

INDUSTRY PARTNERSHIP

DR. ROB KLOEPFER, OD, MBA

Practicing Optometrist | Speaker | Educator | Consultant

Doctor of Optometry | Illinois College of Optometry

Master of Business Administration | Haskayne School of Business

Associate Optometrist | Mountain View Optometry

Former President | Alberta College of Optometrists

Founder | HealthE Academy

GREAT PRODUCTS NEED GREAT COMMUNICATION.

A strong product, technology, or treatment only creates impact when healthcare professionals understand where it fits, why it matters, and how to communicate its value to patients and teams.

Rob helps bridge the gap between clinical evidence and real-world adoption by translating product knowledge into practical conversations, workflows, and patient-facing communication that support confidence, consistency, and implementation.

75+ Invited Presentations
Thousands of Healthcare Professionals Reached
Full-Time Clinical Practice
OD + MBA Perspective
National Speaking & Industry Experience

Rob remains in full-time clinical practice, keeping his industry work grounded in the realities of patient care, workflow, treatment conversations, team dynamics, and implementation. His OD and MBA background brings together both the clinical and business perspectives of healthcare.

Dry Eye Disease | Contact Lenses | Ocular Surface |
Patient Communication | Clinical Adoption | Patient Experience |
Eyecare Technology | Internal Team Education | Professional Development



Dr. Rob Kloepfer

www.drrobk.com

Knowledge. Communication. Action



INDUSTRY COLLABORATIONS



1. SUN PHARMA

Advisory Board / Speaker

- Dry Eye Advisory Board
- Product consultation
- Sponsored eyecare education



2. COOPERVISION

Speaker / KOL

- Contact lens professional education
- Product-focused clinical education
- MyDay Contact Lens Family programming



3. BAUSCH + LOMB

Speaker / KOL

- Sponsored medical professional education
- Contact lens education
- Toric and multifocal lens programs



4. LABTICIAN

Speaker / KOL

- Dry eye education
- Webinar programming
- Professional education
- Dry Eye Innovators Forum



5. MEI SYSTEMS INC.

Consultant

- Optical equipment / technology
- Canadian market perspective
- Event and engagement strategy



6. NOVARTIS

Moderator / Consultant

- Dry eye panel moderator
- Virtual-care programming
- Special dry eye project consultation



7. ALCON

*Previous Speaker /
Industry Collaborator*

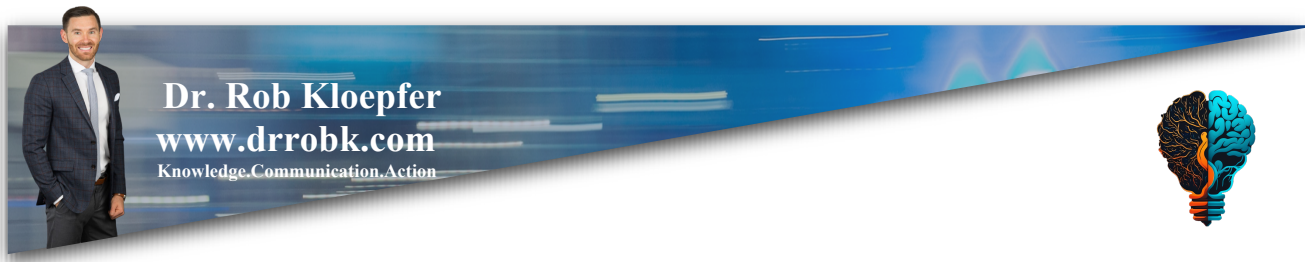
- Professional education
- Eyecare communication programming



8. ESSILOR/LUXOTTICA

Speaker

- EL360 event speaker
- Sponsored professional education
- Eyewear category education



WAYS TO COLLABORATE

PROFESSIONAL EDUCATION

Clinical and product-focused education for healthcare professionals through conferences, speaker programs, peer-to-peer learning, and customized professional education.

ADVISORY BOARDS & MODERATION

Facilitation of advisory boards, roundtables, KOL discussions, and panels designed to uncover meaningful clinical insights, perspectives, and actionable next steps.

INTERNAL SALES & FIELD TEAM TRAINING

Clinical and communication-focused education that helps commercial and field teams better understand the clinician perspective, patient journey, product context, and real-world conversations that influence adoption.

PRODUCT & THERAPEUTIC AREA SPEAKING

Programs that help clinicians understand new product features and enhanced designs, and how they fit into everyday workflow, clinical decision-making, and patient conversations.

EQUIPMENT & TECHNOLOGY EDUCATION

Programs that help clinicians understand new technologies, diagnostic platforms, equipment, and how they fit into everyday workflow and patient conversations.

CUSTOMIZED AROUND THE OBJECTIVE

Programs can be developed around a product launch, therapeutic area, technology, internal initiative, clinician audience, training need, or specific communication challenge.

Thank you for your time. I would welcome the opportunity to collaborate on creating customized education that supports your organization's goals. I look forward to your response.

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