



VM 2011
global
Leadership
summit





David Golden, OD

Co-Founder, Professional Eyecare Resource
Co-Op (PERC)



P E R C

Professional Eyecare Resource Co-operative

Established in 2008

David B. Golden, OD
Co-Founder



P E R C

- Membership by Invitation Only:
 - ~97 (OD and MD)
- Practice Locations: ~129 (CA, AZ, NV)
- Approx. \$225M gross revenue
- \$1M minimum gross revenue



PERC Structure

- Co-Operative:
 - Members treated equally
 - Members engaged to help build and grow
- No cost to join, no contract
- Year-end distribution of excess revenue



Primary PERC Functions:

1. Educate and mentor
2. Create partnerships
3. Development of the ECP
4. Collaborate and learn

“Successful Offices Have Great Managers”



Golden Optometric – West Covina, CA



Quarterly Manager Meetings



Partnership Value Goes Both Ways



- Great products - secure ECP brands
- Marketing support
- PracticeBuilder Loyalty Program - annuity
- Integrated Healthcare Market Solutions



Partnership Value Goes Both Ways

CooperVision®

SALT.

mondottica
EYEWEAR BRAND PARTNERS

ABB) CONCISE
The smart choice.

Doctor Development



ODLean™



Value-driven healthcare thru office efficiencies

- Improving patient experience
- Capitalizing and monetizing
- Increasing value by reducing waste
- Continuous process improvement

Integrated Healthcare Market Solutions (IHMS)



**Maria Barnwell, VP
Business development**

- 50,000 patients
- CA, AZ and NV



Smart Marketing

- Prominent online presence
- Coordination of ECP and national marketing



Independent Practices

- **Better Knowledge...** **Share it!**
- **Better Product...** **Show it!**
- **Better Service...** **Prove it!**



$$2 + 2 = 5$$



Thank You

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