Greater emphasis is given to Chinese culture, history and healthcare. Participants include Doctors of Optometry, medical doctors, other healthcare providers, as well as interested participants.

#### LECTURES AND SYMPOSIA

The Confucius Institute for Healthcare holds talks and discussions on Chinese history and culture as they pertain to the delivery of healthcare. Past lectures have focused on such topics as Confucius and Healthcare, Doing Business in China's Healthcare System, and Chinese Traditional Etiquette and Customs.

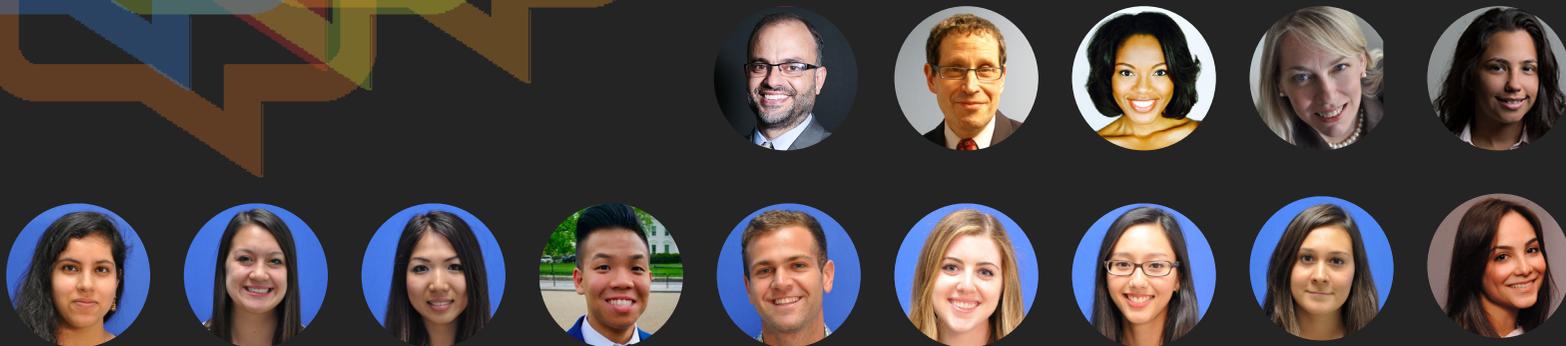
#### TESTING CENTER

The Confucius Institute for Healthcare offers various international Chinese proficiency tests such as the Chinese Proficiency Exam (HSK), Oral Chinese Exam (HSKK), Youth Chinese Test, and Business Chinese Test.

# Thank you!



A special thank you to the Career Symposium Planning Committee members who have worked extremely hard for the last six months to make this year's event a success, including Mariana Maeda, Emma Karlin, Joseph Isik, Tara Mahvelati, Famy Baig, Brandon Or, Kathleen Hoang, Emily Ellingson, Kristin Simoncelli, Jennifer Campbell, Amber E. Hopkins-Jenkins, Betsy Torres, Dr. Gui Albieri, and Dr. Richard Soden.



Special appreciation to the College community members and departments who contributed to the success of the event: Louie Bacosa, Sarah Didier, Fiona Dhrimaj, Becky Concepcion and the Facilities Department, the Student Affairs Department, the IT Department, and UPD.