

May 2026

2026 Annual Ambassador Meeting Report

 **vsp VISION™**

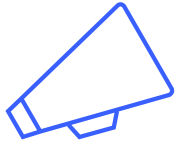
Ambassador
Meeting 2026



Stronger Together
Classification: Restricted



Ambassador Key Takeaways



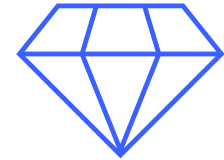
VSP is Building Confident, Consistent Advocates

- Increased confidence in **handling peer objections**
- Deeper understanding of the **importance of a unified, consistent message**
- Continued emphasis on being **educators and advocates to peers**



Understanding Broader Industry Pressures & Legislative Impact

- **Legislation is here to stay**—remain vigilant
- **State legislation and VBM terminology** continues to impact patients, practices, and the MVC partnership
- Awareness of **economic pressures and ongoing OD shortages**



Reinforcing VSP's Value, Strategy & Commitment

- VSP is invested in **protecting and advancing private practice**
- **VSP value-adds** through programs and rebates
- **Rationale behind VSP decisions** that impact ODs
- **Confidence that VSP is strong** and well positioned for future success



Ambassador Meeting Satisfaction

In addition to thoroughly enjoying the location, venue, food, and organization of the event, these were your main highlights:



Connection & Networking

- **Relationship building and strengthening connections** with fellow Ambassadors
- **Collaborative environment** to learn and share
- **Warm, energized welcome** for new Ambassadors
- **Intentional POD gatherings** led to deeper connections and meaningful conversations
- **Interactive and social elements** enhanced engagement
- **Partner Showcase** strengthened vendor connections



Valuable Insights & Skill-Building

- **Gained helpful perspectives** on the economy, optical industry landscape, and market trends
- Informative and **engaging breakout sessions**
- **Practical communications training** to aid peer conversations
- **Impactful VSP leadership presentations** offered needed “peek behind the curtain” to understand the MVC landscape.



Doctor Community Highlights



“One of the biggest highlights for me was the **caliber of people in the room**. The conversations were thoughtful, honest, and focused on how we can **collectively elevate our profession**.”

*I was especially struck by how willing everyone was to **share ideas openly, support one another, and challenge each other** in a constructive way. It felt less like a meeting and more like a **group of leaders committed to getting better together**.” –Dr. Turin*



“It is always great to meet the Ambassadors and VSP team every year. I love the **opportunity to network and share ideas** with like-minded people in the field.” –Dr. Saini

Keeping Ambassadors Informed



*“I enjoyed the **diverse group of individuals that spoke and presented.** Everything from the students talking about their experiences to the AI conversations to the breakout groups talking about how to tackle future problems in our profession of not having enough ODs.”*

–Dr. Bashir

*“As usual, the **Ambassador Meeting was both informative and fun.** I really enjoyed the range of topics, not just the business side of our industry, but a **genuine in depth look at the future of the profession.**”*

–Dr. Doyle



*“Opening remarks of the upper team established the tone and reminded that **every VSP leader is dedicated to the patient-doctor relationship.**”*

–Dr. Dexter



Industry Trends Takeaways



Smart Eyewear Ready For Liftoff

Top words that come to mind when Ambassadors think about smart eyewear or AI glasses:

- Privacy
- Meta
- Future
- Innovation
- Convenient
- Curious
- Cool
- Scary
- Fun



Early Stages in Optometry Tech Boom

- **Over half** of Ambassadors have tried **Stellest lenses** hands on, either in their practice or at a conference.
- **About a third** have tried **AI diagnostics**
- **Only a few** have experienced a **vision kiosk**



AI Reality Check

Ambassadors believe **AI capabilities** such as administrative AI tools, exam support tools, and AI-enabled diagnostics **will only be somewhat impactful on the practice of optometry in the next 3 years.**



Breakout Session | Perceptions of MVC Takeaways

MVC is Essential for Patient Flow

- **MVC brings patients to practices**, driving reliable, repeat visits—but the value of this patient consistency is often overlooked.
- **Private pay viewed as “fast money”** with stronger immediate returns, but not repeatable.

Shift Profitability Perception to Total Patient Value

- **Doctors evaluate MVC based on the dollar value of now**—exam reimbursement and charge-backs—and **declining capture rates have also shifted perception** of MVC patients.
- Less consideration is given to **lifetime value drivers** (visit frequency, retention, referrals).

Increase Emphasis on the Value of COB/EMEC

- Agreement that **COB/EMEC can convert routine visits** into medical care relationships.
- Ambassadors see clear upside to increased COB/EMEC emphasis, but **ODs need practical, ongoing support to implement consistently** (billing training, staff training)

Provide Greater Autonomy to Enhance MVC Partnership

- MVC dissatisfaction is often rooted in the **lack of control ODs have in the partnership**.
- Providers want **greater autonomy in pricing, lab selection, and practice decisions**.
- **Lab network concerns** frequently about **choice and service experience**—not just cost.



Turning Insights Into Action



*"I'm walking away with fresh insights and a **renewed commitment to providing the best possible care for our patients and the Value VSP brings to our industry**, colleagues, and communities."*

–Dr. Peterson

*"Always learn something new and it's a good **refresher on intentional communication**. Liked that we reviewed our **core value messages**."*

–Dr. Michelle Cooper



*"I enjoyed the exercise in small groups on Saturday where we talked about **outreach to ODs before they even enter optometry school**. Potential high school scholarships, internships with local ODs, and a social media campaign related to the internship."*

–Dr. Sprague

Breakout Session | OD Pipeline Workshop Solutions

Repeated Exposure

Engagement must **start early** and have **ongoing exposure** through multiple touchpoints.

In-Practice Experience

Students need **authentic exposure to life as an OD**, they need to “**see it to believe it.**”

School Partnerships

Embed optometry as a career path into **existing educational systems** and programs.

Digital Amplification

Meet students where they are—online—to **bolster awareness and education** and reinforce in-person experiences.

Financial Incentives

Offer tangible incentives as **motivation levers to boost engagement** with the profession.



Thank You

