

“From Stakeholder Conflict to Breakthrough in Eye Health @ The Vision Council”

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Context

Serving as the national voice for vision care products and services, The Vision Council represents the manufacturers and suppliers of the eye health industry. It is a member-driven organization that strives to advance the industry through education, advocacy, consumer outreach, strategic relationship building, and industry forums.

Challenge: Vision health awareness was low and the number of people getting comprehensive yearly eye exams suffered because of mixed/weak messages.

All members agreed on the importance of eye exams, however, 15 years of fragmentation existed when it came to agreeing on the content and organizational framework for communicating this important message to the general public.

What We Did

IPI (Innovation Partners International) designed and managed an industry wide positive work innovation process including a two-day summit aimed at building consensus and uncovering a common and meaningful message. The Vision Council leadership contributed to planning the strength-focused process, which brought together diverse industry representatives including ophthalmologists, optometrists, opticians, manufacturers, and federal regulators, as well as participants from National Institutes of Health (NIH) and presidents of blindness organizations.

Over the course of the two days, *skepticism, doubt, and differences were replaced with possibility, cooperation, collaboration, and innovation* as participants interviewed each other, shared stories, envisioned the future, and came to agreement on both the content of a new public service health message as well a new organizational framework to carry the message forward.

Results

- All stakeholders co-created and **agreed on core elements of a public service eye health message.**
- A completely **new organization, the Foundation for Eye Health Awareness, was funded and created by participants in the process.** This Foundation promotes awareness about the importance of eye health. It has become the messenger of the *Think About Your Eyes* campaign – a multi-faceted campaign including television, radio, online, and social media communications aimed at increasing the number of comprehensive yearly eye exams and vision health awareness.
- In the year after its launch in 2010, Think About Your Eyes has reached more than 22 percent of the U.S. population and driven about 1.6 million comprehensive eye exams **(more than 6 percent improvement), as well as led to a 36 percent improvement in the number of new patients scheduling comprehensive eye exams.**
- **As a result, eye-care professionals have detected more than 300,000 cases of potentially blinding eye diseases.**