



DR. JANELLE L. DAVISON
 Certified Therapeutic Optometrist
 Georgia License OPT2350
 NPI # 1053475855

Mobile: 770-375-5591
dr.davison@brillianteyesvisioncenter.com
www.brillianteyesvisioncenter.com

2450 Atlanta Road Southeast, #200
 Smyrna, GA 30080

EDUCATION

OD	Pennsylvania College of Optometry, Doctor of Optometry	May 2006
BS	Xavier University of Louisiana, Biology	May 2001

LEADERSHIP

Oyster Point Pharma Vision Expo West, September 2023
 Advisory Board

Oyster Point Pharma Speaker Bureau, March 2023 to present.
 Speaker and consultant

Georgia Optometric Association, July 2023 to present.
 Public Relations Committee Member

Chattahoochee Technical College, 2022 to present.
 Advisory Board, Marketing

RVL Scientific Advisory Group, 2022 to present.
 Advisory Board

Twenty/Twenty Beauty Visionary Panel, 2022 to present.
 Advisory Board

Women in Optometry, 2022 to present.
 Advisory Board

RVL Pharmaceuticals, 2021 to present.
 Consultant

Kala Pharmaceuticals, 2021 to 2021
 Advisory Board

Novartis, 2021 to 2021
 Advisory Board, Xiidra

IDOC Alliance, 2021 to present.
 Executive Board



Lunovus, 2021 to 2022
Key Opinion Leader

ThermaEye Plus IPL, 2021 to 2022
Key Opinion Leader

PUBLICATIONS

Journal Publications

Davison, Janelle OD, "Entry Points Into Ocular Aesthetics," *Modern Optometry*, May/June 2023. <https://modernod.com/articles/2023-may-june/entry-points-into-ocular-aesthetics>

Davison, Janelle OD, "The Patient Conversations that Built an Aesthetic Optometry Practice that Grew 10% in 2 Years," *Review of Optometric Business*, 14 December 2022. <https://www.reviewob.com/the-patient-conversations-that-built-an-aesthetic-optometry-practice-that-grew-10-in-2-years/>

Davison, Janelle OD, "Offer Advanced Patient Care by Bundling Services," *Optometry Times*, 14 November 2022. <https://www.optometrytimes.com/view/offer-advanced-patient-care-by-bundling-services>

Davison, Janelle OD, "3 Low-Cost Practice Changes Resulting in Extra \$60,000+ Annually," *Review of Optometric Business*, September 2022. <https://www.reviewob.com/3-low-cost-practice-changes-resulting-in-extra-60000-annually/>

Davison, Janelle OD, "Package it Up," *Independent Strong*, September 2022. <https://independentstrong.reviewob.com/index.php/2022/09/06/package-it-up/>

Davison, Janelle OD, "Manage Dry Eye Disease in All Ages," *Optometric Management*, 1 July 2022. <https://www.optometricmanagement.com/issues/2022/july-2022/manage-dry-eye-disease-in-all-ages>

Davison, Janelle OD, "5 Examples of How I Market Aesthetic Optometry Services that Generated \$14,000 Product Sales in Q1," *Review of Optometric Business*, June 2022. <https://www.reviewob.com/5-examples-of-how-i-market-aesthetic-optometry-services-that-generated-14000-product-sales-in-q1/>

Davison, Janelle OD, "3 Ways I Am Planning to Add \$100,000+ Annually to My Practice," *Review of Optometric Business*, March 2022. <https://www.reviewob.com/3-ways-i-am-planning-to-add-100000-annually-to-my-practice/>

Davison, Janelle OD, "Actively Participating in Myopia Management Has Benefitted My Patients," *Review of Myopia Management*, February 2022. <https://reviewofmm.com/actively-participating-in-myopia-management-has-benefited-my-patients/>

Davison, Janelle OD, "How I Achieved a 70+% CL Capture Rate," *Review of Optometric Business*, January 2022. <https://www.reviewob.com/how-i-achieved-a-70-cl-capture-rate/>

Davison, Janelle OD, "The Challenges I Met to Achieve a \$450 Per Patient Revenue with Minimal Staff," *Review of Optometric Business*, December 2021. <https://www.reviewob.com/the-challenges-i-met-to-achieve-a-450-per-patient-revenue-with-minimal-staff/>



Davison, Janelle OD, “How I Generated 500 Google Reviews with a 4.8 Stars Average Rating,” Review of Optometric Business, October 2021. <https://www.reviewob.com/how-i-generated-500-google-reviews-with-a-4-8-stars-average-rating/>

Davison, Janelle OD, “Upneeq Offers Nonsurgical Option for Acquired Blepharoptosis,” Primary Care Optometry News, October 2021. <https://www.healio.com/news/optometry/20211020/upneeq-offers-nonsurgical-option-for-acquired-blepharoptosis>

Epstein, Arthur B., Brujic, Mile, Davison, Janelle, Koetting, Cecelia C., & Douglas, Raymond, “A New Era for Ptosis Management: Advanced Eyedrops Are Changing the Paradigm of Acquired Ptosis Care,” Review of Optometry, September 2021. <https://bt.e-ditionsbyfry.com/publication/?i=719913&ver=html5>

Davison, Janelle OD, “How Our Practice Boosted Revenue Per Exam 30-40%,” Review of Optometric Business, September 2021. <https://www.reviewob.com/how-our-practice-boosted-revenue-per-exam-30-40/>

Davison, Janelle OD, “Office Improvements that Generated \$70,000+, Increased Per-Patient Revenue 30-40% & Saved Time,” Review of Optometric Businesses, July 2021. <https://www.reviewob.com/office-improvements-that-generated-70000-increased-per-patient-revenue-30-40-saved-time/>.

Davison, Janelle OD, and Mickles, Chandra OD, MS, “Eyeing Beauty,” Optometric Management, vol. 56, July 2021, pp. 42, 44-46.

Davison, Janelle OD, “3 Practice Investments Worth an Additional \$100,000+ Annually,” Review of Optometric Business, March 2021. <https://www.reviewob.com/3-practice-investments-worth-an-additional-100000-annually/>.

Davison, Janelle OD, Greiner, Katie OD, and Johnson, Ansel OD, “Diversity, Equity & Inclusion: The Industry Partner Helping My Practice Do Much Better,” Review of Optometric Business, 2021. <https://www.reviewob.com/diversity-equity-inclusion-the-industry-partner-helping-my-practice-do-much-better/>.

Magazine Editorials

Davison, Janelle OD, “Dry Eye Disease in the Workplace,” Our Town, June/July 2021.

Davison, Janelle OD, “Becoming a Georgia Peach,” Our Town, Winter 2020/2021.

CASE STUDIES

Ar’Tee, a Patient Who Addressed His Dry Eye Symptoms Head-on, Xiidra, <https://www.xiidra-ecp.com/why-xiidra/patient-case-studies/artee-case-study/>

PROFESSIONAL LECTURES

Guest Speaker, “Discover How Tyrvaya Harnesses the Power of Real Tears,” 2023 Oyster Point Speaker Bureau, October and November 2023.



Guest Speaker, “Level Up Your Contact Lens Practice – The Practice of Contact Lenses,” Vision Expo West, September 2023.

Guest Speaker, “Myopia Control: The Good, The Bad, and The Ugly,” Vision Expo West, September 2023.

Guest Speaker, “Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa,” National Optometric Association Convention, July 2023.

Guest Speaker, “Beyond the Vial: New Treatment Options in Dry Eye Disease,” National Optometric Association Convention, July 2023.

Guest Speaker, “Light, Lasers, Action! Incorporating Aesthetics Into Your Practice,” Vision Expo East, March 2023.

Guest Speaker, “Innovations in Multifocal Contact Lenses,” Vision Expo East, March 2023.

Guest Speaker, “Innovations in Multifocal Contact Lenses,” Vision Expo West, September 2022 and September 2023.

Guest Speaker, “Light, Lasers, Action! Incorporating Aesthetics Into Your Practice,” Vision Expo West, September 2022 and September 2023.

Guest Speaker, “Beyond the Vial: New Treatment Options in Dry Eye Disease,” 121st Annual Congress: Mountains and Moonshine, Tennessee Association of Optometric Physicians, October 2022.

Guest Speaker, “Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa,” 121st Annual Congress: Mountains and Moonshine, Tennessee Association of Optometric Physicians, October 2022.

Guest Speaker, “The DEWS and Don’ts of Dry Eye Disease Management: Using Clinical Algorithms to Diagnose, Treat, and Manage Dry Eye Disease,” 121st Annual Congress: Mountains and Moonshine, Tennessee Association of Optometric Physicians, October 2022.

Guest Speaker, “Best Practices in Ocular Aesthetic Care,” Eyes On Eyecare 2023, November 2022.

Guest Speaker, “Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa,” Vision Expo West, September 2022.

Guest Speaker, “Masterclass: An Immersive Workshop on Low-lying Lids,” Vision Expo West, September 2022.

Guest Speaker, “Best Practices in Aesthetics,” Eyes On Dry Eye, 2022.

Guest Speaker, “Diagnosis Ptosis: Our Clinical Experience,” SECO, 2022.

Guest Speaker, “Chasing Beauty: Implementing Optometry Aesthetics in Your Primary Care Practice,” IDOC Alliance Connection, 2022.

Guest Speaker, “Chasing Beauty: Implementing Optometry Aesthetics in Your Primary Care Practice,” Optometry Divas Educational Retreat, 2021.

Guest Speaker, “Science of Readiness for Change,” Ebony Eagles Optometry Study Group, 2018.



Guest Speaker “Cost-effective Strategic Planning Guide for Small Business Marketing: Reclaim Your Narrative,” Ebony Eagles Optometry Study Group, 2018.

Guest Speaker, “4 Ds of Cost-effective Marketing for Private Practices,” Ebony Eagles Optometry Study Group, 2017.

Guest Speaker, “4 Ds of Cost-effective Marketing for Private Practices,” Vision Source Atlanta Regional Meeting, 2016.

Postgraduate Seminar Speaker, “Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa,” Optometric Physicians of Washington Postgraduate Seminar, 2023.

Webinar Speaker, “Transforming to a 100% Frame/Lens Bundling Model,” Paradeyem Optical Software, 2022.

Webinar Speaker, “How to Build an Eye Spa,” Blackeye Care Perspective Online Lecture Series, 2020.

Webinar Speaker, “Build, Brand, Profit: How to Create an Eye Spa Experience,” Optometry Diva’s Online Workshop, 2020.

PROFESSIONAL ORGANIZATIONS

Optometry Divas, 2020 to present.
Elite Member

IDOC Alliance, 2020 to present.
IDOC Select Member

National Optometric Association, 2019 to present.
Member

American Diabetes Association, 2015 to 2019
Member

Ocular Surface Society, 2015 to 2020
Member

Vision Source, 2015 to 2020
Member

Georgia Optometric Association, 2015 to 2016
Trustee, 5th District.

American Optometric Association, 2011 to 2017
Member, Contact Lens Section

Georgia Optometric Association, 2007 to 2018, 2020 to present.
Member



American Optometric Association, 2006 to 2018, 2020 to present.
Member

National Optometric Student Association, 2002 to 2004
Corresponding Secretary

Pennsylvania College of Optometry, 2002 to 2003
Class of 2006 Treasurer

CERTIFICATIONS/TRAINING

Inmode Envision Forma I, Lumecca, and Lumecca I, 2023

Johnson & Johnson Abiliti, 2022

CooperVision MiSight, 2021

iSee CRT Certification, 2021

Paragon CRT Certification, 2021

Dry Eye Guys ThermaEye Plus IPL Training, 2021

AB Max Lid Hygienist Certification, 2020

Brilliant Futures Myopia Management Program Certification, Cooper Vision, 2020

UltraHealth Hybrid Syngereyes Contact Lens Certification, 2020

Mibo Thermoflo Certification, 2018

Bausch & Lomb Specialty Vision Products Zen Lens Certification, 2017

Muscle It Up: Control Diabetic Retinopathy, American Academy of Optometry Chicago Continuing Education, 2017

Brain Stream Diabetes Protocol Certification, Vision Source, 2015

KeraSoft IC Contact Lens Certification, 2014

COPE LECTURES

Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa
COPE Course ID: 80337-PM
August 2022

Beyond the Vial: New Treatment Options in Dry Eye Disease
COPE Course ID: 77845-TD
April 2022



The DEWS & Don'ts of Dry Eye Disease Management: Using Clinical Algorithms to Diagnosis, Treat, and Manage Dry Eye Disease
COPE Course ID: 77835-TD
April 2022

Chasing Beauty: Implementing Optometry Aesthetics Services in Your Primary Care Practice
COPE Course ID: 73075-PM
June 2021



CLINICAL WORK EXPERIENCE

Brilliant Eyes Vision Center, Smyrna, GA 2010 to Present

Founder/Owner/State of Georgia Licensed Optometrist

- Has grown solo startup private full-scope optometry practice to 15,500 patients in 14 years.
- Has performed over 25,000 eye exams.
- Successfully manages 5 to 10 staff.
- Has secured contracts with Cobb County Schools (for secondary screening site) and McEachern High School (for Career, Technical, and Agricultural Education work-based learning program).
- Experienced in full-scope primary care, performing over 2,000 hours of diabetic exams, including diabetes self-management education and training.
- Experienced in comprehensive dry eye treatment and management, spending up to 4,000 hours prescribing dry eye topical therapy and advanced treatment therapies.
- Proficient in fitting scleral contact lenses and interpreting advanced diagnostic test results.
- Proficient in advanced treatment therapies, such as ThermaEye Plus Intense Pulsed Light, Mibo Thermoflo, AB Max Microexfoliation, LidPro, and Meibomian gland expression.

Visionary Dry Eye Institute of Georgia, Marietta, GA Opening February 2024

Founder/Owner/Clinical Director/State of Georgia Licensed Optometrist

- State-of-the-art independent optometry-owned and -operated referral center for ocular surface treatment and co-management.
- Performing advanced dry therapies, such as Intense Pulse Light therapy, blood serum tears, Low Light Level Therapy, Radiofrequency, Dilation, and Irrigation, Mibothermo Flo, Tearcare, and lid cleaning and debridement

Premier Dry Eye Spa & Cosmetic Eye Care, Smyrna, GA 2018 to 2023

Founder/Clinical Director/State of Georgia Licensed Optometrist

- Provides advanced dry eye and non-surgical optometry aesthetics services in a spa setting.
- Collaborates with a Georgia-licensed esthetician to provide specialized facials that complement dry eye therapies.
- Partners with leading skincare companies to prescribe and dispense beauty products.

Bella Vista Family Eye Care, Lithia Springs, GA 2008 to 2011

State of Georgia Licensed Staff Optometrist

- Examined primary care patients 3 days per week.
- Performed comprehensive eyeglasses and contact lens exams.
- Examined over 300 patients in 2 years.

America's Best Contacts & Eyeglasses, Marietta, GA 2006 to 2008

State of Georgia Licensed Staff Optometrist

- Examined primary care patients 5 days per week.
- Performed comprehensive eyeglasses, contact lenses, and red-eye exams.
- Examined over 500 patients in 1 year.



EXTERNSHIP EXPERIENCE

The Eye Institute at Pennsylvania College of Optometry

February 2006 to May 2006

Philadelphia, PA

Extern, Pediatric and Binocular Vision Clinic

- Extensively worked in pediatric optometry.
- Independently administered comprehensive eye examinations and binocular vision testing on children ages 3 to 16.

Augusta Veteran Hospital

November 2005 to February 2006

Augusta, GA

Extern, Blind Rehabilitation Center

- Determined daily life functional low-vision goals for each veteran.
- Administered complex comprehensive low-vision examinations to in- and outpatient veterans with significant ocular disease and pathology.

Gottlieb Vision Group

August 2005 to November 2005

Stone Mountain, GA

Extern

- Provided full-scope primary care, using diagnostic and therapeutic agents when necessary.
- Provided weekly one-on-one vision therapy sessions to patients.
- Independently fit spherical, toric, and multifocal soft contact lenses.

Omni Eye Services

May 2005 to August 2005

Atlanta, GA

Extern

- Closely worked with ophthalmologist and optometrist, treating patients for various anterior segment and posterior segment pathology.

Low Vision Associates

January 2005 to May 2005

Bingham Farms, MI

Extern

- Administered comprehensive low-vision examinations, including hands-on instruction on various telescopes, magnifiers, microscopes, closed-circuit televisions, and sun lenses.



ENTREPRENEURIAL EXPERIENCE

The Virtual Academy Dry Eye & OD Aesthetics 2021 to Present
Co-Founder/Lecturer

Lynken Profit Solutions 2021 to Present
Co-Founder/Chief Visionary Officer

- Teaches optometrists how to boost efficiency, increase revenue per patient, improve the patient journey, and manage professional reputation.
- Launched an optometric consulting firm that provides optometrists with the necessary tools, guidance, mentorship, and skills for successful private practice.

Surviving Private Practice Online Academy 2020 to 2021
Founder/CEO

- Provided web-based learning and resources for optometry private practice entrepreneurs.
- Launched an academy to help practitioners devise, develop, and implement business ideas.

Paradeyem Software 2019 to Present
Co-Founder/Chief Visionary Officer

- Launched a software application that reduces optician errors when calculating patient out-of-pocket expenses and increases optical revenue per patient.

Joy & Jane and John Lyndon Frame Line 2017 to Present
Founder/CEO

- Launched a private minority-owned boutique eyewear company.

NONPROFIT EXPERIENCE

S.C.O.R.E., Inc. 2017 to Present
Co-Founder/CEO, Atlanta Georgia Division

- Launched a STEM 501c3 nonprofit with Dr. Joya, DDS, focusing on providing high school minority female students with career exposure and life skills through hands-on curriculum-centered internships and mentorships.
- Awarded 22 students with summer stipends or scholarships.
- Partnered with JC Penney in Spring 2018 to donate 44 business suits to the graduating class of Coretta Scott King Academy in Atlanta, GA.
- Partnered with Tie Global Foundation, Microsoft Stores, and Code313.
- Featured among “Top Rated Women-Owned Non-Profits” in the Summer 2017 issue of *Prevailing Women* magazine.



COMMUNITY SPEAKING ENGAGEMENTS

Keynote Speaker, “7 Keys to Success,” Passport to Success Young Women’s Empowerment Conference, 2019.

Keynote Career Day Speaker, “You Are What You Eat. Start Healthy Eye Habits Early,” Birney Elementary School, 2018.

Keynote Speaker, “Digital Devices: Blue Light and the Impact on Pediatric Eye Health and Vision,” Cobb-Mocha Moms Sister Circle, 2018.

Keynote Speaker, “The Construction Process: Eyes, Windows to the Body,” Buy-Cobb Leadership Academy, 2018.

Keynote Speaker, “Digital Devices and How They Affect Your Child’s Vision,” Harmony Leland Elementary School, 2016.

Keynote Speaker, “Overview of the Aging Eye,” Zion Baptist Church Senior Ministry, 2014.

Keynote Speaker, “The Aging Eye: Age with Grace While Protecting Your Vision,” Winwood Lecture Series, 2019.

Panelist, “Historically Black Colleges and Universities Experience Panel,” South Cobb High School, 2018.

Panelist, “Take Back Your Health Round Table Discussion,” Diabetic Master Class, 2017.

COMMUNITY AFFILIATIONS

Cobb County Schools, 2018 to present.
Career, Technical, and Agricultural Education Board Advisor

McEachern High School, 2017 to present.
Healthcare Science Advisory Board

Alpha Kappa Alpha Sorority, Inc., 2019 to 2020
Rho Zeta Omega Chapter – Subcommittee Chair, Global Impact – Lions Club Partnership

Alpha Kappa Alpha Sorority, Inc., 2018 to present.
Rho Zeta Omega Chapter

Cheatem Hill Elementary School, 2018 to 2019
Educational Foundation Community Member

American Diabetes Association, 2015 to 2019
Member

Girls Inc., 2008 to 2010
Operation SMART Class Instructor for After School Program

Junior League Cobb-Marietta, 2007 to 2011



Zion Baptist Church, 2006 to 2007
Health Fair Chairwoman, Health Ministry

MEDIA FEATURES

Optometric Management, “How to Market New Offerings,” August 2023.

Independent Strong, “Learn Aesthetics from the Experts: Here’s How These ODs Specialized and Changed Their Practice,” January 2023.

Review of Optometric Business, “4 ODs Share How They Serve Diverse Communities—With Help from a Key Industry Partner,” October 2022.

Review of Optometric Business, “Marketing Aesthetic Optometry Services that Generated \$14,000 in Just 1 Quarter,” October 2022.

Optometry Times online feature, “VEW 2022: The Dry Eye Spa Experience,” September 2022.

Byrdie online feature, “The 11 Best Eye Makeup Removers of 2023, Tested and Reviewed,” September 2022.

Shoutout Atlanta, “Meet Dr. Janelle Davison: Optometrist & Entrepreneur,” December 2021.

Women in Optometry online feature, “Eye Spa Talk Live Stream Built for Patient Education,” September 2020.

Women in Optometry online feature, “Downsizing with the Future in Mind,” August 2020.

Optometry Times feature, “How to Build an Eye Spa,” February 2019.

Women in Optometry feature, “Zero to 10,000 Patients in 7 Years,” November 2017.

Prevailing Women feature, “Top-rated Women-owned Non-profits,” Summer 2017.

Women in Optometry cover story, “Ready, Set, GOAL!” September 2011.



MEDIA APPEARANCES

More Real. More Substance YouTube feature, “Navigating Dry Eye Treatment Challenges,” August 2023.

OCuTALK YouTube feature, “Meibomian Gland Dysfunction (MGD) and Dry Eyes with Dr. Janelle Davison,” June 2023.

Retina Consultants of America OD Panel, Medical Leadership Board meeting, February 2023.

Eye Own a business podcast, “Don’t Just Treat Dry Eye, Build a Dry Eye Brand,” March 2023.

Mind, Body & Business Podcast with Maria More, “Insight on Eyesight with Dr. Janelle Davison,” 2022.

The Power Hour podcast, “Beyond Dry Eye: Building a Self-Care Spa in Your Practice.” 2021.

To the Point podcast, “The Intersection of Aesthetics and Ocular Health,” 2021.

To The Point podcast, “Creating a Spa-like Experience in a Private Optometry Practice,” 2021.

Wine with Mo Instagram interview, “Queens Who Lead,” 2021.

Panelist, “Women in Practicing Optometry,” Georgia Optometric Association Fall Education Conference, October 2023.

Panelist, “The Why of Dry Eye,” Eyes on Dry Eye Virtual Conference, 2021.

Panelist, “She Did That,” Vision Expo, 2020.

Panelist, “Private Practice,” Salus University, 2020.

Panelist, “Taking Lemons, Making Lemonade,” National Optometric Association, 2020.

Panelist, Women in Optometry Virtual Conference, 2020.

STEMming in Stilettoes podcast, “Her STEM Story,” 2020.

108 Praise internet radio interview, “Hearing Her Story,” 2019.

Health Connections radio interview, “Glaucoma Awareness,” 2019.

Thriving Women podcast, “Thriving Women Shine,” 2019.

Cap Builder internet radio interview, “Discussing Entrepreneurship and Diabetes Awareness,” 2018.

Defocus Media podcast, “How to Build an Eye Spa,” 2018.

Doctor’s Roundtable radio interview, “Overview of Diabetes and Eye Disease,” 2013.



HONORS AND AWARDS

Most Influential Women in Optical Innovation Vision Monday	2022
First Place, Optometry Innovation Awards Eyes On Eye Care	2022
Thought Leader of the Year Optometry Divas	2021
Diva of the Week Optometry Divas	2020
Women of the Year in STEAM, Science Finalist Women in Technology	2020
Facebook Small Business Grant	2020
Select Cobb Small Business Grant	2020
Fiserv Back2Business Grant	2020
PayPal Economic Empowerment Council	2020
Eva Bonner Mentoring Award Cluster V of Alpha Kappa Alpha Sorority, Inc.	2019
Women of Impact Award National Coalition of 100 Black Women	2019
Xavier University of Louisiana 40 Under 40	2018

REFERENCES

References are available upon request.