



Henry Ford
HEALTH SYSTEM **OptiEyes**™

MAKING A DIFFERENCE IN YOUR VISION

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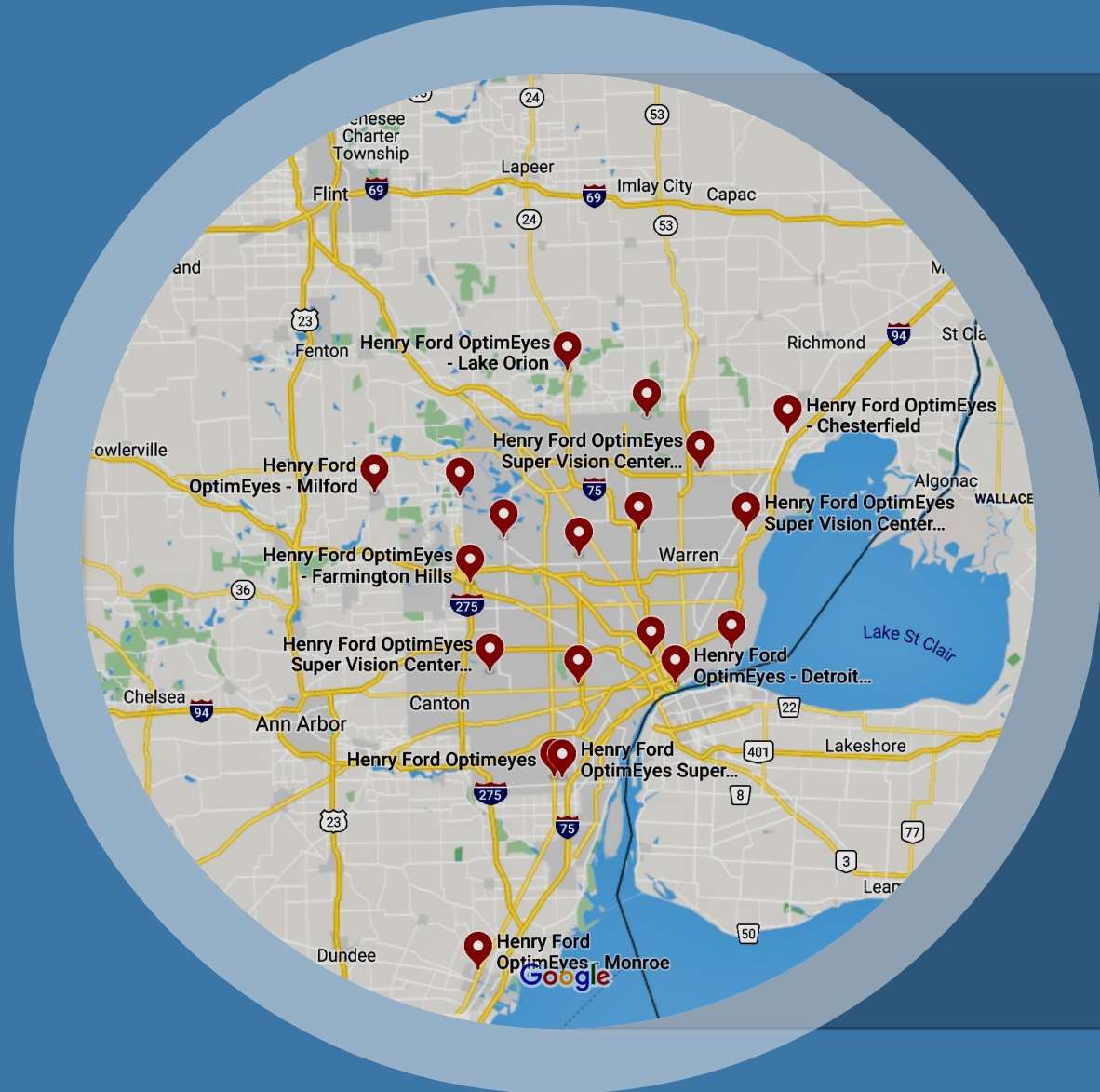
- Founded In 1915 By Henry Ford
- 30,000 Employees, Fifth Largest Employer In Metro Detroit
- More Than 1,200 Physicians Practicing In Over 40 Specialties
- 5 Hospitals
 - Affiliations with WSU SOM and MSU COM
- Medical Centers, Behavioral Health, Lab Service Centers, Pharmacies, Rehabilitation, Urgent Care





OptimEyes

- Eye Care/Optomety Component of HFHS
- 19 Locations
- 635 Staff Members



OPTOMETRISTS



- ~75 Optometrists
- 10 Schools of Optometry represented
- 39% of ODs are residency trained or board certified



EXAMS



- 30,000+ Medical Exams/year
- 170,000+ Vision Exams/year
- Ranked #16 Nationally in Optical Sales 2018

TOP 50 U.S. OPTICAL RETAILERS Key Optical Players Ranked by U.S. Sales in 2018

2018 Rank	2017 Rank	Retailer	2018 Sales ¹ (\$ Millions)	2017 Sales ² (\$ Millions)	2018 Units ³	2017 Units ³	Comments
1	1	Vision Source L.P.	\$2,840.0	\$2,733.0	3,279	3,330	In accordance with franchise law, Vision Source is a franchisor and its members are franchisees who own their respective practice. Essilor acquired Vision Source in 2015.
2	2	Luxottica Retail	\$2,470.0*	\$2,445.0*	2,187	2,392	Retail brands: LensCrafters (including Macy's): 973 units, Pearle Vision: 469 units total—62 corporate locations, 407 franchised; Target Optical: 512 units, Sears Optical: 199 units, Oliver Peoples: 24 units, Horie: 7 units, Optical Shop of Aspen (OSA): 2 units, Alain Michel: 1 unit.
3	3	Walmart Inc.	\$1,762.0*	\$1,692.0*	3,403	3,483	Retail brands: Walmart Vision Center (2,866 company-owned units), Sam's Club Optical (537 units), (227 Walmart Vision Centers operated by National Vision Holdings, not included in this estimate.)
4	4	National Vision Holdings, Inc	\$1,537.0	\$1,375.0	1,082	1,013	Retail brands: America's Best Contacts & Eyeglasses (657 units), The Vision Center (Walmart 227 units), Eyeglass World (115 units), Vista Optical (Fred Meyer 29 units), Vista Optical on select military bases (54 units). Revenue figures include e-commerce. Company went public, traded NASDAQ:EYE, in October, 2017.
5	5	Costco Wholesale	\$1,129.8	\$1,064.9	509	497	Retail brands: Costco Optical.
6	6	Visionworks of America, Inc.	\$947.4	\$920.8	727	729	Retail brands: Visionworks.
7	7	MyEyeDr./Capital Vision Services, LP	\$602.0	\$490.0	437	365	Retail brands: MyEyeDr. acquired 36 Ossip Optometry locations in Indiana in July 2018. (Ossip Optometry & Ophthalmology ranked No. 22 in 2017.) Acquired 50 additional independent locations during the year.
8	8	EyeCare Partners LLC	\$420.0	\$296.0	292	240	Professional and retail brands include: Clarkson Eyecare (101 units); Rinkov Eye Centers (14 units); EyeCare Associates (26 units); eyecarecenter (37 units); Eye Elements (11 units); The EyeDoctors Optometrists (17 units); EyeCare Associates of Kentucky (5 units); 20/20 Eyecare (7 units). Ophthalmology DBA's include: Ophthalmology Consultants, St. Charles Surgery Center, Physicians Refractive Surgery Center, IEC Surgical Centers, Quantum Vision Centers, Midwest Physicians Services, Eye Surgery Center, St. Louis Eye Surgery & Laser Center, McPeak Vision Partners, John-Henry Eye Centers, William E. Holcomb MD & Associates, Galanis Cataract and Laser Eye Center, Bennett & Bloom Eye Centers, The Ophthalmology Group, Alabama Vision Center. In 2018, EyeCare Partners acquired 20 optometry locations and 30 ophthalmology locations.
9	11	Warby Parker	\$315.0*	\$244.0*	84	63	End of 2018: 84 retail locations in U.S. (3 additional in Canada). As of April 1, 2019: 88 retail locations in U.S. (and 3 in Canada)
10	9	Refac Optical Group	\$275.5	\$278.2	714	767	Retail brands in 2018 included JCPenney Optical, B's Optical, Meijer's Optical, Sears Optical, Saks Optical, Boscos's Optical, Optical Center (AAFES Exchange) 20/20 Vision and Nationwide Vision Center. Effective January 2019, B's Optical took over its own optical operations.
11	10	Eyemart Express, Ltd.	\$263.0	\$245.0	198	182	Retail brands: Eyemart Express (176 units), Vision 4 Less (17 units), Eyewear Express (4 units), Visionmart Express (1 unit).
12	13	Now Optics LLC [formerly Vision Precision Holdings, LLC]	\$155.0	\$132.3	110	85	Retail brands: Stanton Optical (87 company-owned), MyEyeLab (23 company owned units and 13 franchised units), FrameGenie (0).
13	12	Cohen's Fashion Optical	\$152.0	\$151.0	126	125	Retail brand: Cohen's Fashion Optical. All stores are franchised.
14	14	TSO, Inc	\$120.0	\$115.0	120	118	All stores are franchised. Retail Brands: Texas State Optical.
15	18	Emerging Vision, Inc.	\$110.4	\$98.3	126	111	Retail sales of company owned and franchised stores: Sterling Optical (1 corp.-owned, 59 franchised); Site for Site Eyes (43 franchised); The Eye Gallery (8 units, company owned); The Artful Eye (1 unit, company-owned); Optica (14 units company-owned). The 14 Optica locations were acquired from LOH in February 2018.
16	16	Henry Ford OptimEyes	\$110.0	\$105.0	19	19	Retail brands: Henry Ford OptimEyes.
17	21	Acuity Eyecare Group	\$103.0	\$70.0	102	70	Acuity, which was formed in 2017 around Crown Vision Centers, Eyetique and International Eyecare Centers, added 32 new locations in 2018 to finish the year above the 100-mark (102 overall at year's end). Retail brands include (in addition to the founding practices): Eyes on Missouri, Milbur Vision, One Hour Optical, ASBA Eye Care, Eyecare Specialties, 3 Guys Optical Center and 20/20 Image Eye Centers. The company also noted at the start of 2019 that funds and accounts advised by J.P. Morgan Asset Management made a substantial equity investment in Acuity to support further expansion.
18	17	Shopko Stores Operating Co., LLC	\$101.0*	\$100.0*	139	136	Shopko Stores filed for bankruptcy protection in January, and then subsequently decided to liquidate its core general merchandise business. As of late April, the company was negotiating the sale of its optical business and lab facilities. Shopko's optical business will continue operating, albeit in a reduced state, after a bankruptcy court's decision.



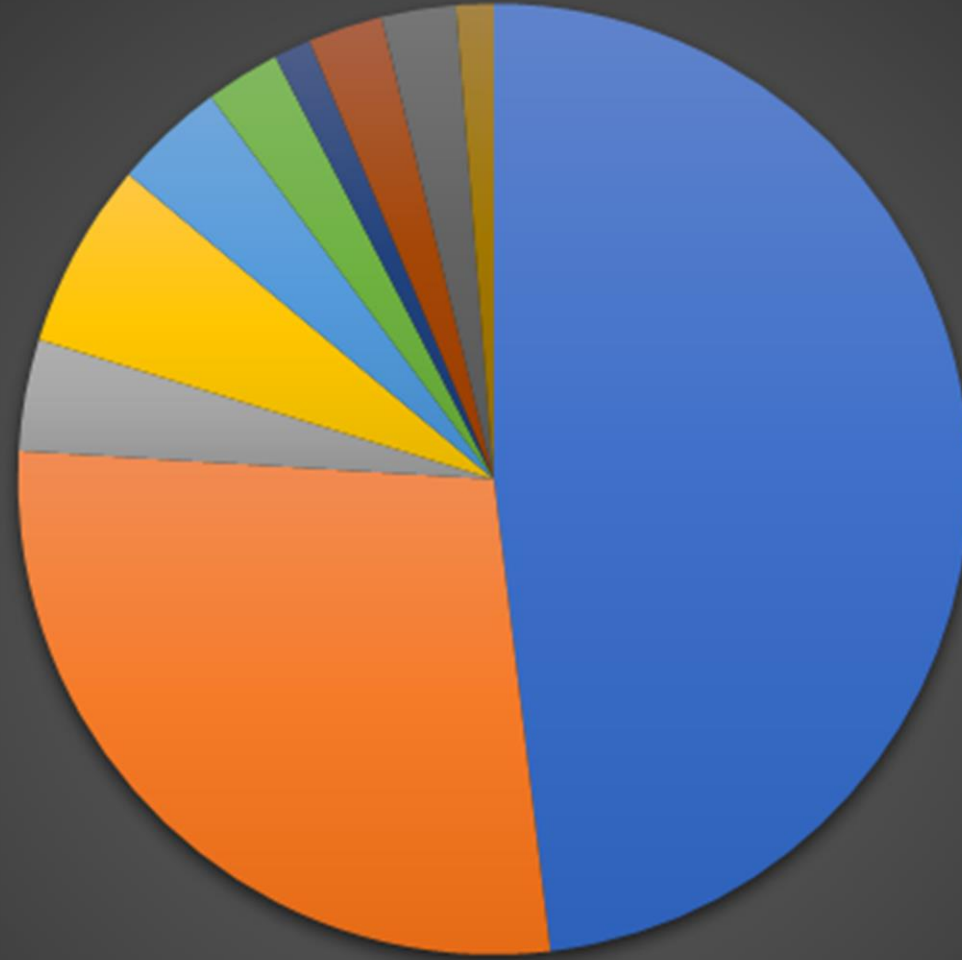
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OPTOMETRY SCHOOL ALUMNI AT HFO



■ MCO ■ ICO ■ IU ■ PCO ■ UIW ■ UCB ■ UAB ■ OSU ■ NECO ■ SCO



OptimEyes

11 Satellite Offices

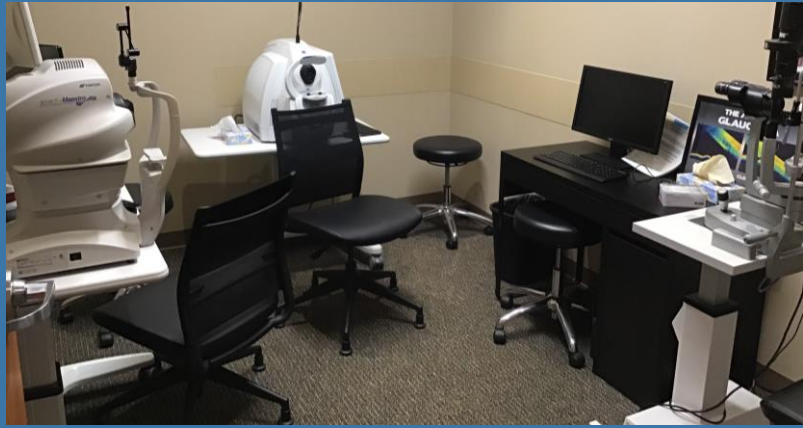
- Typically 1-3 ODs, 1 MD
- Most have VF, Photography, OCT





8 SUPER VISION CENTERS

- 5+ ODs
- Several Specialties Of Ophthalmology
- Extended Hours
- 30+ Exam Rooms
- Visual Field
- OCT
- Photography
- Scleral Lenses
- Onsite Lab
- 2500+ Frames
- Eyefinity EHR (iPad)

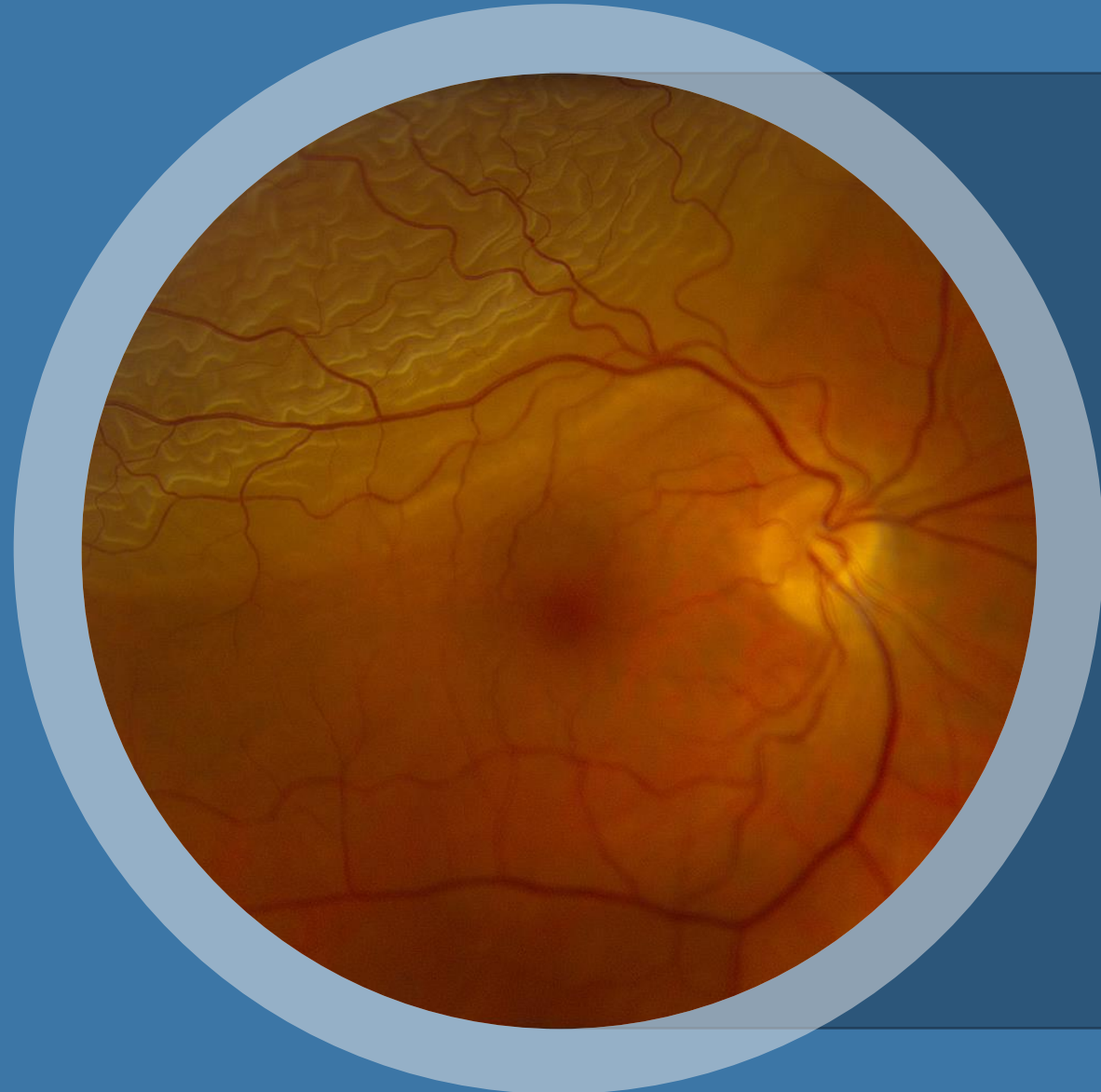


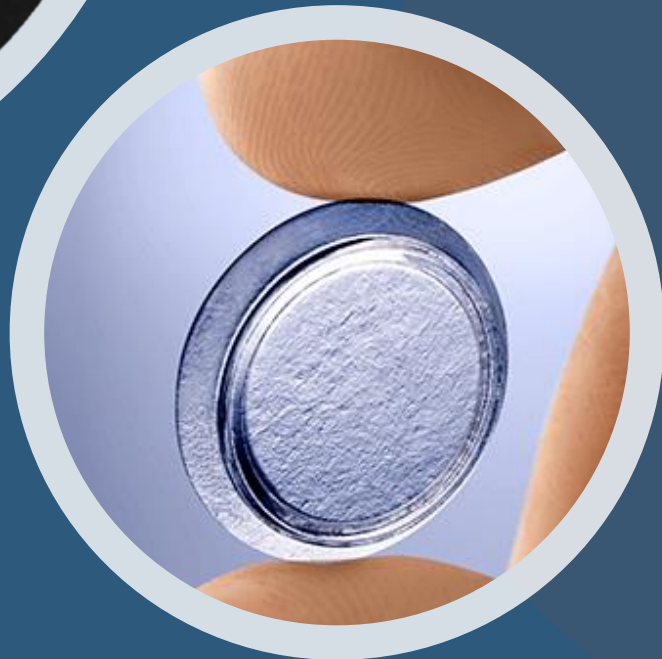
SUPERVISION CENTERS



HENRY FORD
DEPARTMENT OF
OPHTHALMOLOGY

- Retina
- Neuro
- Plastics
- Glaucoma
- Cornea
- Pediatrics
- Low Vision
- Oncology
- Refractive Surgery





ADVANCED EYE CARE CENTER- SOUTHFIELD

- Lipiflow
- Lipiscan
- Blephex
- Scleral Lenses
- Prokera

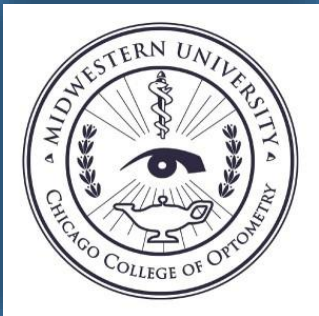
EXTERNSHIP PROGRAM



- WEST BLOOMFIELD
- TROY



- TAYLOR



- SOUTHFIELD



PRIMARY CARE RESIDENCY

- West Bloomfield SVC
- Exams From Age 3+
- Contact Lenses
 - Soft
 - RGPs
 - Specialty Fits
- Ocular Disease
- Acute Office Visits



WEST BLOOMFIELD SVC

Equipment the resident has access to includes:

- Phoropters
- Trial lenses
- Haag-Streit Slit Lamps
- Clear Chart Acuity
- Pachmate
- Noncontact Tonometer
- iCare Tonometer
- Goldmann Tonometer
- 3&4 Mirror gonioscopy lenses
- 90D/78D/20D/Superfield lenses
- Anterior segment camera
- Cirrus HD-OCT
- Maestro OCT & Fundus photography
- Octopus Perimeter
- Cordless BIOs
- Handheld instruments
- Blood pressure cuff
- Foreign body removal kit/alger brush
- Autorefractor
- Auto/manual lensometer
- Radiuscope
- Punctal Plugs
- Scleral lens fitting sets
- RGP fitting sets
- Multiple soft contact lens fitting sets (sph/toric/mf)

PRIMARY CARE RESIDENCY

TYPE OF EXAM	2018-2019
ROUTINE	32%
CONTACT LENS	17%
OCULAR DISEASE	35%
PEDIATRICS	11%
OTHER	5%
DIRECT CARE	87%
PRECEPTING	13%
TOTAL PATIENT ENCOUNTERS	2839



PRIMARY CARE RESIDENCY

- Journal Clubs
- HFO Morbidity and Mortality
- Precepting Externs
- Poster Presentation
 - CE Stipend
- Publishable Paper
- Accrue Points Towards Fellowship





HFO GIVING BACK: CAPUCHIN CLINIC

DETROIT, MI

The Resident organizes a free monthly eye clinic for the homeless.

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HFO GIVING BACK: MISSION TRIPS

- NICARAGUA
- PERU
- INDIA

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www.henryford.com/optimeyes

Please contact Dr Brian Schmidt for more
information on the residency program

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