Employee Turnover can cost as much as 21% of an employee’s annual salary (Center for American Progress, 2012).

Retention Strategies
- Professional Memberships: Association of Technical Personnel in Ophthalmology
- On-the-job training
- Support of continuing education
- Certification bonuses or salary increases

Certified technicians have 32%-37% more tenure and career longevity than non-certified technicians. Certified technicians average three more years in their positions and two more years with their current employer than non-certified technicians.

Certification Pays Off

<table>
<thead>
<tr>
<th>Certification Type</th>
<th>Years of Ophthalmology</th>
<th>Years in Position</th>
<th>Years with Current Employer</th>
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</thead>
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<tr>
<td>COT</td>
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<tr>
<td>CST</td>
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<tr>
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<td>17</td>
<td>11</td>
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<tr>
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<td>12</td>
<td>8</td>
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-Loren C. Schrenk, MD, FACS, St. Louis, MO

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Potential Ophthalmic Technician Qualifications

- High school diploma or equivalent
- Excellent interpersonal and communication skills
- Math, health science, and computer skills
- Good dexterity and psychomotor skills
- Ophthalmic or clinical skills and didactic training
- JCAHPO Certified
- Volunteer experience in health care and first aid

Referrals - Reliable, Trusted, Most Used Method

- Family, friends, and patients
- Other eye care team members: current and former employees, opticians, optometric assistants
- Recruiting companies

Schools

- Allied Ophthalmic Training Programs (see listings at the Commission on Accreditation of Ophthalmic Medical Programs: caa-omp.org)
- Students transitioning out of other training programs: Medical Assisting, Health Sciences
- Local Community Colleges

Media

- Clinic website
- State or region specific job posting websites
- Local Eye Site (LES): localeyesite.com
- Careerbuilder.com
- Monster.com
- Craigslist.com
- Social media: Facebook, Twitter, LinkedIn
- Nice job posting sites: Beyond.com – Healthcarejobsite.com

Community Involvement

- Clinic open house or brown-bag event
- Job shadowing
- Job fairs
- Community posting boards: – Church – Coffee House – Library – Stores
- Unemployment offices
- Print advertising and local media
- Veterans organizations

Local Eye Site

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