



Vicki Corby | *COE MEMBER SPOTLIGHT*

Invision Eye Care Specialists, NJ

25+ years in ophthalmology

Tell us about yourself and your current role:

Working in ophthalmology is more than a career for me—it's a true passion. As the Administrator for Invision Eye Care Specialists, a multi-specialty practice in Central New Jersey, I have the privilege of leading a dynamic team committed to delivering exceptional patient care and clinical excellence.

What drew you to the specialty and the pathway to your role?

I entered the field of ophthalmology unexpectedly, beginning my career in billing while going to school. What started as an introduction to the administrative side of healthcare quickly grew into a passion for the field. Over time, I took on new challenges and responsibilities, working my way through various roles within different practices. Each position provided valuable insight into operations, patient care, and team dynamics, allowing me to develop a well-rounded understanding of what it takes to be an effective Administrator.

What inspired you to pursue the COE certification?

Taking the COE was important to me because it validated the hands-on experience I had built throughout my career in ophthalmology while also strengthening my leadership and operational knowledge. I wanted to formalize that experience with a credential that reflects both competency and commitment to excellence in practice management.

How did you prepare for the exam or training process (study methods, resources, mentors)?

My favorite part of preparing for the COE exam was using flashcards. Each night at dinner, I would go through my deck and sort them into three piles: those I knew confidently, those I thought I knew but wasn't completely sure about, and those I had no idea about and needed to study further. This simple but effective system helped me quickly identify knowledge gaps and focus my studying where it was needed most. Over time, it made the material more manageable and reinforced my confidence as I progressed through my preparation.

What was the most challenging part of preparing for the exam?

One challenge is finding the time and discipline to study consistently while managing a full-time leadership role. It's easy to put it off because of competing priorities.

The second is the sheer breadth of material. It's not just one area of focus—you're expected to be well-versed in clinical operations, finance, human resources, regulatory compliance, and strategic planning. Even if you're strong in a few of those areas, there are always sections that push you outside your day-to-day comfort zone.

What advice would you offer to those considering sitting for the exam?

Pursuing the Certified Ophthalmic Executive (COE) does require commitment and preparation. My biggest advice is to be intentional about your study plan—don't underestimate the breadth of knowledge covered. From clinical operations to finance and human resources, the exam really reflects the full scope of running an ophthalmic practice.

It's a challenging process, but it's absolutely worth it. The growth you gain along the way is just as valuable as earning the certification itself.

How has achieving this certification impacted your professional development?

Earning my Certified Ophthalmic Executive (COE) has been one of the most impactful steps in my professional journey. The certification not only strengthened my knowledge across all aspects of ophthalmic practice management but also connected me with a network of driven, like-minded leaders in our field.

In what ways will this certification benefit your team, patients/clients, or the organization?

Obtaining my COE has strengthened my ability to lead in a way that positively impacts every level of the practice—from supporting and developing my team, to creating a more seamless and patient-centered experience, to driving strategic growth and operational excellence.

Is this the year you obtain your COE? Visit <https://www.asoa.org/career-and-advancement/certified-ophthalmic-executive> for more information and to get started!

What motivates you to continue pursuing learning and professional development?

What motivates me to continue pursuing learning and professional development is knowing that growth—both personally and professionally—directly impacts the people around me. In a field like ophthalmology, where both the clinical and business landscapes are constantly evolving, staying current isn't optional—it's essential.

How did you celebrate after earning your certification?

I was incredibly nervous going into the exam and worried I might not be fully prepared, even though I had put a lot of effort into studying. When I found out I passed, my team was there to celebrate with me, and it made the moment even more meaningful. My husband also took me out for a special dinner!

Who supported or inspired you most along this journey?

My husband was incredibly supportive throughout the entire process, encouraging me when I felt unsure and reminding me of the effort I had put in. He is always my #1 fan!

Outside of work and professional learning, what do you enjoy doing in your free time?

Outside of work, I enjoy sailing and spending time at the beach during the summer months. I also love reading in my spare time. Most importantly, spending time with my family and traveling are very important to me and bring me a lot of joy.

What is next on your professional development journey?

Last fall, I finally graduated from college with my degree in healthcare administration. This was a long-standing personal goal of mine, and reaching it felt incredibly meaningful. I am excited to continue volunteering and working with ASOA to help support and develop other leaders in our field and contribute to the growth of our community.