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Contact

Lesley Sillaman

Red Havas

202 491 4055 tel

lesley.sillaman@redhavas.com

Arnaud Rajchenbach

Transitions Optical

514 662 1173

arnaud.racjchenbach@transitions.com

Transitions Optical and the Opticians Association of Canada Announce the 2020 Students of Vision Scholarship Winners

Three students will receive scholarships of \$2,500, \$2,500 or \$1,500 for envisioning the future of the vision care industry

PINELLAS PARK, Fla., Dec. 21, 2020 — Transitions Optical and the Opticians Association of Canada (OAC) are proud to announce the winners of the 2020 Students of Vision Scholarship program: Juan Giraldo, Aliya Shafi and Devin Critch.

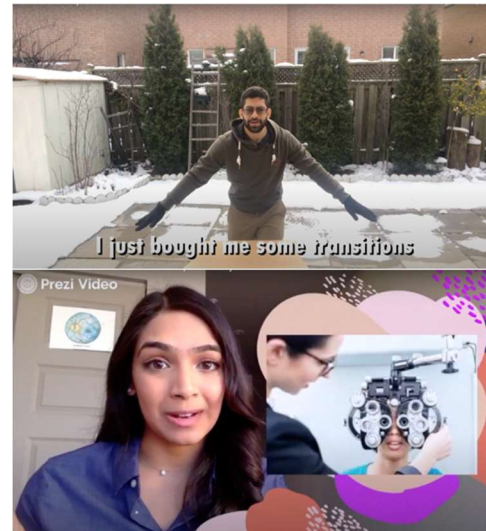
- Juan Giraldo and Aliya Shafi, both student optometrists at the University of Waterloo, will both be awarded a grand prize scholarship of \$2,500.
- Devin Critch, a student optician at NAIT, will be awarded a scholarship of \$1,500.

Entrants were tasked with describing how they envision the future of the vision care industry and their coming role in it as an optical professional.

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Submissions were reviewed by a panel of judges and evaluated based on their demonstration of creativity, strategic thinking and ethics.

Giraldo detailed his approach to the future of optical care with a creative, self-performed [rap song](#) that included strategies to connect with patients. Shafi also created a [video](#) which outlined the various challenges facing eyecare professionals today and solutions to overcome them. Critch wrote a short story which illustrated how opticians can utilize upcoming innovative lens technologies to provide the best patient experience in the optical.



Grand prize co-winner Giraldo used rap to explain his plans for modern lens recommendations, while grand prize co-winner Shafi also created a video which outlined the various challenges facing eyecare professionals today.

“The eyecare industry is quickly embracing new technologies, particularly to facilitate the best care amidst new developments and global current events such as the COVID-19 pandemic,” said Arnaud Rajchenbach, Marketing Manager, Transitions Optical. “The winners of this year’s Students of Vision scholarship provided creative and thoughtful commentary on how they will welcome the future of the optical industry to deliver exemplary patient care.”

The drastic changes taking place in the world today prompted this year’s topic, including the global COVID-19 pandemic which dramatically altered the optical industry in more ways than one—now and for the future. Changes from in-person appointments to telehealth, shifts to

utilizing virtual events and tools, and updates to in-office protocols are now commonplace in the industry. In fact, a survey by Jobson Optical Research showed that 58% of surveyed ECPs have been influenced into providing telehealth services because of COVID¹, and 62% of surveyed ECPs were planning to incorporate telehealth into future practice².

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

Product leadership, consumer focus, and operational excellence have made the *Transitions*[®] brand one of the most recognized consumer brands in optics. For more information about the company and *Transitions*[®] *Light Intelligent Lenses*[™], visit [Transitions.com](https://www.transitions.com).

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@redhavas.com.

¹⁻² Jobson Optical Research. (2020). Coronavirus ECP Study [Data File]. Retrieved from Coronavirus ECP Survey - Wave 13