



VM 2011  
global  
Leadership  
summit





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IDOC, LLC  
Independent Doctors of Optometric Care

Presented by:

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# Let's Agree...

- We are working in the most challenging economy since the beginning of the 21<sup>st</sup> century
- Independent Optometrists need support to run their practices like a business
- O.D.s are not known for their business management expertise and this has created obstacles for industry growth



IDOC (Independent Doctors of Optometric Care) started in a similarly challenging environment in 1999.

- Managed Care was proliferating our practices
- Formed a peer group to learn from each other how to better understand the challenges associated with low-cost managed care plans

### *Fast Forward to 2011*

- Our industry has evolved and the challenges have changed
- IDOC has also evolved from a New England-based 'peer group' into a national organization



*IDOC helps O.D.s develop solutions to challenges so they can grow their businesses and be profitable*

IDOC Members are independent optometrists that are passionate about their businesses. They join IDOC because they understand the need to prioritize and focus on becoming better business owners.

- Over 900 members
- Practices in more than 40 states
- Strong annual membership growth
  - 41% growth over the last 2 years
- Member practice
  - Average revenue of new IDOC member office is \$1.2M\*



\*2009 Jobson

# Vendor Partners

IDOC strategically partners with companies in every major product category that our Members utilize in their practices. IDOC considers their vendor partners to be important 'customers' and works closely with them to achieve the following:

- Build strong programs that add value and impact the bottom line for IDOC Members
- Partners in education
- Commitment to mutual goals



- Increase Membership in the organization
- Provide premier business education and resources for independent optometrists through IDOC University events
- Continue to develop strong partnerships with vendors and collaborate with them on Member program development and IDOC University events
- Grow IDOC members' utilization of our vendor programs





IDOC University provides independent optometrists with the business education and resources necessary to gain an understanding of the greatest challenges facing the optometric industry and how to implement solutions to help their practices' grow and be more profitable.



- Exclusively-focused on business management education
- Established curriculum based on 3<sup>rd</sup>-party research results
- Faculty of optometric industry experts
- Creates additional partnership opportunities between IDOC and its vendors

- IDOC is the fastest growing Doctor's Group
- Easily accessible with a low-cost of entry
- Infrastructure is already in place
- Premier business education through IDOC University
- Strong commitment to vendor partners

