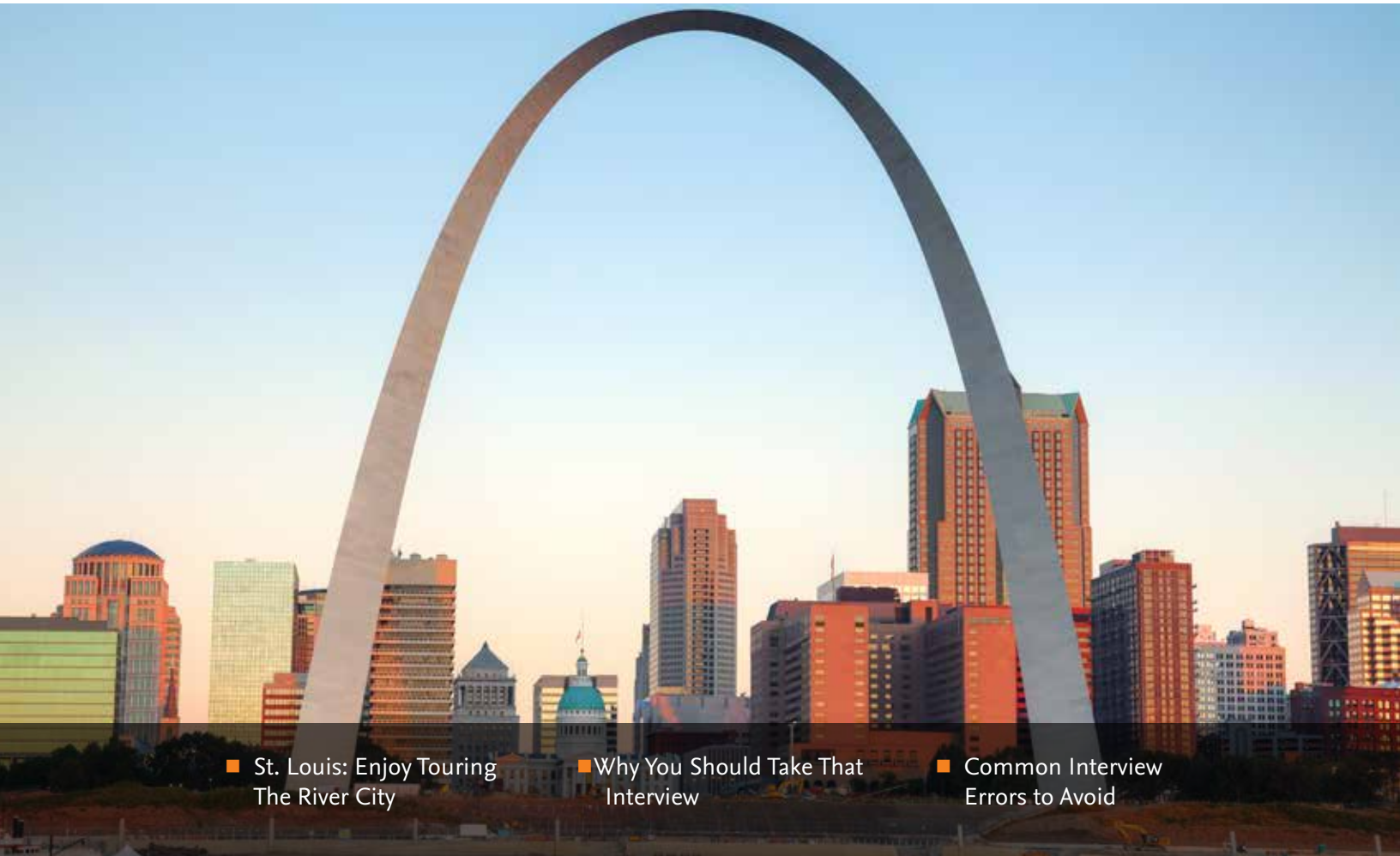


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■ St. Louis: Enjoy Touring
The River City

■ Why You Should Take That
Interview

■ Common Interview
Errors to Avoid

Career Guide

OPTOMETRY
ST. LOUIS, MO

June 2019



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Read about **Common Interview Errors to Avoid.**



St. Louis: Enjoy Touring The River City

Explore some of the city's most popular attractions.

From the city's architecture to its history, St. Louis, MO is at the top of many travel bucket lists. Known for its iconic gateway arch rising from the city's center, you can spend an entire day walking around St. Louis just admiring the buildings. When you're not doing that, however, here are some things you will definitely want to check out.

Explore Forest Park

Five hundred acres larger than New York's Central Park, it's easy to get lost exploring Forest Park. Open since 1846, the park is home to the Cabanne House which is the first brick farmhouse built west of the Mississippi; in addition to offering beautiful grounds to walk on the park is also home to a zoo, history museum, fish hatchery, golf course, tennis courts, concert theatre and so much more.

5595 Grand Drive | St. Louis, MO 63112 | 314-622-4800

<https://www.stlouis-mo.gov/government/departments/parks/parks/Forest-Park.cfm>

People Watch at The Delmar Loop

If you love to watch the hustle and bustle of daily life, then spending some time at The Delmar Loop is the perfect way to spend an hour in the morning or afternoon. Just minutes from downtown St. Louis, the street offers incredible restaurants, coffee shops, art galleries, shops, and more. Expect live street music, historical venues, and the St. Louis Walk of Fame, which honors about 150 local celebrities with a brass star.

Delmar Blvd. | University City, MO 63130

<http://www.visittheloop.com>

Browse Music at Vintage Vinyl

Listed as one of the top ten record stores in the country, no trip to St. Louis would be complete without stopping at Vintage Vinyl. Browsing through the hundreds of albums they have in store will likely bring back some great memories if you're of a certain age. If you're part of the younger crowd, then it's worth checking out one of the country's most infamous record stores before they all go extinct. It'll look great on your Instagram page!

6610 Delmar | St. Louis, MO 63130 | 314-721-4096

<http://www.vintagevinyl.com>

Hike the Lewis and Clark Trails

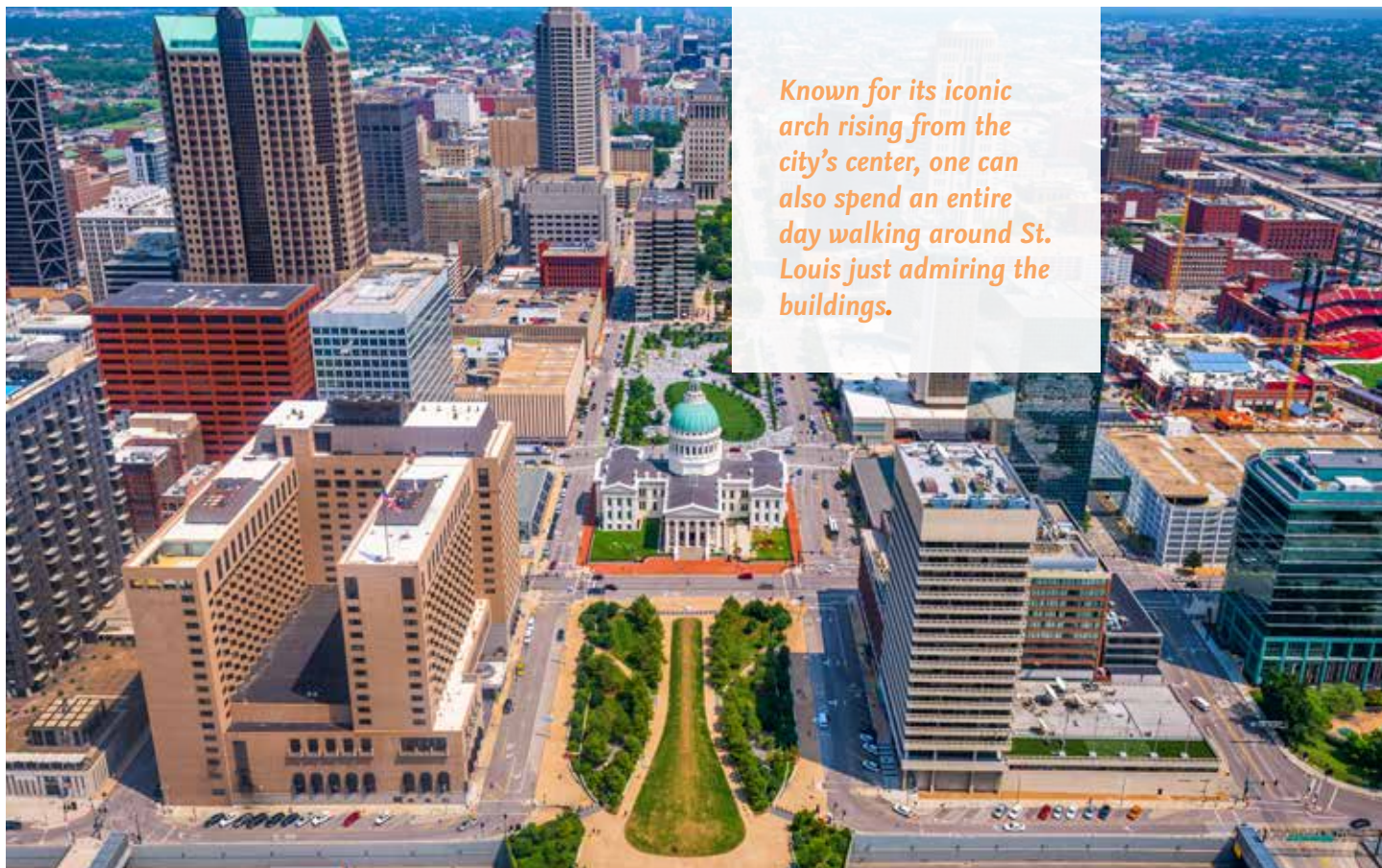
Become one with nature and take a hike along one of the Lewis and Clark Trails. Each named after one of the famous explorers, the Clark is the shorter of the two trails at about five miles long while the Lewis trail is about seven miles. Both offer amazing views of the Mississippi River and are considered a moderately difficult hike. Bring the kids and remember to pause and look around every once in a while.

7394-7398 MO-94 | St. Charles, MO 63304

<http://www.alltrails.com/trail/us/missouri/lewis-and-clark-trail-and-clark-trail-loop--2>

Catch a Game at Busch Stadium

Whether or not you're a baseball fan, Busch Stadium is a St. Louis must-see. The venue is known for offering stunning views of the city's skyline and drawing in tourists from all over the country. If you happen to be in the area during



Known for its iconic arch rising from the city's center, one can also spend an entire day walking around St. Louis just admiring the buildings.

baseball season, then be sure to catch a game. You never know, the St. Louis Cardinals just might be playing your home team. This family-friendly venue offers activities to keep the kids busy such as a multi-level play structure and a new virtual reality experience

700 Clark Avenue | St. Louis, MO 63102

<https://www.mlb.com/cardinals/ballpark>

Stop by the Cathedral Basilica of Saint Louis

You don't have to be religious to appreciate the beauty of the Cathedral Basilica of Saint Louis' world-renowned mosaics collection. Covering the walls and ceiling are nearly forty-two million glass tesserae pieces that make up this piece of art, making it one of the world's largest installations of its kind. Beautiful both inside and out, the church offers tours and has a gift shop that can be accessed when mass isn't in session. If you plan to take a look inside, be sure to check their website for their mass schedule first.

94431 Lindell Blvd. | St Louis, MO 631088

<http://www.cathedralstl.org>

Tour the Budweiser Brewery

As one of our nation's oldest and largest breweries, you can't pass up a tour of the Budweiser brewery during your trip to St. Louis. Not only is it free, but during the forty-five

minute experience you will get to meet the world-famous Budweiser Clydesdales at their historic stables built in 1885. That's reason enough to go check it out! Other tour options actually allow you to brew your own beer, spend the entire time in the horse stables, or simply skip all that and have lunch in The Biergarten.

12th St & Lynch St. | Saint Louis, MO 63118 | 314-577-2626

<http://www.budweisertours.com>

Have Dinner at Laclede's Landing

Once a trading post and center of manufacturing and shipping, Laclede's Landing has become the center of dining and entertainment. Combined with the area's history, the district attracts many locals and tourists on a daily basis. Enjoy dinner on the river or hop in a horse-drawn carriage. The choice is yours. Laclede's Landing is also home to two major St. Louis festivals, including the Big Muddy Blues Fest and the Mississippi Nights' Music Festival so be sure to check if the dates of these events coincide with your trip.

<https://www.lacledeslanding.com> ■



**ASSISTANT PROFESSOR POSITIONS:
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Responsibilities

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- Helping to maintain and grow the state of the art optometry program with a strong interdisciplinary focus that meets the needs of patients in the surrounding community; is efficient, patient friendly, and cost-effective
- Working closely together with all optometry and ophthalmology faculty to provide a complete range of eye and vision care services
- Participating in leadership roles in state, regional, and national optometry organizations
- Participating on College and University committees, as assigned
- Participating in College and University service activities.

Teaching

- Developing and delivering lectures and/or laboratories for related areas, as assigned
- Embracing and enhancing the didactic philosophies in the O.D. program;
- Maintaining and expanding the high quality clinical practice environment for optometry students on rotation.
- Precepting students on clinical rotation at the Midwestern University Eye Institute.

Scholarly activity

- Engaging in research and scholarly activity, including presentations at scientific meetings, research, and publication in peer reviewed journals sufficient to qualify for academic advancement in a non-tenure or tenure track position.

Interested applicants should apply online at www.midwestern.edu.

Application packet should include CV and letter of interest.

Inquiries may be directed to:
Dr. Melissa Suckow, Dean
msucko@midwestern.edu.

Qualifications: Candidates must possess a Doctor of Optometry degree from an ACOE-accredited institution, must have completed an ACOE-accredited residency, and must be eligible for an Illinois optometric state license. Primary eye care clinical expertise is also required.

Midwestern University is an Equal Opportunity/Affirmative Action employer that does not discriminate against an employee or applicant based upon race, color, religion, gender, national origin, disability, or veterans status, in accord with 41 C.F.R. 60-1.4(a), 250.5(a), 300.5(a) and 741.5(a).



Position

We are excited to offer a fulltime position (Monday through Friday) for an optometrist with a desire to provide comprehensive vision care for a diverse population (infants to elderly) in Modesto, California. We are well equipped with the best technology (OCT, automated phoropters, Compulink EHR software). We offer a generous reimbursement package including a major medical insurance stipend, dental insurance, life insurance, PTO, a continuing education stipend, and a pension plan. Individuals with an interest and expertise in Low Vision, Vision Therapy and/or Specialty Contact Lenses would be helpful but not required. Community involvement is strongly encouraged. This an opportunity to practice optometry at a high level as well as reaping the benefits of residing in a community with a slower pace of life and lower cost of living.

Contact information:

Brian Elliott, O.D. | Email: elliott.b@sbcglobal.net
www.modestovision.com



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Bassett Healthcare Network Bassett Medical Center

Optometrist

Bassett Healthcare Network, a progressive health care network in central New York and major teaching affiliate of Columbia University, is seeking an Optometrist to join a busy department based in the lovely village of Cooperstown.

Pertinent Highlights Include:

- 6 Ophthalmologists and 5 Optometrists
- High quality clinical environment with state-of-the-art equipment
- Comprehensive Optometric Practice: Routine Eye Exams, diagnosis and management of ocular disease including glaucoma, cataract, cornea disease, diabetic retinal exams and monitoring age-related macular degeneration. Provide urgent care during clinic hours.
- Some travel to outreach facilities may be required
- Group employed model with competitive salary
- Comprehensive benefit package, including but not limited to medical, dental, CME, relocation assistance and paid malpractice insurance
- Forbes' 2018 America's Best Mid-Size Employers

Bassett Healthcare Network is an integrated health care system that provides care and services to people living in an eight county region covering 5,600 square miles in Central New York. The organization includes six corporately affiliated hospitals, as well as skilled nursing facilities, community and school-based health centers, and health partners in related fields.

Enjoy an outstanding quality of life in this lakeside resort town located south of the Adirondack Mountains and north of the Catskills. The combination of a modern practice within a growing academic and research oriented healthcare system, coupled with excellent schools and multiple outdoor recreational, cultural and artistic activities, makes this a unique opportunity.

Bassett Medical Center provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, creed, sex (including pregnancy, childbirth, or related condition), age, national origin or ancestry, citizenship, disability, marital status, sexual orientation, gender identity or expression (including transgender status), genetic predisposition or carrier status, military or veteran status, familial status, status a victim of domestic violence, or any other status protected by law.

For confidential consideration, please contact:

Debra Ferrari, Medical Staff Recruitment

Phone: 607-547-6982; email: debra.ferrari@bassett.org or visit our web-site at www.experiencebassett.org

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Prioritize patient needs to achieve lasting vision health



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Deliver quality care, healthy outcomes and meaningful patient experiences



BE PART OF SOMETHING GREATER THAN YOURSELF

Make an impact that reaches beyond the optometry chair



BECOME AN INDUSTRY LEADER

Drive change that contributes to a more effective vision health care system

9 LOCATIONS IN ALABAMA
Up to 10K Sign-On Bonus Available!

Kate Anderson | Senior Clinical Recruiter
857.259.2225
Kathleen.Anderson@greatdentalplans.com

bit.ly/SarrellEye_AL



Why You Should Take That Interview

As salaries continue to rise, how can you be sure you are getting what you are worth in today's market? Is your current position offering everything that you want? Or should you take that interview and explore other options?

There are plenty of reasons to update your CV and schedule a few interviews. Primarily, casting your net can act as a negotiating tool in pursuing a salary increase at your current position. There are other real advantages to dipping your toe back into the job market on a regular basis:

- You can sharpen your interview skills.
- You can stay abreast of changing expectations.
- You might find an organization or practice where you would really like to work.
- You might open up new avenues for career progression that hadn't previously been on your radar.
- You can determine if you are happy where you are.

Of course, with as many opportunities as there are and institutions available to explore new employment, there is still a limit to what an individual healthcare professional can define as an ideal situation. However, there is no reason why any of these benefits should not be worth considering.

The Interview Dilemma

It is likely you have been contacted by recruiters on more than one occasion. But next time a recruiter contacts you about a position, strongly consider at least taking a look.


Although the recruiter – or their client – won't want you wasting their time, that is not the point here; it is always worth exploring the other avenues open to you. And it is worth noting that you can't judge a job opportunity unless you fully explore it.

A job description says very little about the organizational culture, the people you'd be working alongside and the other little day-to-day realities that make a position worthwhile and enjoyable. The only way to really understand those factors is to witness or, ideally, experience them for yourself.

Of course, this is what a job interview is designed to do – to offer you a glimpse into whether this role, the organization and its culture fits with what you want – as much as for the interviewer to determine whether they think you would be a good fit.

Depending on your specialty, unless you live in a big metropolitan area, there may not be that large a pool of possible employers – or, indeed, healthcare recruitment companies – local to you. This means that you'll need to adhere to some ground rules if you are going to see what else is available to you.

- Communicate honestly with your recruiter and your potential employer, so everyone knows where they stand.
- Find a reputable recruiter to work with you; one with specialist medical expertise and experience, so they understand you, your desires and your expertise and have established links into employer organizations.
- Ensure you communicate in a timely manner with everyone



Updating your CV and scheduling a few interviews can act as a negotiating tool for a salary increase at your current position.

involved; don't leave people waiting for a response, especially for a job you're not interested in.

- If you're going to interview, you should know in the back of your mind that you'd be prepared to make that move – even if you don't think you're looking “seriously”; if an opportunity takes you by surprise and really excites you, are you in a position to make the big move?

Following these guidelines is vitally important, because – even if you aren't interested in the job on the table – you can't be sure when you may cross professional paths again with your interviewer. Acting unprofessionally now could cost you a job – or another opportunity – that you are really interested in later.

How To Deal With The Counter Offer

So, you've got an offer on the table. It's exciting. The team is great. The pay is a substantial increase. But, your current institution doesn't want to lose you. They make a counter-offer. It's what you wanted when you embarked on your initial job search, but now you're not so sure... the new role has so many exciting elements.

Trying to make sense of this type of decision can be overwhelming, because there are no right or wrong answers, you can only do what you think is the best decision for you at that point. But don't let that dilemma hold you back. Changing roles is a good way to keep your salary on track. Annual inflation compensation increases usually hover around the 3% - 5% mark. But when you get recruited into a new position, these are generally lateral moves. You can negotiate significant

raises with organizations that want to recruit you if they think you are the right person for the role. Equally, your organization is likely to offer you an increase in salary if they don't want to lose you to another organization.

As we've already noted, using a job offer as a negotiating tactic with your current employer can be a risky strategy. If you aren't sure you want to leave and then don't receive a counter-offer from your current employer, what do you do?

Do you stay and reinforce the idea you aren't worth the raise? Or go to a job you're not certain you want? For this reason, it's vital you only employ this strategy with a job you'd be prepared to accept. Whatever you decide, you can't know whether you'd be prepared to jump ship unless you actually go to that interview. And, if you do, you might find yourself getting something a lot more valuable than the opportunity to negotiate a pay raise: a new understanding of the possibilities available to you in the job market. ■

Sources

[Why You Should Go To That Interview \(Even if You Don't Want To\)](#)
The Muse for Forbes.com

[TED Talk: Our Unhealthy Obsession with Choice](#)
Renata Saleci

[Should You Use A Counter Offer To Land A Raise?](#)
LearnVest for Forbes.com

[Long Term US Inflation: Average Annual Inflation by Decade](#)
InflationData.com

Common Interview Errors to Avoid

Good communication is not only an important component of the provider-patient relationship, it also demonstrates your professionalism and the working relationship your colleagues can expect to have with you. You can state on your resume that you have excellent communication skills, but you will actually have to prove it during your interview, so avoiding these common pitfalls is important.

Error #1: Creating a poor pre-interview impression

Getting your communication right pre-interview ensures that you make it to the interview stage.

At this stage, you're relying on your resume to speak for you – so make sure that this is as polished as it can be. You may want to tweak it slightly for each of the roles you are applying for, to call out different aspects of your experience and training. Take the time to at least consider this.

Label your resume and other supporting documentation in a way that makes it easy for your interviewer. Your name and the position you are applying for are a good place to start (Resume from Jane Doe for position of Physician at X Hospital).

Your resume isn't the only communication by which you will be judged. Make sure your voicemail message sounds professional and you return calls promptly. Use a professional sounding email address (John.Brown@email.com, rather than JohnnyBeGood@email.com) and ensure your profile pictures are equally professional (use a headshot).

Error #2: Passing up valuable interview experience

Even if you aren't sure whether a role is right for you, if you are offered the opportunity to interview it is worth accepting. Things can look very different on paper than they do in practice and the job you most fancied on paper might not be your top-runner after you've toured the facilities and met the team.

There is a huge benefit to having several irons in the fire. If you have more than one offer come in, you'll be in a better position to negotiate terms and salary – especially if your potential employer knows they aren't the only facility making you an offer.

There's no harm in keeping your options open: you can always say no; but make sure you turn down an offer in a professional and timely manner.

Even if you decide a position is not for you, you now have more interview experience under your belt. You've had the chance to perfect your answers and get a grip on your nerves – helping to prepare you for when you do get that interview for the job of your dreams.

Error #3: Going in unprepared

You can't control how your interviewers will conduct the interview, so try not to worry about that. You can control your preparation, however – so don't skimp on it.

Think about what you want from the role; create a list of your priorities and be prepared to be asked and to ask about them during the interview.

- Review the position and the list of candidate requirements. Consider how well your skills and experience match what the interviewer will be looking for and prepare how to present this information to demonstrate that you are a good fit for the job.
- Research the employer's reputation, significant recent news, achievements, investments, background, the local area and demographics, and other relevant information you can find. Not only will this help you come across as well informed and interested, it will help you to consider whether the position is right for you. You'll also identify some of the questions you will want to have answered during the interview. Your preparation will pay off during your interview.

Error #4: Making the employer do all the work in the interview

Don't forget the interview is for you to decide whether the role, people, and facility are a fit for you as much as it is for the interviewer to find out more about you.

Hopefully, you've already prepared and thought carefully about what is important to you and what it is about the role or facility that you want to know more about – so you should find it easy to ask questions throughout the interview.

In addition to helping you remain calm because you know you are well prepared, you will impress your interviewer by being able to ask informed and pertinent questions about the facility and the role for which you are interviewing. You don't need to wait until the end to raise pertinent questions; this is a dialogue between you and a future potential colleague – and treating it as such should help you to represent yourself professionally and confidently. The ease with which you conduct yourself during the interview will speak volumes about your professional conduct and your interest in the position.

Error #5: Not taking notes – or taking poor notes

Don't be afraid to take notes during the interview process; it's perfectly acceptable to jot down names, information about the role, reporting structures, or salary. You are going to make a major life decision based upon what is said during the interview, so it is important that you know exactly what was discussed or promised.

However, make sure your notetaking doesn't take place at the expense of making eye contact with your interviewer. National locum tenens agency Locum Leaders advises that maintaining a connection with your interviewer throughout the interview is important. And never refer to your notes when answering a question. Don't jeopardize the impression that you are a subject matter expert and are good at your job.

Error #6: Not following up post interview

Follow up with your interviewer after the interview to thank them for their time and consideration. As well as being common courtesy, this small act of appreciation adroitly demonstrates your communication skills – and offers a positive glimpse of what it might be like to work alongside you.

This step is also your opportunity to reiterate your interest and your qualification for the role, as well as to highlight something unique about your candidacy that might give you an edge.

Make your thank you message personal and thoughtful. If you find yourself in a highly competitive situation with another candidate, this small courtesy could be the action that tips the balance in your favor.

Error #7: Failing to play the long game

If you are offered the role, but decide it's not for you, it's important to let the interviewer know as soon as possible. Don't drag things out to "keep your options open" or because you don't like delivering bad news. Remain professional and wish the interviewer the best of luck with their search.




Who knows when you might come into contact with them in a future professional capacity or whether you might like to reapply to that facility – you don't want to burn bridges through a simple deficiency in communication.

Candidates who adopt a professional manner and communicate clearly throughout the process should find this step a breeze. When it comes to job searches, applications, and interviews, a little research goes a long way. And first among all else must be clarity about what you want from a position. We hope alerting you to these seven common communication mistakes will help you to be more confident about the choices you are making and more successful during the interviewing process.

Last but not least it is important to note that it can be nerves getting the better of you that lead to making the communication errors we've identified here. The recruitment process can be stressful for candidates, so make sure you schedule some downtime and take the time to relax. And, every now and then, force yourself to take a step back and look at the big picture. ■

Sources

Medical Job Interview Tips for Physicians and Clinicians, LocumLeaders.com



Work HerePlay Here

Optometrist Opportunity
Santa Barbara, CA

Based in Santa Barbara, Sansum Clinic is the oldest and largest non-profit, multi-specialty group between San Francisco and Los Angeles with over 200 physicians and surgeons and a staff of healthcare professionals in over 30 specialized areas of medicine. Sansum Clinic has garnered recognition, accreditation and awards from national and state agencies. It is our mission to provide an excellent healthcare experience, recognizing our first priority is the patients we serve. We continue to provide the most advanced care that our patients have come to expect from Sansum Clinic.

- ❖ 12-15 Patients Per Day
- ❖ Pediatrics or Muscle Experience Preferred
- ❖ Position Due to Growth of Practice
- ❖ Electronic Health Records (EPIC) System Wide

Santa Barbara offers everything from casual to cultural lifestyle. Referred to as the American Riviera, Santa Barbara is where people visit once and never want to go home. Some of our endless outdoor activities include kayaking, paddle boarding, SCUBA diving, mountain biking, hang gliding, sailing, whale watching, surfing and hiking. From beautiful beaches to breathtaking mountain trails and gardens, Santa Barbara has an outdoor activity for everyone. We offer over 50 museums and galleries as well as a wide range of performance venues offering theater, dance, opera, orchestra, symphony and more. Santa Barbara is home to exceptional educational systems including top rated public and private schools as well 3 colleges and the University of California Santa Barbara (UCSB), making it a friendly and family oriented community.

Salary

- Guaranteed

Benefits

- Medical/Dental/Vision
- CME Allowance
- Malpractice Insurance
- Disability Benefits
- Retirement Plan with Profit Sharing
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For More Information Contact:
Shawneen Flanders-Clark
Physician Recruiter
sflander@sansumclinic.org
805-689-8256
www.sansumclinic.org



WARBY PARKER

Keep an eye on us ;)

We're always looking for optometrists to come be a part of #teamwarby. Here's a taste of what it's like to work at Warby Parker:

Benefits

Competitive pay

Long-term career advancement opportunities

Reimbursement for optometrist licensure, professional insurance fees, and continuing education

Team performance-based incentive program

Health insurance (dental and vision too!)

Retirement savings plan with a 100% company match up to 4%

Paid time off and six paid holidays

Parental leave (non-birthing and adoptive parents included)

Perks

A stipend for:

- your gym membership
- a bike share membership
- glasses, obviously

A discount for friends and family (up to 50%)

Anniversary perks, including an international trip to see our nonprofit vision partners (those we work with on our Buy a Pair, Give a Pair program) in action

Plenty of snacks, team outings, and workday celebrations

Sound good?



Head to warbyparker.com/jobs/retail for more information on open positions.