



The Future of Opticianry Is Now

Boldly. Decisively. Together.





OUR WHY

PEOPLE'S LIVES CHANGE WHEN THEY CAN SEE

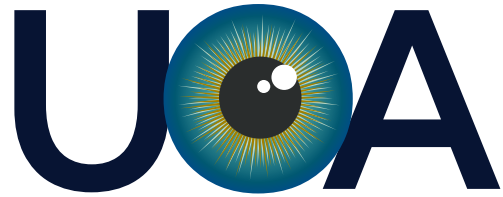
UOA is building an ethical, sustainable national organization that raises standards, grows the workforce, and drives policy that protects patients.

Working hard for something we don't care about is called stress. Working hard for something we love is called passion.

Simon Sinek

DEFEND OUR PROGRESS

DEFINE OUR FUTURE



UNITED OPTICIANS
ASSOCIATION

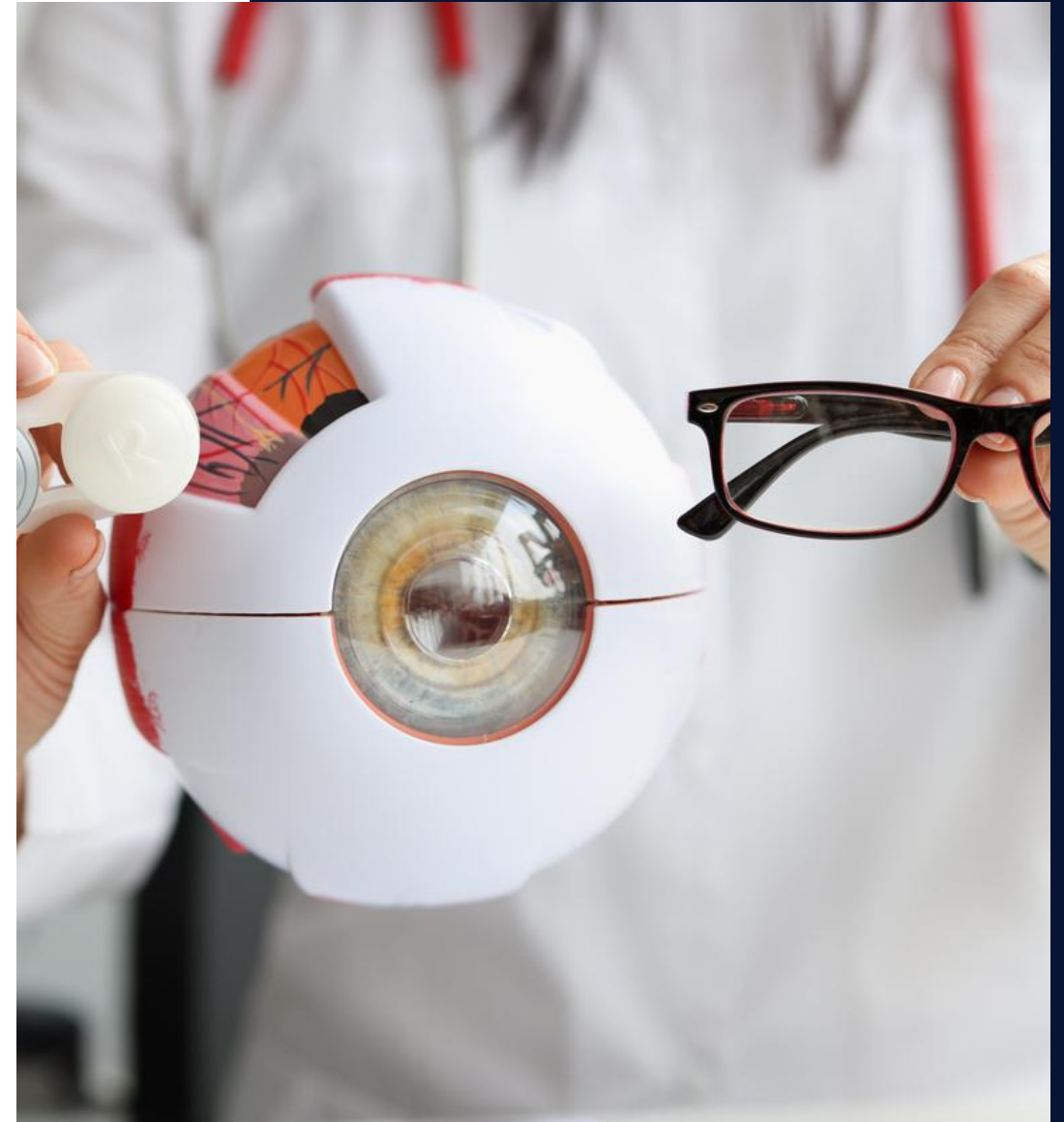


UNITED OPTICIANS ASSOCIATION

VISION FOR THE FUTURE

OPTICIANRY IS A HEALTHCARE PROFESSION
GROUNDED IN SCIENCE, PRECISION AND
HUMAN CONNECTION

Opticians are nationally recognized and respected healthcare professionals, certified in every state, collaborating with optometrists and ophthalmologists to elevate the standard of eye care in America.



STRATEGIC PILLARS



EDUCATION

*Building the Standards
That Define a Modern
Healthcare Profession*

ADVOCACY

*A Unified National Voice
for a Profession Ready to
Lead*

MARKETING

*Owning the Narrative
and Elevating the
Profession*

MEMBERSHIP

*Strengthening the
Community That
Strengthens the Profession*

FINANCE

*Building Resources That
Powers the Movement*

EDUCATION GOALS

1 Establish UOA as the owner of national education standards

2 Create a unified national competency framework

3 Transfer the standards and competencies into regulation or law

MEMBERSHIP GOALS

1 Grow and strengthen a unified national membership community

2 Elevate member value through high-impact engagement and professional development

3 Achieve an engaged national footprint

ADVOCACY GOALS

1 Protect licensure in all regulated states

2 Passage of model legislation in key unregulated states

3 Transfer the standards and competencies into regulation or law

MARKETING GOALS

1 Build a “*Get Certified. Stay Certified.*”
Movement

2 Create a trusted national brand
through omni-channel
marketing and high-value
engagement

3 Deploy marketing campaigns
that drives advocacy &
membership success

FINANCE GOALS

1 Build a sustainable, diversified financial model that powers the Movement

2 Strengthen industry partnerships that advance innovation, research, and professional excellence

3 Lead with integrity through strong governance, ethical stewardship, and responsible financial management



GUIDING PRINCIPLES

These principles guide every decision, every partnership, and every initiative

- 👁️ Unity over Fragmentation
- 👁️ Standards over Inconsistency
- 👁️ Professional Identity over Ambiguity
- 👁️ Transparency over Assumption
- 👁️ Boldness over Hesitation
- 👁️ Collaboration over Competition
- 👁️ Long-term Vision over Short-term Convenience



A PROFESSION RECOGNIZED RESPECTED & UNITED

UOA is the national voice for a profession that now speaks with one voice. We invest in education, advancement, and excellence. Opticianry as a profession now owns its narrative and shapes its future.

Be Part of the Vision

UNITED OPTICIANS ASSOCIATION