

WHAT WE DO



Engage

We unite leading optometric experts and industry partners to drive innovation, refine strategies, and shape the profession's future.



Collaborate

Through advisory boards, pre-work insights, and open dialogue, we help companies create solutions that improve patient care and boost market adoption.

Uniting industry with optometry leaders to drive excellence

The **Vanguard Optometric Society** brings nationally recognized optometric leaders together to provide strategic insights, foster meaningful partnerships, and guide the development of technologies that matter most to patients and practitioners.

Our **structured in-person and virtual engagements** deliver actionable feedback that helps companies launch, refine, and grow with confidence.

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DISTINGUISHED
OPTOMETRIC ADVISORS



Private Practice



Subspecialty



Referral Center



Academics



Full-scope



Strategic &
Commercial
Expertise



Contact us
for more
information

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OPTOMERTIC ADVISORY COUNCIL

Expert perspectives. Meaningful insights. Better decisions.



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Our advisors bring broad experience across optometry—from private practice and subspecialty care to academia, referral centers, and industry—to help companies refine strategies, identify opportunities, and improve patient care.

FOUNDER & STRATEGIC ADVISOR



Joe Boyd



CONNECT WITH VOS