2025/26 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 Practice and Patient Experience
Optimise the patient experience through clinical service development, technology, and consumer-facing strategies

Key Initiatives:
- Build Awareness around Clinical Interest Models
- Undertake Patient Market Research to improve Marketing Effectiveness
- Leverage Market Intelligence Technology to Identify Location and Growth Opportunities
- Assist Members to Assess and Implement Clinical and Dispensing Technology
- Expand Member Connect Program to Strengthen Peer Networking and Shared Learning Opportunities

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

Key Initiatives:
- Scope New Member Website to Enhance Member User Experience
- Expand Member Access to Specialised Business Coaching to Strengthen Service Value
- Increase ProSystems Engagement to Optimise Practice Efficiency
- Deliver 2026 ProVision Conference

EFFECTIVE PROCESSES
How we gain efficiency and quality improvements

Lead Digital Transformation In Practice
Drive practice success through data-driven insights, AI innovation, enhanced security & privacy awareness, and automated patient communications.

Key Initiatives:
- Help Members to Leverage ProIntel to Improve Business Performance
- Investigate the Safe Use of AI to Improve Practice Efficiency
- Educate Members to Mitigate Data, Security and Privacy Risks
- Progress Staged Marketing Automation Project for Members to Enhance Patient Engagement

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

Optimise Practice Staff Engagement
Enhance workplace wellness and strengthen the pathways for students and graduates into ProVision practices

Key Initiatives:
- Implement Wellness at Work Resources for Members
- Optimise Placement and Optometrist Graduate Opportunities within ProVision Practices

FINANCIAL
How we responsibly use financial resources to benefit our stakeholders

Develop Future Membership Model
Enhance the ProVision value proposition and consider alternative ProVision membership models to support more independent practices

Key Initiatives:
- Investigate and Refine Current Membership Tiers to Optimise Member Options and Value
- Build Implementation Plan for 2026
- Tailor Value Proposition by Practice Lifecycle Stage to Synergise with Distinct Member Needs