

OVERVIEW

The Transitions® Innovation Awards program recognizes and celebrates partners and individual optical industry professionals from Canada and the U.S. who have shown a commitment to creating and/or implementing innovative programs and technologies.

All Transitions® Innovation Award finalists will be invited to the 2025 Transitions® Academy in Orlando, Fla., where the winners will be announced. Transitions® Academy invitation includes roundtrip airfare for one to Orlando from anywhere in Canada* or the U.S.; three-night hotel accommodations at the JW Marriott Grande Lakes (only one private room will be accommodated) and Transitions® Academy registration fees.

Who is eligible to apply?

Nominations are open to

- Independent eyecare professionals and practices
- Optical industry professionals and educators
- National and regional retailers
- Optical laboratories
- Managed Vision Care companies
- Lens manufacturers and buying groups

AWARD CATEGORIES

Transitions® Healthy Sight Ambassador

This award goes to an **individual** who best showcases their dedication to being an influential advocate of the Transitions brand values.

Retailer of the Year, North America

Awarded to a retailer for actively supporting Transitions' values and demonstrating a commitment to enhancing the vision of their customers and communities. The award will be presented to **one North American* retailer with 20 or more locations.**

Eyecare Practice of the Year, North America

The Eyecare Practice of the Year Award recognizes **independent eyecare practices** and **retailers with less than 20 locations** in the U.S. or Canada* that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting Transitions' values.

Channel Partner of the Year, North America

Awarded to an **optical laboratory, Managed Vision Care company, lens manufacturer or buying group** for are actively promoting healthy sight to their customers and within their local communities, and who have demonstrated excellence in supporting Transitions' values.

EVALUATION AREAS

For **ALL categories**, nominees are judged on who best showcases their dedication to being an influential advocate of healthy sight by embodying one or more of Transitions brand values: Innovation, Quality, Service, and Education.

Innovation

- What does innovation mean to you, and what innovative idea(s) did you incorporate this year?
- What problem does this innovation aim to solve, and why is it significant?
- How has this innovation improved the experience or outcomes for patients, fellow eyecare professionals, or the optical industry as a whole?

Sustainability

- What does sustainability mean to you, and what efforts have you taken?
- What innovative approaches did you use to help you succeed?

Diversity, Equity & Inclusion

- What does diversity, equity and inclusion mean to you, and what efforts have you implemented this year?
- Who were you trying to reach and how did their needs, preferences, opinions play a role?
- Have you supported or been involved with any public service programs?

Education

- What were your education plans for your optical employees or customers this year?
- Did your efforts align with any of Transitions' education programs (like the Transitions® Certification Program)? How?
- What was the most innovative aspect of your efforts? How did it turn out?

Quality

- How did you evaluate your success?
- Did you use a completely new approach, a tried-and-true tactic or a mix of both?

HOW TO ENTER

Submissions are now open through December 6, 2024! Show us your Transitions achievements in 2024 using the evaluation areas provided. Visit www.TransitionsPRO.com/Awards for details on how to enter and supporting materials. You'll also be able to support and personalize your entry by answering questions through VideoAsk.

Nominees are only eligible to apply for one award category. You can self-enter, or can be nominated by a lab, lens manufacturer, industry colleague or other industry organization representative.

For additional information and questions, please contact Transitions® Customer Service at CSservice@Transitions.com.

*In Quebec, an eye care professional subject to the Professional Code and a code of ethics may participate in the 2025 Transitions® Academy or submit an application for the Transitions® Innovation Awards but must do so at his or her own expense. This includes Transitions® Academy registration fees, flights, accommodation, or any other related expenses. In the context of the Transitions® Innovation Awards, if your application is selected as one of the finalists for the Transitions® Innovation Awards, the attendance fee will be at your own expense and will not be covered by Transitions.