2024/25 STRATEGIC PLAN

VISION — A thriving future for independent optometry

MISSION — To make ProVision practices relevant to consumers and their businesses sustainable

VALUES — We Put Members First | We Innovate | We Lead | We Deliver Excellence | We Are a Team

STRATEGIC DRIVER

Leadership & Credibility
ProVision will be the group of choice for independent optometrists

Products & Services
Our products & support will see the continued growth of independent optometry businesses

Growth & Sustainability
Be an innovative, responsive and sustainable business

BALANCED SCORECARD - STRATEGIES

STAKEHOLDER VALUE
How we add value to the lives of our members, their customers, and our industry

Enhance the Patient Experience
Optimise the patient experience through clinical service development and consumer-facing strategies

Key Initiatives:
- Develop Areas of Clinical Interest Models
- Conduct Clinical Service Market Segmentation Analysis to Further Refine Patient Journey

Optimise Practice Staff Recruitment Services
Enhance dedicated recruitment service and optimise recruitment outcomes

Key Initiatives:
- Develop Value-Adding Tools to Strengthen Practice Recruitment Service
- Develop Practice Resource Planning Tools
- Create Increased Undergraduate Student Pathway Placement Opportunities

Build Market Segmentation & Product Development Strategy
Increase alignment between patient expectations and ProVision practice product offering by addressing clinical, generational, and other demographic needs

Key Initiatives:
- Identify Product Development Opportunities for ProVision and Member Practices
- Identify Product-Based Needs Against Patient Segments to Improve Patient Attraction and Engagement

EFFECTIVE PROCESSES
How we gain efficiency and quality improvements

Execute Big Data Strategy
Facilitate data-based decision-making for practices through a big data warehouse and develop automated patient communications

Key Initiatives:
- Rollout ProIntel to Optomate Touch Members
- Transform ProIntel Data into Actionable Insights by Educating Key Stakeholders
- Develop and Refine Benchmarking Module
- Develop Member Training & Onboarding Service
- Develop Automated Patient Marketing Service

Increase Member Services Engagement
Enhance the member experience through continuous service improvements and simplified access to the full suite of ProVision services

Key Initiatives:
- Execute New Member Onboarding Strategy
- Implement Customer Relationship Management (CRM) Software Improvement Strategy
- Build Improved Social Media Solution for Members
- Improve Member Understanding of ProVision Services Menu through Tailored Communications and Simple DIY Tools

PEOPLE & CULTURE
How we will improve, learn and grow as an organisation

Optimise Staff Engagement & Capabilities
Invest in staff culture and development, wellness initiatives, and build cross-functional communication and collaboration

Key Initiatives:
- Expand Wellness at Work Resources to Members
- Refine ProVision Employee Value Proposition to Optimise Employer of Choice Perception
- Review Reward and Recognition Strategy

FINANCIAL
How we responsibly use financial resources to benefit our stakeholders

Investigate Future Membership Model
Enhance ProVision value proposition and review existing ProVision membership model to support more independent practices

Key Initiatives:
- Review Current Membership Tiers in Line with Future Member Considerations
- Create a Revenue Diversification Strategy to Support Emerging Areas of Clinical Interest

ProVision