



Our Mission: KOA advocates for the advancement of Optometry and exceptional eye care in Kentucky.

Our Vision: KOA protects your investment in Optometry.

2022-2025

<p>ADVOCATE Protecting and enhancing the optometric scope of practice and access for patient care.</p>	<p>ELEVATE Elevating professionals through learning and resources.</p>	<p>ENGAGE Providing the best environment to support member success.</p>	<p>INFORM Informing the public about eye care and optometry.</p>	<p>LEAD Leading a relevant and efficient professional association since 1916.</p>
<p>A. Lobbying – Maintain a lobbying force to protect and advance optometry and vision care through strong governmental relations.</p> <p>B. Protect – Anticipate and respond to challenges and opportunities regarding scope of practice, positioning Kentucky as a national model.</p> <p>C. Grassroots – Encourage members to engage in local politics, develop personal relationships, contribute to the PAC, engage with AOA, and respond to calls-for-action.</p> <p>D. Optometric Issues – Identify the issues in which optometrists and practices will benefit by the KOA influence in Legislative and Regulatory involvement.</p>	<p>A. Professional Development - Provide innovative and timely education in varied formats, including conferences and webinars, for optometrists and para-optometrists.</p> <p>B. Foster Leadership – Develop leaders to represent optometry through the KOA Leadership Academy.</p> <p>C. Practical Guidance – Provide resources and solutions on technology, management and other technical needs to support successful practices.</p> <p>D. Mentoring – Provide connections, networking and mentoring to pair emerging professionals with experienced ODs to elevate their success.</p>	<p>A. Value – Serve member needs by developing and delivering benefits and services to be their first choice for support.</p> <p>B. Engagement and Allegiance – Position KOA through service and brand strength to attract and retain members from entry to success (lifelong participation).</p> <p>C. Diverse Practice Settings – Recognize the diversity of practice settings, providing custom services no matter the setting in which doctors practice.</p> <p>D. Students – Maintain relationships with the colleges and students to encourage involvement in KOA.</p>	<p>A. Public Awareness – Elevate the public’s awareness of health care provided by optometrists.</p> <p>B. Educational Campaigns – Utilize AOA and KOA campaigns and resources to promote vision care.</p> <p>C. Community Service – Encourage and provide support for ODs to be active in their communities through public service and philanthropy.</p> <p>D. Alliances – Identify new alliances and coalitions with which to expand the narrative, understanding and relationships concerning eye care, i.e., educational organizations, nonprofits, health care, etc.</p>	<p>A. Governance – Rely on dedicated optometrists to serve on the board of trustees and committees to advance the mission and vision of the KOA.</p> <p>B. Professional Staffing - Maintain professional staff to provide member service excellence by supporting the executive director and staff development.</p> <p>C. Resources - Protect the assets and streams of income, identifying new opportunities for growth.</p> <p>D. Communications – Invest in technology and marketing to provide efficient communications, internet presence and a strong KOA brand.</p>