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| **POSITION**  **DESCRIPTION**  Template |  | **Optometrist** |
| [Insert practice Name] |

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| Employee |  |
| Commencement Date |  |
| Reports To | Practice Principal / Owner |
| Key Relationships | Principal / Owner Optometrist, Other Employee Optometrists, practice support team, customers / patients, supplier partners, ProVision |
| Qualifications |  |
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| Position Purpose | As an expert in the field, maintaining up to date clinical knowledge and both being aware of and maintaining practices with respect to billing & in-room standards with the aim to achieve practice goals (i.e. maximising profits and consultation conversion rates, enhancing customer experience)  With strong leadership skills, you’ll be supporting the development of team members and will have the opportunity to develop and facilitate the productive implementation of specialisation in; Kids Vision, Dry Eye IPL treatment, Myopia Management etc. to help drive practice differentiation as well as increased patronage, patient satisfaction and operational success. |
| Measures | Sales growth % on last year |
| Multiple pair % rate |
| Customer service feedback program average |
| Own frame usage % |
| All consultations commence & completed on time |
| Average number of patient consultations per day v’s number of actual consultations available as a % |
| Consultation conversion % |
| Skills & Attributes | Bachelor of Science (Optometry) or its equivalent determined by OA Reg. Board |
| Current membership of the OA Registration as a practicing Optometrist |
| Therapeutics qualifications and ACBO Membership may be necessary |
| Ability to test patients’ vision, diagnose visual & optical problems, & prescribe holistic solutions including spectacles, contact lenses & optical aids |
| Able to examine eyes for the presence of glaucoma, diabetes, or high blood pressure |
| Ability to test ocular health & vision function by assessing visual pathways, visual fields, eye movements, freedom of vision & intraocular pressure. |
| To confidently advice patients on caring for their spectacles & contact lenses, visual ergonomics & provide vision care for the elderly. |
| Supports local area marketing initiatives that builds brand awareness and harnesses the patient relationship |
| Ability to execute strategic initiatives that achieve practice goals by being self-motivated and driven to succeed |
| Self-motivated and results driven by demonstrating practice core value behaviours |
| Commitment to excellence in customer service via empathetic interactions with patients |
| Key Accountabilities | **Leadership** |
| Contribute to the profession through clinical leadership & guidance to less experienced health professionals |
| Assist with marketing initiatives such as school screenings, meeting local GP's and  other healthcare providers. |
| Undertake practice operating and management functions including marketing, planning, and administration |
| Maximise team performance by leading & supporting the practice support team in a manner which inspires high performance & delivers successful business outcomes |
| **Customer service** |
| Greet customers in a bright, friendly manner and promptly attend to their needs |
| Clearly communicate recommendations to patients and ensure understanding by putting customers at the centre, building rapport and exploring expectations. Handles customer concerns and recommends suitable solutions. |
| Takes time to establish the underlying needs of the customer, beyond those initially expressed. |
| Demonstrates flexibility and willingness to deliver a “one-team” approach to ensure the customer receives a positive experience. |
| Accurately maintain customer records by recording detailed medical history for all patients, including current & past prescription medications. Also ensuring confidentiality of patient information |
| Lead by example through actively demonstrating your commitment to excellence in customer service to exceed patient expectations |
| Consistently delivers an excellent experience using all processes, tools and behaviours with a particular focus on the appointment and an effective three-way handover for every customer. |
| Ensure high levels of customer service by undertaking duties in a professional manner, whilst maintaining a consultative and educational approach to patient care |
| **Brand & Frame/Lens Knowledge** |
| Understands and communicates the features & benefits of the different material types |
| Understands and identifies lens materials, coatings, and lens design |
| Understands the benefits of contact lenses and modalities (e.g., daily, fortnightly). |
| Makes lens recommendations during the 3-way handover. |
| Ensure the practice and product ranges are clean and tidy and presented to a high standard |
| Educates the features and benefits of the different lens designs, materials and coatings, personalising recommendations to the needs and lifestyle of the customer. |
| Detailed understanding of contact lens ranges, types, materials, and solutions. Able to educate customers on advantages and differences and can confidently recommend appropriate products. |
| Confidently communicates product information, identifying brand collections and utilises unique selling characteristics of frames and sunglass collections. |
| Demonstrates and educates on the aftercare process of customers with contact lenses |
| **Technical Skills for Clinical Excellence** |
| Eye Examination |
| Performs eye examinations for a broad range and scope of customers by taking on different types of appointments e.g., kids, contact lenses, therapeutics etc. |
| Determine each patient’s visual acuity, field of vision & hand-eye coordination |
| Identify eye health safety factors that could impact vision, such as working conditions & prolonged computer use |
| Evaluate and provide recommendations for eye-related symptoms, such as discharge, redness, and inflammation |
| Provide a range of general eyecare services to patients including diagnostic and preventative |
| Offer multiple solutions in prescribing lenses & contact lenses that meet patients eyecare needs |
| Provide appropriate quality patient care that seeks to improve the long-term health outcomes of the patient |
| Pathology |
| Manages and treats customers with complex cases and share insights with team members. |
| Shows care and compassion for customers presenting with eye conditions and diseases and communicates in a clear and empathetic manner. |
| Develops an established referral network and role models effective electronic record keeping. |
| Technology |
| Confidently building our value proposition through utilisation of technology within the practice for early detection and appropriate management in our contemporary optometry setting. |
| Ensures technology is appropriately maintained, safe and in a good working state. |
| Coaches Graduate Optometrists in the usage and recommendation of technology to customers. |
| In Room Standards |
| Demonstrates high personal and professional standards as an example to others. |
| Takes initiative to ensure all Optometry rooms are in line with acceptable hygiene standards. |
| Ensures appropriate time is allocated and maintained for each appointment. |

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| Key Accountabilities cont.… | Billing |
| Assesses own performance with regards to eyecare billing and identifies opportunities to improve benchmarks. |
| Understand Health Fund rebates and claiming methods, including HICAPS |
| Know, understand & drive continuous improvement of key performance indicators (KPI'S) and sales performance |
| **Practice Operations for Clinical Excellence** |
| Practice Procedures |
| Able to open and close the practice without supervision. |
| Demonstrates flexibility with appointment book management to optimise efficient use of time and result in maximum benefit to the practice. |
| Partners with management to discuss the eyecare performance in store and identify opportunities that may exist to grow revenue. |
| Partnership |
| Actively involved in facilitating regular meetings and executing on outcomes that drive business outcomes. |
| ResultsFocus |
| Understanding of individual and store key performance indicators (eg: multiple pair %, own frame %, no. of consults, recall success). Ability to actively contribute to store’s performance daily. |
| Demonstrates personal commitment and behaviour toward achieving both individual and store KPI’s. |
| Adapts behaviour and learns new skills to increase impact. |
| Shares ideas and suggestions that achieve business results |
| External Relationships |
| Actively builds Allied Health partnerships within local area. |
| Efficiently shares clinical information, referrals, and other clinical correspondence between eye care professionals when appropriate. |
| Actively involved in initiatives relating to Local Area Marketing and B2B activities. |
| Involved in relevant professional bodies. |
| Foster strong relationships with GPs & other allied health professionals to broaden the clinical partnership to other disciplines |
| Refer patients to ophthalmologists as required. Establish & maintain relationships with local Ophthalmologists to foster a partnership approach for improved eye health outcomes. |
| Following Instructions |
| Demonstrate behaviours linked to practice core values |
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| Key Accountabilities cont.… | Work Related Learning & Development |
| Support practice team to ensure their continued development of high quality & efficient services for patients |
| Maintain clinical knowledge and training at the forefront of the optical industry |
| Attend internal/external training including, OHS, compliance & relevant professional development activities |
| Actively pursues continuous education beyond the professional requirements based on personal interests. |
| Team Player |
| Ability to complete 3-way handover with a team member such as an optical dispenser to ensure a smooth transition for the patient. |
| Ability to communicate in a professional and respectful manner with other team members in the practice. |
| Ability to adapt working style to work effectively with others in a team and be able to show support throughout the teamwork process. |
| Culture & Values Alignment |
| Ensure practice culture and values are understood and demonstrated at all levels within the business |
| Lead by example at all times & drive positive practice culture |
| Demonstrate a commitment to learning new skills and finding new, innovation or more effective ways to do things |
| Foster a culture of entire team being responsible for own learning and actively seeking opportunities to do so |
| Ability to positively deal with change and lead others to do same |
| Contribute ideas and solutions to inefficiencies and problems as they arise |

***I accept these as my duties and responsibilities:***

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| Signed by Employee | [sign here] |
| [Name of the Employee] |
| Signed by Employer | **[sign here]** |
| [Name of the Employer] |

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