

HOW WELL DO YOU KNOW YOUR EMPLOYED OPTOMETRIST?

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Introduction

- Managing staff continues to be one of the most difficult tasks associated with owning a medical practice, including optometry and other eye care providers.
- This research is designed to determine the motivating factors employed optometrists (OD) view as being most favorable, and if the employers could accurately predict how their employed ODs would rank the factors.
- The inspiration behind this investigation comes from a previous study between 1946 and 1986 by Kenneth Kovach which examined industrial employees and their personal preference of 10 “job reward” factors.¹

Methods

- A survey was distributed via email using Michigan College of Optometry alumni and Michigan Optometric Association member distribution lists. It was also shared to optometric groups on social media.
- Responses from employed optometrists or those responsible for hiring optometrist were recorded.
- Subjects were asked to rank the following motivating factors in order of personal importance (1 as most important, 10 as least important): **interesting work, tactful discipline, loyalty to employees, being in on things, good wages, job security, sympathetic help for personal problems, promotion, good working conditions, and appreciation.**
- Those hiring optometrists were also asked to rank the factors as they anticipated their employed optometrist to rank them.
- The survey also collected respondent demographic variables such as: state employed, age, gender, description of practice setting, number of office locations, full or part time employment, and annual salary.

Results

- N = 181; 141 Employed ODs, 40 Employer ODs and non-ODs
- There was significant agreement in the ranking distribution by the employed group, the employer group, and the employer-anticipated rankings (all p < .001).

Table 1: Respondent Demographics

Age	Count N=181	Description of Office Setting	Count N=181
21-30	44	Optometric group practice	75
31-40	40	Optometry/Ophthalmology group practice	40
41-50	41	Corporate setting	40
51-60	36	Multidisciplinary or hospital setting	20
61+	20	Other	15

Gender	Count N=181	Annual Salary	Count N=181
Male	64	Below \$74,999	23
Female	113	Between \$75,000 and \$99,999	20
Non-Binary	2	Between \$100,000 and \$124,999	41
Prefer not to answer	2	Between \$125,000 and \$150,000	32
		Over \$150,000	14

Table 1: Demographic variables of all the survey respondents.

Figure 1: Employed Vs. Employer Anticipated Rankings

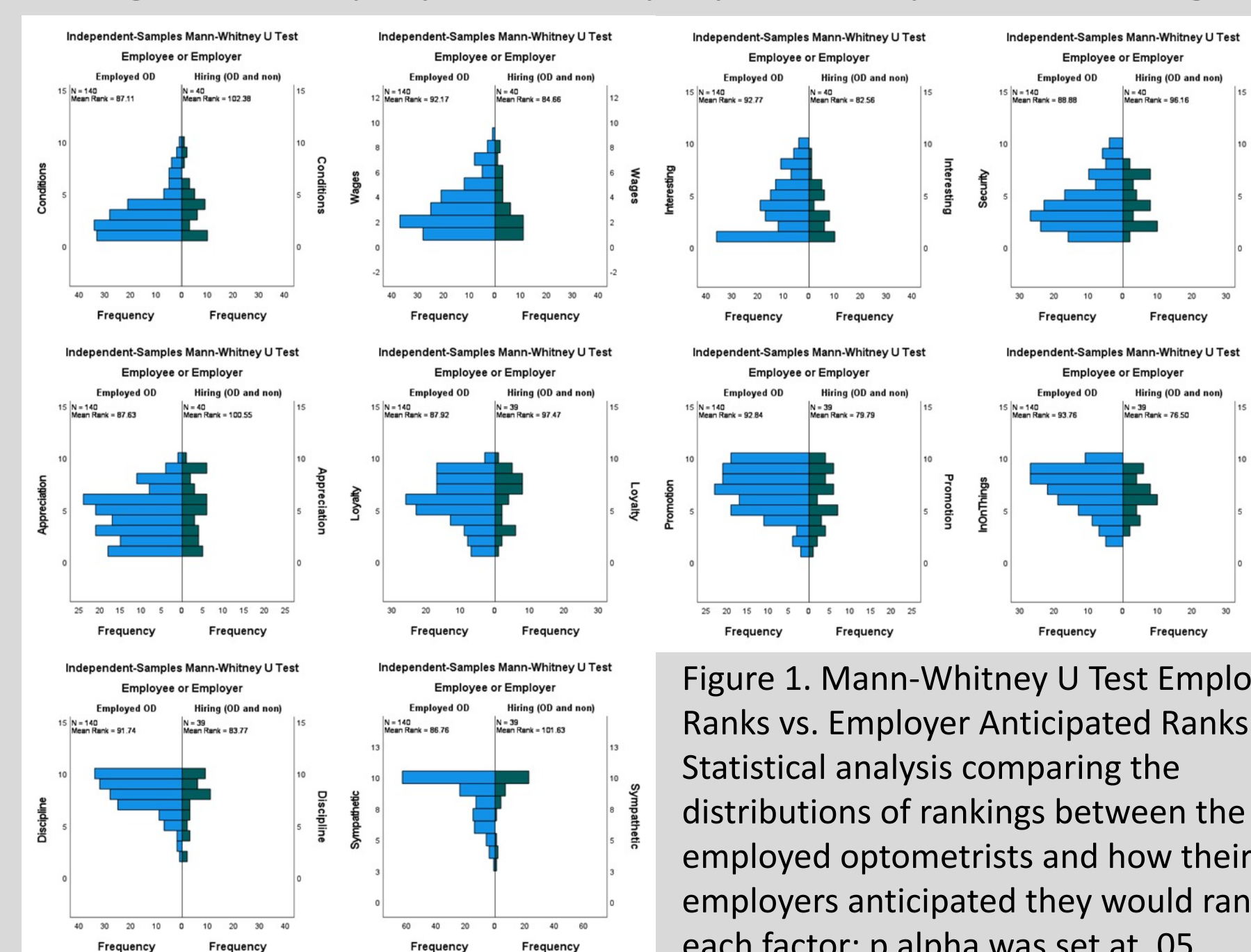


Figure 1. Mann-Whitney U Test Employed Ranks vs. Employer Anticipated Ranks: Statistical analysis comparing the distributions of rankings between the employed optometrists and how their employers anticipated they would rank each factor; p alpha was set at .05.

Results cont.

- Employed optometrists ranked **good working conditions** as more important than **appreciation, loyalty, promotion, in on things, discipline, and sympathetic**, but not significantly more important than **good wages, interesting work, and security** (p < .05). Employers personally ranked **interesting work** higher than employed optometrists, median ranking of 2 and 4 respectively. Employed optometrist ranked **good wages** and **job security** as more important than the employers personal rankings, median ranks of 3 and 3.5 for **good wages** and 4 and 5 for **security** respectively.

Conclusion

- There was not a significant difference between the employed optometrist rankings and the employers’ anticipated rankings for the employed optometrist (Figure 1).
- Future research focused on determining possible geographical and sex oriented statistical differences as this was not analyzed in our study.

References

- Kovach, KA. What motivates employees? Workers and supervisors give different answers. Business Horizons 1987;30(5):58-65.