

BUILDING A SUSTAINABLE FUTURE FOR INDEPENDENT OPTOMETRY

PECAA’s proactive approach to helping members build high-performing practices

It’s no secret that our industry is undergoing significant change. Increasing online competition, the realities of managed care, declining reimbursements, and private equity can be daunting to even the seasoned professional.

But with change comes opportunity, and PECAA is prepared for the direction our industry is headed. Don’t face it alone—let your PECAA advisor team, vendor partners, and peer community help you prepare for what lies ahead. Let us help you thrive while we work together to build a sustainable future for the independent optometrist.

HELPING TO BUILD SPECIALTY PRACTICES

PECAA has launched new services to help members expand the ways in which they serve their patients, so they are not beholden to the traditional business model of vision exams, eyeglasses, and contact lenses. The organization recently launched “90 Days to Dry Eye,” a comprehensive learning experience that walks participants through building a dry eye specialty practice in just 90 days. Plus, more specialized offerings are expected to launch soon!

HELPING TO NAVIGATE HEALTHCARE REFORM

Our industry is currently moving from a traditional fee-for-service

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system to an outcome-based system. PECAA has taken a proactive approach to this industry shift by developing a new program for members—the Integrated Eye Care Initiative—that provides a step-by-step process to embrace healthcare reform.

PECAA is the only doctor alliance group to:

- Meet with state associations to guide decision making in support of independent optometrists.
- Reach out to physician-owned practices on behalf of members to help develop referral relationships.
- Initiate committee structure to educate EHR vendors on the needs of optometrists.
- Create relationships with diabetes educators in major health systems across the country.

Let PECAA help you develop referral relationships, provide you with tools to negotiate for higher reimbursements, and become a critical part of emerging patient care teams.

HELPING TO TRANSITION TO PRIVATE PRACTICE

What started organically as an offering to PECAA’s cold start members has become a full-fledged program to assist ODs who are in the process of transitioning to private practice. PECAA’s Cold Start Practice Program offers special membership pricing, a dedicated advisor, exclusive vendor partner offerings, and much more.

HELPING TO ATTRACT AND RETAIN QUALITY EMPLOYEES

PECAAHP (an Association Health Plan) launched in 2019 and offers practices the ability to leverage the group’s buying power to take advantage of a healthcare solution at competitive rates. The private, non-profit, level-funded benefits plan allows practices the ability to offer healthcare to employees and their families at competitive rates, regardless of individual practice size.

Let PECAA help you build and retain a quality team so you can deliver the best possible care to your patients.

Find out how PECAA can work for your practice. Try us out 100% risk free—you will never be asked to sign a contract. Visit pecaa.com, contact 503-670-9200, or email info@pecaa.com for more information.



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