

BRYAN M. ROGOFF, OD, MBA, CPHM, FAAO

Data Analytics, Business & Healthcare Consultant



Bryan M. Rogoff, OD, MBA, CPHM, FAAO has a unique background in areas of holistic eye care, business management & data analytics. He specializes in all facets of practice management including LEAN clinical management & operations, emerging technology implementation, healthcare & strategic management. Currently, he serves as the Senior Product Manager of Disease Management for Carl Zeiss Meditec, Inc., consultant for the FDA & Versant Health, Past-President & Education Chairperson for the Maryland Optometric Association, Federal Keyperson & Meetings Committee Member for the American Optometric Association, reviewer for the Council on Optometric Practitioner Education, & is the Founder of Eye-Exec Consulting, LLC. Dr. Rogoff was named the Benedict Professor of Practice Management & Administration from the University of Houston in 2017 & later awarded "Optometrist of the Year" from the Maryland Optometric Association. He continues his dedication to the industry writing monthly, published newsletters named "The Future of Eye Care" and "Ocular Telemedicine." Dr. Rogoff received his Bachelors of Science in Mathematics from Stony Brook University, Doctor of Optometry from Nova Southeastern University, Masters of Business Administration concentrating in Accounting and Taxation from The George Washington University, a certificate in Healthcare Management & continues his pursuit of improving healthcare outcomes by pursuing another Masters in Data Analytics Program at the University of Maryland.

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⚙️ AREAS OF EXPERTISE

Artificial Intelligence
Telemedicine / Telehealth
Big Data & Analytics
Healthcare Reform / Value-Based Care
Clinical Efficiencies / Six Sigma Lean Processing
Value / Trust / Net Promoter Score
Practice Appraisals
Best Practices
Contracts / Resumes / Public Speaking

Best Practices
Private Practice Essentials
Essential Accounting Concepts
Advocacy / Legislation
Eye Care Industry Overview
Obesity / Diabetes / Cardiovascular Disease
Blue Light (HEV Light)
Holistic Eye Care
Medical Equipment Integration

🎤 SPEAKING EXPERIENCE

Vision Expo West
American Optometric Association OM
American Academy of Optometry
Southeastern Council of Optometry (SECO)
University of Houston
Salus University
University of Pikeville
Southern College of Optometry
Maryland Optometric Association

Nova Southeastern University
Oklahoma Association of Optometric Physicians
Greater Western Council of Optometry (GWCO)
Optometric Management Symposium
British Columbia Doctors of Optometry
International Optical Fair Tokyo
Mass. College of Pharmacy & Health Sciences
Eye Recommend National Training Education
Delaware Optometric Association

🏢 ORGANIZATIONS

American Telemedicine Association
2018 - Present • Member
American Diabetes Association
2017 - Present • Member
American Academy of Optometry
2014 - Present • Member / Fellow
American Optometric Association
2005 - Present • Member
Maryland Optometric Association
2005 - Present • Member / Education Chairperson

🏆 VOLUNTEER & AWARDS

Meetings Committee Member
Prevent Blindness & American Optometric Association
2018 Optometrist of the Year
Maryland Optometric Association
Benedict Professor of Practice Management
University of Houston - College of Optometry