

Justine L. Siergey OD, FSLs

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KEY SKILLS AND STRENGTHS

- Focused and passionate clinical Optometrist experienced in private practice and multi-specialty OD/MD groups with extensive knowledge of primary care, contact lenses, medical eye care and surgical co-management.
- Specialize in an extensive variety of contact lens fitting and evaluations ranging from disposable and bifocal soft contact lenses to irregular and hard to fit patients with RGP corneal, hybrid and scleral lenses.
- Nature leader and management abilities. Able to motivate and lead individuals and teams towards improved patient care and clinic efficiency while maintaining moral and a teamwork culture.
- Practiced speaker and educator who has given COPE approved, student academic and industry related lectures across the country and internationally on corneal conditions and contact lens fitting techniques.
- Adaptative to the needs of various clinical settings with the willingness to personally perform any task necessary to maintain high quality patient care.

EDUCATION

Doctor of Optometry, Beta Kappa Sigma Designation Graduated 2012
Pacific University College of Optometry, Forest Grove OR

Bachelor of Visual Science Graduated 2009
*University of Alberta Edmonton, AB, Canada and
Pacific University, Forest Grove, OR*

Bilingual Diploma Graduated 2005
École Bishop Grandin High School, Calgary, AB, Canada

OPTOMETRIC EXPERIENCE

Manager of Professional Affairs- Irregular Cornea Aug 2021-Current
CooperVision Specialty Eye Care

Highlights:

- Organize and execute educational programs including didactic and hands on experience at Optometry schools across the United States and Canada.
- Train and provide on-going coaching to sales and consultant team members on technical fitting and other Physician insights of the product lines.

- Develop both CE and product specific education content and initiatives related to irregular cornea including coordinating with speakers and company executives.
- Networking with and helping to build up key opinion leaders in the field.

Optometrist Leader and Center Director

LasikPlus, West Des Moines, IA

July 2020- August 2021

Highlights:

- Deliver exceptional clinical care and customer service in the refractive surgery center while simultaneously managing all the local administrative duties as the center's director.
- Train new staff members and continuously coach my clinical team through refractive surgery consults, post-operative visits and surgical treatment days. Improved the center's history surgical conversions rate from 78% to 94% (measured as a 90 day average) and gained company wide recognition as a top 5 center (of 133 centers).
- Heavily involved in company leadership initiatives including facilitating discussions in weekly group learning sessions, planning of new employee onboarding and direct physician to physician mentoring to facilitate performance improvement.
- Spearheaded the creation of a holistic operations support team network to better align and effectively support the individual vision centers with the resources of the home office.
- Elected to the Physician's Leadership Council (14MDs and 9ODs) to provide leadership and guidance to the company as a whole during the acquisition and merging of LasikPlus, LVI and TLC Visions Centers.

Director of Optometry

Hunter Vision, Orlando FL

January 2018-July 2020

Highlights:

- Launched a primary care optometry, specialty contract lens department and optical within an existing Ophthalmology group from floor plan design and equipment purchasing, to fee schedules, insurance billing and clinic flow. Achieved a positive monthly net revenue in less than a year and grew by 38% from year one to year two.
- Provide top quality clinical care in full scope primary care and medical optometry, refractive and cataract surgery consultations and post op care, and specialty contact lenses. Collaborate with opticians to maximize optical sales of eyewear and contact lenses.
- Team with Ophthalmologists in care of pre and post-operative refractive surgery and cataract procedure patients and collaborate with them in developing improved patient education, workflow and developing telemedicine initiatives. Created framework to make previously one-time patients into long-term patients and brand ambassadors.
- Motivated and aligned separate teams (call team, technicians, opticians and surgical counselors) towards best patient care and overall practice growth.

Head Optometrist

Medical City Eye Center, Orlando FL

August 2016-January 2018

Highlights:

- Organized staffing, scheduling and costs of goods as part of the management team.
- Provided full scope optometric care to clinic patients including primary care, contact lens fitting, medical eye care and surgical co-management.
- Continued to grow volume of advanced dry eye evaluations and specialty contact lens fittings.
- Coordinated efficient use of the entire clinic team to maintain clinical volume after the sudden departure of a senior doctor.
- Motivated staff with daily meetings and maintained open communication about office production and goals.

Optometrist

January 2015- August 2016

Mid-Florida Eye Institute, Mount Dora FL

Highlights:

- Co-managed directly with ophthalmologists in many specialties including anterior segment, glaucoma, oculoplastics, and retina. Provided pre-and post-operative care for a full range of ophthalmic surgeries.
- Provided highly medical optometric care to a geriatric population including interpreting specialty-testing such anterior and posterior segment OCT, visual fields, B-scans, VEP, ERG and topographies and performed advanced treatments such as amniotic membranes and modified paracentesis.
- Headed 'Dry Eye Center' within practice and brought in new technology such as Bleph-Ex.
- Supervised and mentored four rotating student interns.

Optometrist

June 2012-December 2014

Yager Eye Institute/Medical City Eye Center, Orlando, FL

Highlights:

- Provided full scope primary care to clinic patients including comprehensive eye exams, contact lens services, emergency visits, diabetic, glaucoma and other medical evaluations.
- Established scleral lenses as a profit center in an existing contact lens focused practice and established protocols and clinical flow to support it.
- Developed separate exams stream revenue for dry eye focused evaluation and treatments, including use of Lipiflow™ Technology.
- Managed team members and new employee training.
- Supervised and mentored 4th year student interns.

Optometric Internship Training

May 2010 -May 2012

Pacific Eye Clinic- Portland, OR,

The Koetting Associates, St. Louis, MO

Bascom Palmer Eye Institute (6-month extensive disease training program), Miami, FL

LECTURING/ PRESENTATION EXPERIENCE

Highlights:

- Created and presented independent COPE approved, optometry school programs and industry friendly material.
- Traveled across the country and internationally to speak on corneal conditions and contact lens fitting techniques. Countries lectured in include USA, Canada, Sweden, Denmark, Kenya, Peru and Columbia.
- Participated in virtual programs, live webinars and lectures with live translation to several other languages.
- *See addendum for complete chronological listing of prior lectures (70+)*

RESEARCH EXPERIENCE

Adjunct Clinician (Orlando, FL) January- December 2014
Clinical evaluation of large diameter rigid-gas permeable lens for the correction of presbyopia

Duties:

- Fit mini-scleral lenses according to research protocol
- Contribute fit and follow up examination information and provide feedback on lens protocol

Head Researcher (Orlando, FL) June 2012-August 2012
Investigating ease of fit of Mini-scleral lenses on healthy eyes

Duties:

- Fit mini-scleral lenses according to manufacturer's fitting guide
- Capture OCT images of central clearance and edge profiles
- Analyze changes in fitting relationships

Research Assistant (Forest Grove, OR) June 2010 – April 2011
MegaClear RGP study I and II, Pat Caroline, Pacific University

Data Entry Assistant (Forest Grove, OR) June 2010- August 2010
CLARCS Retrospective study, Dr. Beth Kinoshita, Pacific University

RELATED EXPERIENCE

Dispensing Optician October 2009 – April 2011
Pacific Eye Trends, Portland, OR

Dispensing Optician/ Optometric Assistant May 2009 - August 2009
Eye-to-Eye Optometry Clinic, Edmonton, AB, Canada

Dispensing Optician, Receptionist and Optometric Assistant
Village Eye Center & 1st Street Eye Center, Sherwood Park, AB, Canada

March 2007 - August 2008

PROFESSIONAL AFFILIATIONS

- **Fellowship Chair**, Scleral Lens Education Society, 2017-2019
 - **Community Outreach Chair** 2016- 2017
 - **Fellow** 2016-current
- **Board Member**, Central Florida Lighthouse, 2017-2019
 - **Chair and Vice Chair**, Young Executive Committee, 2013-2017
 - **Chair of Sight and Sole Fundraiser**, 2013-2019
- **Fellowship Candidate**, American Academy of Optometry (AAO)
- **Member**, Central Florida Optometric Society, 2015- current
- **Member**, Women in Vision, 2008 - current
- **Member**, American Optometric Association (AOA), 2008 – current

HONORS AND AWARDS

- **Nominated Top Doctor of 2020**, National Keratoconus Foundation (NKCF), 2020
- **Clinical Excellence in the field of GP Contact Lenses**, GP Lens Institute, 2012
- **Alcon Case Report Award**, Alcon, 2012
- **Varilux Student Grant**, Essilor, 2012
- **Beta Sigma Kappa Member**, International Optometric honors society, 2010-2012
- **Varilux Student Grant**, Essilor, 2011
- **Hoya Optometry Student Scholarship**, Hoya, 2008
- **Jason Lang Academic Excellence Scholarship**, Government of Alberta, 2007 and 2006

PROFESSIONAL REFERENCES

Available upon request