



OPTOMETRIC ALLIANCES

CHOOSING AN ALLIANCE GROUP TO FIT THE NEEDS OF YOUR PRACTICE

Ask any Independent Eye Care Provider, “*What keeps you up at night?*” and you’re likely to get a number of responses that reflect the rapidly changing industry. Running and growing a business, changing doctor and patient demographics, declining reimbursements, vertical integration and consolidation, online competition, cost of goods and more often keep practice owners restless.

So, who can an IECPS turn to for help with these issues? This is where your Optometric Doctor Alliance Group steps in. Many Optometric Alliance Groups were initially designed to allow for more competitive cost of goods, but services have now evolved to include business development programs, doctor and staff education, and marketing tools that IECPS can take advantage of.

This may leave you asking: “How do I choose the right alliance group for my practice?” Sara Campbell, Membership Manager at PECAA (Professional Eye Care Associates of America), recommends evaluating groups based on the goals of your practice. Ask yourself:

- Am I looking to simply save a few dollars with current vendors, or for ways to improve the overall financial

health of my practice?

- Do I need generic practice management advice or should I seek out personalized help in developing a sound business strategy?

- Is it important to me to have access to only COPE education, or for business and education resources for my staff as well?



Sara Campbell
Membership Manager
Sara@pecaa.com
(503) 670-9200

“PECAA members choose to join our alliance not only for the discounts, but also for access to PECAA’s practice advisors, education, and human resources support programs. The overall support of the business in this changing industry is what speaks to many modern IECPS,” explains Campbell. “PECAA members are also very supportive of one another, and work together to develop best practices in a collaborative rather than competitive environment. The chance for IECPS to connect with other like-minded individuals in our organization that are facing the same challenges as them is a huge benefit that many of our members are eager to take advantage of.”

PECAA was established with the goal of helping to protect and promote the Independent Eye Care Practitioner. PECAA supports members in the following ways:

- Provides a comprehensive assessment of the business with a customized action plan to achieve results.
- Offers an enhanced online education platform offering CE anywhere, anytime.
- Provides personalized assistance with billing and coding questions including claim submission and coding & revenue cycle processes.
- Members enjoy production tracking software that enables them to quickly and efficiently track their practice performance.

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- Member marketing services are available including website design and development, social media management and design and print services.
- Support with human resources to make difficult employment issues and perplexing regulations easier to handle.
- Vendor discounts & loyalty rebates earned on purchases, not just growth.
- Local and national networking events with peers for idea exchange and best practices. [DM](#)

Interested in learning more about PECAA and whether or not it’s the Alliance Group that best fits your needs? Visit www.pecaa.com or contact 1-877-454-5105.

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