

Overview

The Transitions Innovation Awards program recognizes and celebrates partners and individual optical industry professionals from Canada and the U.S. who have shown the highest level of commitment to innovating their business.

**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

All Transitions Innovation Award finalists will be invited to the 2023 Transitions Academy in Orlando, Fla., where the winners will be announced. Transitions Academy invitation includes roundtrip airfare for two to Orlando from anywhere in Canada or the U.S.; three-night hotel accommodations at the JW Marriott Grande Lakes (one room for two guests) and Transitions Academy registration fees.

*Please note, if selected as a finalist for more than one category, only two total spots will be provided. If you and/or your team are already registered for Transitions Academy, two of those existing reservations will be covered.*

Categories

**2022 Transitions Healthy Sight Ambassador**

This award goes to the **individual** who best showcases their dedication to being an influential advocate of the *Transitions* brand by embodying one or more of *Transitions’* values: quality, education, service, and innovation. This can include amplifying peer-to-peer conversations, social media, patient interactions, training efforts or promotion of healthy vision in their community.

**Best in Training**

Presented to an **organization** that has shown creativity in developing or offering training and education opportunities that include dispensing photochromics. This could include integrating Transitions Optical’s education resources into staff or industry training efforts, or helping to increase participation in training events that include Transitions Optical (such as CE training seminars, education and other training offered through lab and/or lens manufacturer partners).

In the following five categories, nominees are judged on several factors including:

* Strategic and creative marketing programs and promotions
* Quality of education provided to optical employees or customers
* Implementation of new/innovative technologies
* Efforts to promote healthy sight in their local community
* Support and involvement with public service programs
* Diversity, equity and inclusion efforts
* Sustainability efforts
* Alignment to Transitions’ programs in these areas like the *Transitions* Certification Program
* And an overall commitment to providing patients or customers with above and beyond service and education about the importance of light management as part of healthy sight.

Please submit for **one category** that best applies to your business.

**Canadian Retailer of the Year**

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 Canadian retailer with 20 or more locations**.

**U.S. Retailer of the Year**

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 U.S. retailer with 20 or more locations**.

**Eyecare Practice of the Year U.S.**

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

**Eyecare Practice of the Year Canada**

The Eyecare Practice of the Year Award recognizes **independent eyecare practices** and **retailers with less than 20 locations** in 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**

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.

How to Enter

Show us your Transitions achievements in 2022! Using the evaluation areas provided below, create your entry in a PowerPoint or Word document (feel free to use the suggested template at TransitionsPRO.com/awards). Include any supporting materials, such as images and links to examples, to help tell your story.

**Commitment and Inspiration**

What prompted your dedication to *Transitions’* brand values this year? What was the inspiration behind your work? Was it in response to an existing problem or was it a new objective?

**Goals**

What did you hope to achieve? Who were you trying to reach and how did their needs, preferences, opinions play a role?

**Plan and Creativity**

How did you plan to achieve your goals? What innovative approaches did you use to help you succeed? Did you use a completely new approach, a tried-and-true tactic or a mix of both? How was the *Transitions* brand or products included in your plans? **Be sure to take pictures along the way and include them in your entry!**

**Impact and Results**

How did things turn out? How did you evaluate your success? Did you meet - or exceed - your goals? How will you build on your success?

Nominations for all Transitions Innovation Awards will be accepted online. Visit [www.TransitionsPRO.com/awards](http://www.transitionspro.com/awards) to download the award materials and be ready to submit once the awards open! An unbiased judging committee will evaluate the program/work based on the four evaluation areas - commitment and inspiration, goals, plan and creativity, and impact and results.

Nominees will be evaluated solely on the criteria listed for each Transitions Innovation Award. In evaluating nominees, Transitions will give no consideration to the volume or value of past, current, or anticipated business generated by the nominee for Transitions or any of its affiliates. Similarly, selection as a Transitions Innovation Award finalist or winner does not impose any obligation to purchase, order, arrange for, or recommend any products or services from Transitions or any of its affiliates.

Nominees are welcome to enter more than one category if eligible and can self-enter, or can be nominated by a lab, lens manufacturer, industry colleague or other industry organization representative. **Please submit a separate entry for each category that you are entering.**

For additional information and questions, please contact Transitions Customer Service at [CService@Transitions.com](mailto:CService@Transitions.com).