



Best Practices

Frequently Asked Questions

What is the application like?

The application is a series of five open-ended questions designed to help you showcase your practice. Questions are focused on areas such as: the patient experience; trends in technology, products, and business; your role in the advancement of fellow eye care professionals and the profession; and your leadership in areas such as advocacy, community, clinical care, or sustainability.

How do I apply?

To apply, register [online](#). Once registered, you will receive a link to the digital application. Registration allows you to save your application and revisit, which enables you to complete it over time (if desired). Once your responses are complete, you must click “submit” to complete the process.

What does it mean to be a Best Practice?

CooperVision’s Best Practices program celebrates the innovative ways that U.S. optometric practices deliver exceptional patient care and advance the profession. Honorees not only gain widespread recognition in the industry but are given exclusive opportunities to collaborate with and learn from other creative, motivated practices that have forged their own pathways to success.

What is involved in being a Best Practices honoree?

Each year, new honorees are announced publicly in March via a news release to industry media, email blasts, social media posts, and more. In May, the honorees are brought together at the annual Best Practices Summit, which provides an opportunity for education and collaboration on a variety of practice management and clinical practice topics. CooperVision also coordinates additional peer-to-peer engagement opportunities for the honorees.

Honorees may also be presented with speaking opportunities, including the annual Best Practices media roundtable discussion, during which they can share their insights and experiences on a variety of topics with representatives from optometric media—and each other. As a result of this roundtable, many honorees are invited to contribute to articles in optometric trade publications.

Do I need to be a CooperVision customer to be eligible for Best Practices?

No, you do not need to be a CooperVision customer. Any practice within the United States, regardless of affiliation, is eligible to submit. However, applicants must offer contact lens fitting at their practices to be considered.

Does CooperVision select the Best Practices honorees?

Applications are reviewed by a panel of judges including past Best Practices honorees, industry experts, and CooperVision leaders. The combination of peer-to-peer and third-party judges enables fair, unbiased evaluation of all applicants.

I've applied in the past and was not selected. Can and should I apply again?

Every year, we receive an abundance of applicants who are deserving of the Best Practices recognition and we are unable to honor them all. As a result, we always encourage practices to reapply! You never know when it might be your year to shine. We do have Best Practices honorees who were not selected the first time they applied—yet they are part of this prestigious group today.

What are the benefits of the Best Practices program?

We believe this is a story best told by our honorees. Here are a few examples:

“ The whole program from start to finish has been rewarding. I would encourage any practice to apply if they’re interested in learning new things and moving forward in an innovative way. ”

– **Dr. Roxanna Potter, 2018 Best Practices**

“ What I found in Best Practices is a group of practitioners always trying to find the next best way to meet their patients’ needs and build their practices. It’s a very exciting program. ”

– **Dr. Stephen Cohen, 2018 Best Practices**

“ We kind of take what we do for granted—that it’s normal, but it’s not. These practices embody the best, and to be able to exchange ideas with them and learn new things was amazing. ”

– **Dr. Matthew Willett, 2019 Best Practices**

“ Since being part of CooperVision’s Best Practices, my vision for the future of optometry has changed. I’ve changed the way I do things in the office, I’ve changed my staff around, changed some products. I’m really making a lot of changes to be able to better prepare for the future with all these challenges coming into the healthcare field now. It’s really become a group of true friends and colleagues that we can bounce ideas off and learn from each other. ”

– **Dr. Carrie Alferi, 2018 Best Practices**

“ For me, I know Best Practices is going to be part of my life for the rest of the time I’m in practice. There’s no doubt about it. ”

– **Dr. Jennifer Branning, 2019 Best Practices**

Can I speak to a past Best Practices honoree to get their perspective?

We recently developed a [Best Practices flipbook](#) that includes contact information for many of our honorees. Feel free to reach out and connect!

I’ve submitted my application. When will I find out if I have been named a 2021 Best Practices honoree?

Honorees will be notified in January 2021.

