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Eyecare Providers Report Decreases Across All Areas of Practice Performance According to New Research from The Vision Council

Alexandria, VA – August 22, 2024 – Today, The Vision Council released a new **Provider inSights** report, a semi-annual research study exploring eyecare provider sentiments related to daily operations of their practices, the eyecare industry, and the American economy. Compared to previous years, eyecare providers are reporting substantial decreases across all areas of their practices' performance – including revenue, staff retention, and patient acquisition and retention.

“Performance of the economy, effects of inflation, and considerations about available jobs and workers remain top of mind for a majority of eyecare providers,” said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. “Our report shows that most eyecare providers have felt the impacts of inflation during the first six months of this year, and they do not anticipate substantial improvements across other areas of business performance by the end of the year, such as hiring new staff, or increased practice revenue.”

Inflation has been a central issue affecting eyecare practices in 2024, with three-quarters of providers reporting that inflation had a direct impact on their operations. One of the most significant consequences of inflation has been the increase in wholesale prices for eyewear products, part of which many practices have had to pass on to consumers. As a result, patients have become more price-sensitive, often opting for more affordable options or delaying purchases altogether.

Additional Report Highlights:

- The number of providers that report above-average revenue performance for their practices decreased by 20 percentage points compared to 2023.
- Only 17% of providers report above-average performance in hiring new staff in 2024.
- 85% of eyecare providers reported that their practices are either slightly understaffed or optimally staffed, no significant change from 2023.
- 78% of eyecare providers report not offering telehealth services in their practices, and 70% indicate that telehealth is not a priority for their practice.

Most eyecare providers believe that the U.S. economy performed worse in the first half of 2024 compared to 2023. Yet slightly more than half of eyecare providers (53%) believe that the U.S. economy will either stay the same or improve in the remainder of 2024.

This study was conducted in July of 2024. The full report is available in The Vision Council's [Research Download Center](#) as a complimentary download for members of The Vision Council, with a paid option for non-members.

More about the inSights Research Program

The Vision Council's inSights Research Program launched in May 2022 and is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.