



VISION 2025

MISSION

To preserve, promote and advance Optometry in Arkansas.

VISION

To be the trusted resource in eye health and vision care.



ADVOCATE

The voice of optometry and eye care through government relations.



EDUCATE

Deliver essential knowledge to the optometric team.



ENGAGE

Provide benefits and services to support member success.



PROMOTE

Increase awareness of eye health, vision care and Optometric Physicians.

GRASSROOTS

Increase understanding and involvement in local campaigns and legislative relations.

PAC

Grow support for the political action committee.

LOBBYING TEAM

Maintain strongest possible lobbying team to advance and preserve the optometric scope of practice and access to eye care in Arkansas.

ISSUES MANAGEMENT

Monitor evolving issues to develop positions that proactively advance and preserve optometry and be prepared to respond to legislative and legal challenges.

CONVENTIONS

Provide statewide, regional, and virtual meetings with relevant education.

LEAD

Develop and position Optometric Physicians to serve in ArOA and community organizations. (Learn, Educate, Advocate and Define).

BILLING & CODING

Provide training on billing, coding and maximizing reimbursement.

ADVANCED PROCEDURES

Provide courses and content to support Optometric Physicians' care at the highest level within the scope of practice.

DELIVER VALUE

Develop and deliver the benefits and services to support member success.

ACCESS TO EXPERTISE

Facilitate connections between members and solutions (third party, legal, licensure, technology, and other experts).

CONNECTIONS

Provide forums and platforms to connect members having mutual and special interests.

AWARDS & RECOGNITIONS

Recognize and award members for exceptional service to optometry and the association.

AWARENESS

Improve public and professional awareness of the role of the Optometric Physician in eye health and vision care.

MEDIA RELATIONS

Maximize outreach to the public through all channels of communication.

SPECIALIZED CAMPAIGNS

Promote specialty campaigns for awareness of vision and eye health.

AOA RESOURCES

Build awareness of the wealth of resources available from the American Optometric Association.



LEADERSHIP

Recognized for the dedicated leadership advancing the profession, eye health and vision care since 1906.

GOVERNANCE - Maintain a dedicated board of directors and committed volunteer leaders.

PROFESSIONAL STAFFING - Support the CEO and staff development.

GROWTH - Set metrics for membership growth and increased market share.

RESOURCES - Build and protect the ArOA resources essential for a dynamic association.