

# VSP Premier Edge Student Business Challenge



## PATHWAY TO PRIVATE PRACTICE

The Association of Practice Management Educators (APME) and Student Optometric Leadership Network (SOLN), in collaboration with VSP Premier Edge™, are proud to announce the fourth annual VSP Premier Edge Student Business Challenge.

One optometry student will be awarded a \$10,000 scholarship, plus a travel grant to the annual 2025 SOLN Conference. In addition, two (2) runners-up will each be awarded a \$5,000 scholarship, plus a travel grant to the annual 2025 SOLN Conference.

## HOW TO APPLY

Submit a business plan that describes your professional and personal plan to private practice ownership:

1. Include a yearly timeline, starting in 2026, with specific personal and professional goals that will culminate with you entering and eventually owning a private practice.
2. Provide a business plan that outlines how you can improve the private practice you've described in your timeline.
  - Include the specific services you plan to offer to your patients.
  - Develop a marketing plan that evaluates location, competition, and promotion.
  - Planning a cold start? Include estimated capital and equipment costs you may incur.

Email final submission as a Word document to [schoolsofoptometry@vsp.com](mailto:schoolsofoptometry@vsp.com).

Association of Practice Management Educators (APME) judges will evaluate and select the top three (3) candidates, who will be contacted to present their business plans at the 2025 SOLN Conference.

## ELIGIBILITY

You must be an active Private Practice Club board member representative from your school of optometry.

You must be a current student attending one of the 25 schools or colleges of optometry with a SOLN-affiliated Private Practice Club.

## DEADLINE:

February 2, 2025

## QUESTIONS?

Email us at [schoolsofoptometry@vsp.com](mailto:schoolsofoptometry@vsp.com).

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The Association of Practice Management Educators (APME) is a tax exempt 501(c)(3) educational organization whose primary mission is to disseminate and share business knowledge with optometry students and educators at schools and colleges of optometry. Its members are all of those who are currently teaching practice management at accredited schools and colleges of optometry in the United States.

Practice management education integrates the science and research of optometry into business applications which create revenue streams for economic success for our graduating optometrists who seek to provide state-of-the-art patient care.



The purpose of the Student Optometric Leadership Network (SOLutionN), a 501(c)(3) non-profit organization, is to provide national unification and recognition of student optometric private practice and practice management organizations, support and connect local organization leaders, and promote the future of private-practice optometry. SOLutionN provides common resources for leadership training among the student leaders of optometric private practice and practice management organizations. SOLutionN connects optometry students with networking and career opportunities, and exists to support students in their pursuit of private practice optometry.



Premier Edge Career Support offers a competitive advantage and personalized career resources for every stage of your journey with job opportunities, consultation, networking opportunities, business education, recruiting services, staff onboarding support, and more. Private practice ODs who are looking to hire their next optometrist can stand out to a wider pool of candidates and ease their burden with the help of personalized recruiting support. Recruitment and Hiring Resources are a complimentary Platinum- and Gold-level benefit that offers doctor owners a dedicated Talent Acquisition Specialist to help you hire the best OD talent to support your ability to provide private practice eye care.

