

Hauser, Whitney, O.D.

1245 Madison Ave Memphis, Tennessee 38104
Phone: 901.229.2137 E-Mail: whitneyhauser@sco.edu

Professional Experience

Southern College of Optometry - Assistant Professor

2013-present

- Clinician and Instructor in Adult Primary Care and Ocular Disease Services
- Clinical Integrative Analysis Instructor (2013-present)
- Anterior Segment Laboratory Instructor (2014-2015)
- Doctor, TearWell Advanced Dry Eye Center - (2014 - present)
- Faculty Adviser for the State of Colorado (2014 - present)
- Faculty Advisor for Gamma Omicron, Service fraternity (2014 - present)

Signal Ophthalmic Consulting - Consultant & Founder

2014-present

- Create high-touch patient care models for niche markets (LASIK, premium cataract surgery, dry eye)
- Evaluate clinical efficiency, standard operating procedures and staffing needs
- Instruct physicians and staff on methods to increase conversion of elective procedures
- Design patient recruitment strategies through marketing, referral network development and social media

Toyos Clinic/TLC Laser Eye - Clinical Director

2003-2013

- Provide pre-operative and post-operative care to patients
- Initiate market growth by establishment of an affiliate network
- Evaluation and treatment of ocular disease
- Provide LASIK screenings/consultations
- Management of 10-12 member staff
- Organize and lecture for Continuing Education events
- Research coordinator (2008-2013)
- Study Coordinator for Alcon Bacterial Conjunctivitis Study - 2008
- Adjunct Faculty Member for Southern College of Optometry -2008 - 2013
- Study coordinator for "The Automated Pupillometry to Determine Concussion in Athletes" 2011.
- Study coordinator for "A Prospective Study of the Effects of Intense Pulse Light (IPL) on Dry Eye Syndrome as measured by Keratograph" World Ophthalmology Congress, 2012.
- Study coordinator for "Intense Pulse Light (IPL) for Dry Eye Syndrome: A Three-Year Case Review Evaluating Safety and Efficacy of the Treatment," The European Society of Cataract and Refractive Surgeons, 2012.

Mid-South Vision Center

2001-2002

- Provide comprehensive eye examinations including contact lens fitting (bifocal RGPs, prosthetic lenses)
- Treatment of ocular disease
- Post-operative cataract care

Invited Lectures

- "Injectable Medications for Primary Care" Continuing Education course (July 2013/ April 2014)
- "Advanced Procedure: Lids and Lasers" Continuing Education course, SCO Destination CE, New Orleans (February 2014)
- "Femtosecond Cataract Surgery: The Game Changer" Grand Rounds lecture (March 2013)
- "Women in Optometry" panel discussion, Southern College of Optometry (March 25, 2014)
- "Orientation to Minor Surgical Procedures," TAOP, Knoxville, TN and Jackson, TN (August 2014)
- "Focus of the Future," The Hayes Center for Practice Excellence, Memphis, TN (September 22, 2014)
- "Advanced Diagnostic Testing in Ocular Surface Disease," Southern College of Optometry, Fall CE (October 12, 2014)
- "Development of a Premium Dry Eye Clinic," Allergan Advisory Board presentation to schools and colleges of optometry, November 2014.
- "Advanced Diagnostic Testing in Ocular Surface Disease," Southern College of Optometry, Destination CE New Orleans (February 7, 2015).
- "Rapid Fire Retina," Southern College of Optometry, Destination CE New Orleans (February 7, 2015).
- "Refractive Surgery: Watch Your Set" and "Not Just Another Uveitis," New Orleans Contact Lens Society (March 7, 2015).
- "Women in Optometry," panel discussion, Southern College of Optometry, Memphis, TN (April 16, 2015).
- "Ocular Surface Inflammation Detection and Management," Spring CE, Southern College of Optometry, Memphis, TN, (April 17, 2015).
- "TearWell: Advanced Dry Eye Treatment Center Workshop," Association of Contact Lens Educators (AOCLE) meeting, (June 5, 2015).
- "Refractive Surgery" and "Ocular Surface Disease: Innovations in Clinical Care," The 1st World Congress of Optometry, Medellin, Colombia, August 2015.
- "Ocular Surface Disease: Innovations in Clinical Care," Mississippi Optometric Association, Jackson, MS, October 2, 2015.
- "Ocular Surface Disease: Innovations in Clinical Care," Southern College of Optometry Online Continuing Education library, October 2015.

Articles and Publications

- “Educate Patients on the “Why,”” Optometric Management, January 2016.
- “The Top Five Ways to Add Aesthetics to Your Practice,” November, 2015.
- “Top 5 Reasons to Make Time for a Staff Huddle,” October, 2015.
- “A Tall Order, and Then Some,” Ophthalmology Management, September 1, 2015.
- “5 Things You Don’t Know About Punctal Plugs,” Optometry Times, August 12, 2015.
- “Biologics: The Third Age of Pharmaceutical Development,” Advanced Ocular Care, June 2015.
- “Who’s Right? The Patient or the Test? What do you do when symptoms and objective testing don’t agree,” Review of Optometry, May 15, 2015.
- “Premium Customer Service takes Your Practice from Good to Great,” Optometry Times, April 23, 2015.
- “Ocular Allergy: When to Make the Referral,” Advanced Ocular Care, April 2015.
- “Learning the Art of Self Pay,” Ophthalmology Management, April 2015.
- “How to Build a Dry Eye Center of Excellence,” Review of Optometry, September 15, 2014.
- “Dry Eye, Skeet Shooting and Driving to Vegas,” Optometry Times, August 2014.
- Author “Apple Induces Motion Sickness with iOS7,” Optometry Times, November 25, 2013.
- Co-Author of “The Efficacy of a PEG/PG based Ocular Lubricant to reduce Transient Visual Degradation” at the American Society of Cataract and Refractive Surgeons, 2010.
- Co-Author “Keep Players’ Eyes on the Ball,” Optometry Times, October 2010.

Video & Television Appearances

- Correspondent for EyeTubeOD, “Daily Coverage,” AOA, Seattle, June 2015.
- WBUY television, “Joy in Our Town,” May 2015.
- Host of “She Said, She Said,” EyeTubeOD, with Leslie O’Dell, OD FAAO. October 2015 – present.
- Correspondent for EyeTubeOD “Daily Coverage,” AAO, New Orleans, October 2015.

Education

Southern College of Optometry – Primary Care Residency

2002-2003

Direct patient care including pediatric and special needs patients, supervision of students in a clinical setting, guest lecturer, research experience (*Study of Hypertension in Primary Care Optometry*)

Southern College of Optometry

1997-2001

Student Ambassador (1998-2001), Student Class Representative (1999-2001), Graduated Magna Cum Laude (2001), Beta Sigma Kappa member, Poster presentation at American Academy of Optometry (Diagnosis and Management of Florid Idiopathic Intracranial Hypertension) with Dr. James Newman.

The University of Tennessee at Knoxville

1992-1996

B.S. in Biology

Community Involvement

Guest Lecturer at Southern College of Optometry for residents, Marketing Board Committee member at St. Louis Catholic School, Sunday school teacher.

Professional Organizations

American Optometric Association, Tennessee Association of Optometric Physicians, Association for Research in Vision and Ophthalmology, Sports Ophthalmology Society of America, Ocular Nutrition Society, Women of Vision, World Congress of Optometry, Tear Film & Ocular Surface Society, Candidate for Fellowship in the American Academy of Optometry

Awards & Distinctions

Voted Memphis Finest Young Professional by the Cystic Fibrosis Foundation, 2011.

Board Member, Ocular Surface Society of Optometry, 2015.

Board Member, Optometric Cornea, Cataract and Refractive Society, October 2015.

Disclosures

Consultant/Speaker for TearScience, NovaBay, Shire, Lumenis, Paragon BioTek, BioTissue, Akorn, Allergan, TearLab, BlephEx, Founder and Senior Consultant, Signal Ophthalmic Consulting