



## Retail / Medical

# V I S I O N T O D A Y

JAYSON BARTON, COO  
JAMES POWELL, III OD  
LANH POWELL, OPTICIAN & CFO

### **What have the past few months been like for your business?**

At the beginning of the shut down, we were terrified. We were worried about the financial impact, but also about our staff. We have close relationships with our employees and their families. When our office was closed, we used that time to work on the infrastructure of our business, reset expectations, and train our staff. We've since reopened, and many patients are grateful that we are seeing new patients as well as existing patients. We've been focusing on quality rather than volume.

### **How have you altered the way you do business?**

Since the pandemic, we've increased our cleaning and sanitization protocols. Our patients' well-being is so important to us. We allot time after every appointment to sanitize all surfaces and equipment. Some changes we've made include hiring a lab manager, requiring masks for staff and patients, and offering curbside pickup and free contact-lens delivery.

### **What lessons have you learned from this time?**

Our mission going into this business has always been to help as many people as possible. During this pandemic, we've learned that as long as we stay true to why we came into this business in the first place, we'll be okay. We are living in an unprecedented time with much uncertainty. Our promise to our community is that we are committed to providing the best eye care service.