



WELCOME TO ALLDOCS
BE A PART OF IT ALL





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ALL ABOUT US

Welcome to the Association of LensCrafters™ Leaseholding Doctors, also known as ALLDocs. Founded in 1986, ALLDocs is a vibrant, organized, independent group whose mission is to improve and brand our individual optometric practices, as well as work closely with our valued LensCrafters partners. Many of our members will attest that joining the group may have been the single most important decision they made in their optometric careers to help increase their clinical skills, business acumen, job satisfaction, income and more. Members of ALLDocs are just like you—smart doctors in many different disciplines, practicing in exactly the same environment as you—directly next to LensCrafters. LensCrafters clearly sees the benefits to our businesses and enthusiastically endorses all leaseholding doctors to join. By joining ALLDocs, you can “borrow” the progressive ideas and methods of other member doctors throughout the year—staying years ahead of the curve. Becoming a member is a great move to make both personally and professionally, and you’ll make some great friends and memories along the way.

Now that you’re just getting started as independent doctors of optometry in California, remember...we have been in your shoes. We have the experience and we can help!

ALL ABOUT THE ANNUAL MEETING

As a member, you have access to the exclusive ALLDocs Annual Meeting held at some of the finest resorts and hotels in the world such as the Breakers Hotel in Palm Beach, Florida, the Fairmont Scottsdale Princess, the Ritz Carlton in South Beach, Montage at Laguna Beach, the Four Seasons in Las Vegas, and LeBlanc in Cancun, Mexico. Reduced group rates are negotiated in advance and most members bring a guest along to enjoy the resort. This year’s meeting is in Maui, Hawaii!

Our annual meeting represents the only venue in which you have an opportunity to network with many of your LensCrafters leaseholder colleagues throughout the United States and Canada. There is plenty of leisure time during social events, excursions, and dinners in which you can share ideas and concerns with an abundance of colleagues who are leaseholders just like you. We cannot overemphasize how many ideas and practice management tips our ALLDocs members say they get from one another that help benefit patient care and practice growth.

The annual meeting also offers attendees *at least* ten free COPE-approved continuing education (CE) credits from inspiring world class thought leaders and motivational speakers.



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CE includes the very best speakers on medical eye care, billing and coding, ground-breaking ALLDocs research, and practice management. You simply cannot find this quality of education anywhere else, and the program is custom tailored for the doctors next to LensCrafters.

ALL ABOUT OUR SPONSORS

Through our membership, we offer valuable programs, special manufacturer-sponsored incentives on medical devices and the latest technology, and in some cases, cash rebates from our partners throughout the year. ALLDocs is closely partnered with dozens of these optometric companies. Examples of the benefits derived from these partnerships are the Contact Lens Initiative, free marketing services, updates on the latest computer-medical technology, manufacturer-sponsored programs and incentives, special pricing on doctor websites, search engine optimization, social media, significant savings on credit card processing with preferential pricing, and tremendous buying power. Our sponsors include companies at the forefront of the profession, offering us the latest technologies and many innovative ideas to help us improve the quality and efficiency of our patient care, and to help build our practices. At our annual meeting partner fairs we are frequently offered substantial discounts that are extended to the full membership of our organization. You simply cannot find these types of benefits anywhere else.

ALL GOOD REASONS TO JOIN

Membership in the ALLDocs organization offers doctors an independent voice of communication with one another to address topics of interest which are important to all leaseholding LensCrafters doctors. Becoming a member costs only \$500 for three years, and you can join on the web at alldocsod.com at any time. In fact some of our sponsors, such as Total Merchant Services, will even cover your dues if you sign up for their services! On our web site, you have access to the latest news, our doctor locator, lectures from previous ALLDocs meetings, photos, practice management tips, and ALLDocs archived newsletters for both patients and staff. There are so many reasons to join ALLDocs we simply cannot fit them all into this brochure!

Become part of an elite group of doctors who are industry leaders and pioneers in patient-focused optometric medicine. Join ALLDocs and Be a Part of it ALL!

Be sure to check out the ALLDocs video at: <https://vimeo.com/202319466>



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AS A PAID ALLDOCS MEMBER YOU ARE ELIGIBLE FOR:

- A minimum of ten free COPE-approved CE credits at our ALLDocs annual meeting
 - Online webinars on the latest technology, medical research and advances in the field
 - Full access to the ALLDocs website: www.alldocsod.com and our networking events
 - Negotiated pricing on the latest equipment and technology
 - Unique programs supported by our sponsors like Alcon, Annidis, Art Optical, Bausch + Lomb, BioDOptix, CooperVision, Crystal Practice Management, J&J Vision, MacuHealth, Optos, Optovue, Topcon, Total Merchant Services, Revolution EHR, Zeiss and more
 - Marketing programs for your practice, like the Annual Eye Exam Initiative and useful 10-Point Counseling Tools to help your patients prevent AMD, Diabetes and Dry Eye Syndrome
 - Full access to our new Optometrist Job Finder feature located on the ALLDocs web site
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- **Significant group savings on credit card processing and other member benefits such as your paid membership dues, through Total Merchant Services. Contact Susan Bobo at 919.345.5042**
 - Collections assistance by contacting Paul Rymer at National Healthcare Collections at 636.579.9206
 - CONTACT Quarterly, the doctor newsletter with medical and practice management information, practice tips, interesting stories and informative interviews
 - SEE, the patient newsletter, packed with education, entertainment and health tips. SEE is available for those members who attend the annual meeting.
 - Tremendous buying power, which means that we are often offered large discounts on a variety of products and services from our valued sponsors

NEXT STEPS?

To find out more about specific member benefits, or any other questions, visit our web site at alldocsod.com or contact Tara O'Grady - tara@alldocsod.com

First, be sure to sign up for ALLDocs membership on our web site alldocsod.com. Then fill out the registration form, also on the web site, to join us at the 2017 ALLDocs Annual Meeting in Maui.

Join ALLDocs and Be a Part of it ALL!

***Be a Part of it ALL!
ALLDocs Rocks!!***

