

# Gina M. Wesley OD, MS, FAAO

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## Objective

Be a productive optometrist in a professional optometric practice emphasizing quality care and excellent patient service. Also, utilize skills/experience in organization, management, and patient interaction to effectively lecture, research and publish on these topics and serve in an advisory manner to professional ophthalmic organizations.

## Education

### **The Ohio State University College of Optometry** **Sept. 2002-June 2006**

- Doctor of Optometry and Masters in Vision Science
- GPA: 3.8/4.0.
- 2006 College of Optometry Graduate of the Year
- Masters' work included public health research on glaucoma and standard of care by Ohio optometrists.
- Ohio Optometric Association Senior Student of the Year Award, 2005.

### **College of Saint Benedict/Saint John's University** **Sept. 1998-May 2002**

- Graduated with a Bachelor of Arts in the Natural Sciences.
- GPA: 3.9/4.0, Magna Cum Laude.

## Professional Activities

### **Volunteer Optometric Services to Humanity (VOSH)** **Sept. 2002-present**

- Student member, only first year selected for trip to El Salvador, 2003.
- Second-year Vice President, trip to Dominican Republic, 2003-2004.
- Third-year President, planned trip to Nicaragua for 18 people, Sept. 2005.
- Professional member within state of Minnesota, 2006-present.

### **American Optometric Association, MN Optometric Association** **Sept. 2002-present**

- Member, InfantSEE provider, Contact Lens and Cornea Section member.
- Current chair of MOA Membership Committee.

### **American Academy of Optometry** **April 2005-present**

- Member, Fellowship achieved in 2007 in Primary Care.

## Research, Lecture, Publications and Work Experience

### **Complete Eye Care of Medina** **April 2008-present**

- Researched, organized and developed business plan.
- Solely responsible in all processes for starting this practice cold.
- Achieved double digit growth every year practice has been open.

**Crystal Vision Clinic and Maple Grove Vision Clinic** **June 2006-Jan 2010**

- Provided primary care optometric services to patients.
- Demonstrated and organized staff training.

**Vistakon Vision Care Institute**

- Faculty member, lecturer at student programs. **Apr 2011-June 2012**

**Student Practice Management Symposium** **Dec. 2010-present**

- Faculty member, lecturer at various optometry schools.
- On faculty with Dr. Scot Morris, Dr. Ben Gaddie, Dr. Kelly Kerksick.

**Advisory Panels/Boards and/or Consulting**

- Biosciences **2014-present**
- Bausch & Lomb **Aug. 2012-pres**
- Alcon **2009-present**
- Allergan **2011-present**
- Revolution EHR **2008-present**

**Lectures**

- Minnesota Optometric Association**, para lectures, winter 2015
- Iowa Optometric Assoc Summer Mtg**, summer 2014
- Various Alcon PBL lectures**, spring 2014
- Vision Source N. Am. Mtg**, student program, 2012
- Alcon**, Academy for Eyecare Excellence, 3 student sessions, spring 2012
- SECO**, para/OD lectures, March 2012
- American Optometric Association**, para/OD/student lectures, June 2011
- East West conference, AEP lectures**, 2010
- Alcon, Variety of lectures on contact lens care** 2009-present
- Revolution EHR**, quarterly webinars on starting a practice, 2009-present
- CPOA Paraoptometric Review Course**, June 2009
- Walmart Symposia Meeting**, glaucoma lecture, April 2009
- American Academy of Optometry Meeting**, SPK grand rounds, 2007
- American Optometric Association**, paraoptometric lectures on allergies and silicone hydrogel contact lenses, June 2007
- Ohio State University Third-Year Optometry Class**, glaucoma lecture, 2006
- American Academy of Optometry Meeting**, Glaucoma lecture, 2005

**Publications**

**Optometric Management, Monthly columnist**, merchandising, 2012-pres  
**Optometric Management**, article on aberrometry correction, 2012  
**Review of Optometric Business**, online articles on variety of topics, 2011-pres  
**Review of Optometry**, CL care systems article, Patient Compliance art, 2011  
**Optometric Management**, several practice mgmt and CL care articles, 2011  
**Editor/column author of *new OD* online, monthly distribution to more than 10,000 OD's nationwide**, Dec. 2008-December 2010  
**Monthly contributor to Dr. Walt West's blog**, Nov. 2010-2011  
**Contact Lens Spectrum, Silicone Hydrogels and Biocompatibility**, 2009  
**Optometric Management, Four-Part Series on Starting a Practice from the Ground Up**, 2009  
**Optometric Management, variety of marketing/practice management articles**, 2007-present

### **TV Appearances**

**2015, Fox affiliate appearance for Iristocracy**  
**2008-present, Resident Eye Care Expert for NBC affiliate KARE**  
-featured over 35 times, 5-min segments on various eye-related topics  
-focus on public education  
-was also featured in evening news segment focusing on job swap with local anchor  
-most segments can be viewed on my website, [www.cecmedina.com](http://www.cecmedina.com)  
**2012 SECO**, Eyetube host (video blasts throughout conference)  
**2007, appeared on CBS affiliate WCCO for segment featuring InfantSEE**

### **Awards/Accolades**

**Vision Monday/Rev of Opt Optical Rising Star, 2015**  
**Vision Monday/Rev of Opt Business Opt Innovator in CL's, 2013**  
**Early Professional Achievement Award, The OSU Alum, 2013**  
**Nominated for Decade Alumna Award, College of Saint Benedict, 2012**  
**Minnesota Optometric Association Young OD of the Year, 2011**  
**The Ohio State University College of Optometry Graduate of the Year, 2006**

### **Combined Doctor of Optometry/Masters in Vision Science program 2004-2006**

- Advisor Dr. Kelly Nichols OD, MPH, PhD.
- Created glaucoma awareness survey project, part of the U.S. Department of Health and Human Services Healthy Vision 2010.
- Organized focus groups at East/West to discuss outcomes of research.
- Invited to present results of research at the American Academy of Optometry and American Public Health Association annual conferences, Dec. 2005.
- Recipient of Vision Care Section Student Project of the Year Award, 2005.

### **Research**

- Recertified Good Clinical Practices, May 2015
- Coopervision - Monthly lens comparison, EX-MKTG-41, Aug-Nov. 2013
- Alcon/Ciba - solution/sph compatability, M-12-056, Mar-Aug. 2013

- Alcon/Ciba - dailies comparison, M-12-033, July-Oct. 2012
- Alcon/Ciba - pre-market lens, C-11-035 Dec. 2011-May 2012.
- Alcon - new solution comparison, RDG-11-149 June 2011 Oct 2011.
- Attended Good Clinical Practices 2-day training, Alcon, July 2011.
- Alcon - solution comparisons, SMA-09-59 Aug-Nov. 2010
- Completed study for AMO on Revitalens solution performance, April, 2011.
- Worked for Dr. Gary Andrasko on several contact lens studies as an optometry student; sponsorship was by a variety of corporations and several were independent research projects, 2003-2006