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EXECUTIVE SUMMARY

20+ year industry business-minded optometric physician with an extensive background in data analytics, telemedicine, emerging technologies, population health & legislative expertise within the healthcare & eyecare industry. 12+ years as an expert consultant with proven results in healthcare, clinical, & business planning, including product launches, balancing budgets, quality measure improvements, technology implementation, Six Sigma processes and brokering capital for small businesses. 20+ years as a practicing optometrist, 10+ years as professional relations director overseeing 600+ retail/clinical offices, recruitment, strategic negotiations, project manager, and developed partnerships with key opinion leaders, clinical experts, & industry partners.

EXPERIENCE

CARL ZEISS MEDITEC, INC.

2020 - Present Senior Product Manager, Disease Management

- Create & implement the long-term Product strategy of assigned products to achieve business goals.
- Define & specify new products includes business, marketing, and launch plans, etc.
- Work closely with R&D Program Manager and technical staff to shepherd the product enhancement/new product development process.
- Provide marketing deliverables to the product development process.
- Management of global launch for assigned products, next-generation products, and product enhancements.
- Guide country marketing managers in the development of products, pricing, distribution, and positioning strategy for assigned products.
- Work closely with assigned downstream marketing team to provide content for launch messaging, sales training materials, promotional campaign, and point of sale collateral materials.

EYE-EXEC CONSULTING, LLC

2005 - Present Principal / Consultant

- Consulted with new and ongoing clientele **data analytical, financial, operational, & healthcare activities.**
- Developed strategic direction & analysis for successful **product launches including emerging technologies & telehealth.**
- Designed & executed clinical SOPs for **population health models, risk & change management.**
- Implemented **Six Sigma processes to increase patient value, minimize waste & develop team members** for clientele.
- Consulted payer clients regarding provider credentialing & clinical oversight to improve **HEDIS scores & CMS Star Ratings.**
- **COPE lecturer** for industry conferences, universities and state associations / **Contributing author** for industry publications.
- 2017-2018 **Benedict Professor of Practice Management & Administration** for the University of Houston.

FOOD & DRUG ADMINISTRATION

2014 - Present Consultant for Ophthalmic Devices Panel of the Medical Devices Advisory Committee

- Review & evaluate data on the safety & effectiveness of marketed and investigational devices.
- Recommend regulation of marketed and investigational devices.
- Recommend classification or reclassification of marketed and investigational devices.
- Independently review assignments relating to safety & effectiveness of devices

LUXOTTICA

2014 - 2016 Director of Doctor Strategy, Pearle Vision

- Provided strategic operational & clinical growth plans.
- Procured best-in-class pricing, warranty & service with industry partners / **Generated partnership sales >\$1,300,000.**
- Provided strategic leadership to influence healthcare measures for franchisees to increase access to eyecare.
- Founded and led ECP Professional Council within organization which fostered relations amongst cross-function teams.
- **Improved national franchise clinical standards that included: healthcare & wellness reform, physician quality measures & medical care.**

NATIONAL VISION, INC.

2007 - 2013 Director of Professional Services

- Consulted and supported executive management with clinical, operational, legal and HR strategies.
- Managed and oversaw clinical operations including recruitment, contract strategies and negotiations, and sub-lease agreements.
- **Reduced Professional Employee Turnover from 22% to 9%.**
- Worked with regional teams to **balance annual budgets and increased overall access to eyecare for value-minded consumers.**
- **Project Manager: Professional Development Program & Exit Interview Processes and Professional Orientation Manuals.**
- Developed and maintained rapport with optometric students, local physicians, and ophthalmic community.

2007 - 2013 Clinical Director of Credentialing / Peer Reviewing

- Oversaw standard of care set forth from AOA and state boards for 700+ locations.
- **Coordinated & organized continuing education / university conferences with KOLs, industry leaders and student leadership.**
- Oversaw credentialing and peer reviews with accordance of **NCQA standards.**
- Facilitated peer reviews of optometric professionals.

2000 - 2005 Chairperson of the Clinical Advisory Panel

- Investigated and evaluated clinical data of medical devices, such as contact lenses, patient protocols, and diagnostic equipment.
- **Project Manager: Emergency Hours protocol, design of office records, clinical protocols, and peer review program.**
- **Managed and oversaw 10 person OD clinical team.**
- Collaborated with KOLs regarding support and execution of medical devices.

1999 - 2007 Optometric Physician / Optometrist

- Performed medical primary ophthalmic care and co-management of refractive surgery.
- Fitted and dispensed regular and specialty contact lenses.
- Diagnosed and managed ocular disease and complications.

THE LASIK VISION INSTITUTE

2008 - 2014 Optometric Physician / Optometrist

- Provided pre and postoperative care for refractive surgeries.
- **Increased and maintained conversions >70%.**
- Established and evolved surgeon relationships to improve treatment protocols, candidacy criteria and increase overall patient experience.

VOLUNTEER EXPERIENCE

MARYLAND OPTOMETRIC ASSOCIATION

2013 - Present Past-President / Education Chairperson

- Established, developed and maintained relationships with national account vendors / **Improved partnership revenue >150%**.
- **Increased membership >13%**
- Oversaw Ad-Hoc & Finance Committees / **Balanced annual budgets 5 consecutive years.**
- Developed operational **SOPs for public health events & other population health initiatives.**
- Developed legislative strategies & execution with executive board members and lobbyists / **Passed bills HB471/SB904.**
- Testified & consulted with House Delegates, Senators, and Board of Health Committees as a material expert / SB1150.

AMERICAN OPTOMETRIC ASSOCIATION

2013 - Present AOA Federal Keyperson / Meetings Committee Member

- Lobbied for HR1688 – Extend Access to the Essential Eye Care
- Lobbied for HR1312/S898 – Make Access to Eye Health and Vision Care A Priority
- Lobbied for HR3323 – Put Patients and Doctors Back in Control of Important Health Care Decisions
- Lobbied for HR920/S1445 – Make Access to Eye Health & Vision Care a Priority: Co-Sponsor NHSC (National Health Service Corps) Improvement Act.
- Lobbied for HR855 – Optometric Equity in Medicaid Act.

NATIONAL BOARD OF EXAMINERS OF OPTOMETRY

2004 - 2005 Clinical Preceptor

PUBLICATIONS

ABC ACCOUNTING: TRACK AND MANAGE FINANCES FOR PROFITABILITY

- Review of Optometric Business / Jobson Professional Publication Group, January 14, 2014

HOW TO ADOPT THE AFFORDABLE CARE ACT IN YOUR PRACTICE

- Review of Optometry/ Jobson Professional Publication Group, January 15, 2014

LOWER YOUR FINANCIAL RISK

- Optometry Times / ModernMedicine / Advanstar Communications, April 17, 2014

THREE USES OF EHR: DATA REPORTING, ICD-10 TRANSITION & ACO PARTICIPATION

- Review of Optometric Business / Jobson Professional Publication Group, April 29, 2014

HIRE AND MANAGE KEY EMPLOYEES

- Optometry Times / ModernMedicine / Advanstar Communications, May 31, 2014

MANAGING RISK AVOIDANCE

- Optometry Times / ModernMedicine / Advanstar Communications, July 1, 2014

DIVERSIFYING YOUR PRACTICE

- Optometry Times / ModernMedicine / Advanstar Communications, August 1, 2014

7 STEPS FOR SUPERB STAFF RECRUITMENT AND RETENTION

- Review of Optometry/ Jobson Professional Publication Group, December 15, 2014

IS MEANINGFUL USE STILL MEANINGFUL?

- Optometry Times / ModernMedicine / Advanstar Communications, March 1, 2016

HOW YOUR PRACTICE CAN LEARN FROM SUCCESSFUL COMPANIES

- Optometry Times / ModernMedicine / UBM MEDICA April 27, 2016

HOW MIPS AFFECTS ODS' MEDICARE PAYMENTS

- Optometry Times / ModernMedicine / UBM MEDICA May 1, 2017

THE IMPORTANCE OF TELEHEALTH & EYE CARE

- ODsOnFB.com/ September 11, 2017

HAVE YOU READ THE FINE PRINT – A “MUST KNOW” ABOUT CONTRACTS

- ODsOnFB.com/ October 30, 2017

MANAGED VISION CARE: HOW TO PICK PLANS

- Optometric Management / PentaVision Media, LLC / November 1, 2018

THE NEW 2019 DIET: “SKINNY” HEALTH INSURANCE PLANS & OPTOMETRY

- Optometric Management / PentaVision Media, LLC / November 21, 2018

ARTIFICIAL INTELLIGENCE AND EYE CARE

- Optometric Management / PentaVision Media, LLC / December 19, 2018

HOW TO FIND THE BEST TECHNOLOGY FOR YOUR PRACTICE

- Primary Care Optometry News / Heal / January 15, 2019

A NEW YEAR: WORK SMARTER, NOT HARDER

- Optometric Management / PentaVision Media, LLC / January 23, 2019

ADVOCATING THE MESSAGE OF OPTOMETRY

- Optometric Management / PentaVision Media, LLC / February 23, 2019

WHAT'S DRIVING TELEMEDICINE IN EYE CARE

- Optometric Management / PentaVision Media, LLC / April 16, 2019

NAVIGATING THROUGH ACQUISITIONS, MERGERS, & CONSOLIDATION

- Optometric Management / PentaVision Media, LLC / May 31, 2019

WHAT IS THE FUTURE FOR CONTACT LENSES AND OPTOMETRY?

- Optometric Management / PentaVision Media, LLC / June 26, 2019

A ROLE FOR VIRTUAL & AUGMENTED REALITY IN HEALTHCARE

- Optometric Management / PentaVision Media, LLC / July 29, 2019

HOW BIG TECH IS INVADING EYE CARE

- Optometric Management / PentaVision Media, LLC / August 23, 2019

THE GROWTH OF SPECIALTY CARE IN OPTOMETRIC PRACTICES

- Optometric Management / PentaVision Media, LLC / September 28, 2019

THE ROLE OF GENETIC TESTING IN THE OPHTHALMIC PRACTICE

- Optometric Management / PentaVision Media, LLC / October 25, 2019

HOW BIG DATA & PREDICTIVE ANALYTICS ARE DIAGNOSING EYE DISEASE FASTER

- Optometric Management / PentaVision Media, LLC / November 21, 2019

LET'S GET PERSONAL!

- Optometric Management / PentaVision Media, LLC / December 20, 2019

HOW DO YOU EDUCATE YOUR PATIENTS ABOUT PLANT-BASED DIETS?

- Optometric Management / PentaVision Media, LLC / January 22, 2020

IS BLOCKCHAIN THE SAVIOR FOR HEALTHCARE?

- Optometric Management / PentaVision Media, LLC / February 26, 2020

EDUCATION & CERTIFICATES

UNIVERSITY OF MARYLAND - UNIVERSITY COLLEGE

2018 - 2020 Masters of Science in Data Analytics

MCKESSON HEALTH SOLUTIONS, LLC

2013 Certified Professional in Healthcare Management

THE GEORGE WASHINGTON UNIVERSITY

2002 - 2012 Masters of Business Administration – Concentration in Accounting & Taxation

NOVA SOUTHEASTERN UNIVERSITY – COLLEGE OF OPTOMETRY

1995 - 1999 Doctor of Optometry

STATE UNIVERSITY OF NEW YORK AT STONY BROOK

1991 - 1995 Bachelor of Science in Mathematics

ASSOCIATIONS

AMERICAN TELEMEDICINE ASSOCIATION

AMERICAN DIABETES ASSOCIATION

AMERICAN ACADEMY OF OPTOMETRY

AMERICAN OPTOMETRIC ASSOCIATION

MARYLAND OPTOMETRIC ASSOCIATION

REFERENCES

- Available Upon Request