

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 2024 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 room will be accommodated) and Transitions® Academy registration fees.

*Please note, if selected as a finalist for more than one category, only one spot will be provided.*

\*In Quebec, an eye care professional subject to the Professional Code and a code of ethics may participate in the 2024 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.

Categories

**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 ofTransitions’ 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**.

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**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.

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**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

**Submissions are now open through November 13, 2023!** Show us your Transitions achievements in 2023 using the evaluation areas provided below.

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.

Whether you have submitted for the Transitions® Innovation Awards in the past, or creating your very first entry, please be sure you're using the new templates found on www.TransitionsPRO.com/Awards to ensure you can include any supporting materials, such as images and links to examples, to help tell your story.

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 create a separate entry for each category that you are entering.**

Evaluation Areas

**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?

**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?

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