

## NEW Membership Option!



## An Alliance Membership Program Focused on Practice Growth

IDOC Select provides an unprecedented level of support, savings, and business-building opportunity to independent eye care professionals. In addition to all of the current IDOC education benefits and 60 Vendor Partner Programs, IDOC Select members also enjoy the benefits listed below.



### Measure & Grow

- Each IDOC Select member will utilize GPN's The EDGE™ business management program. The nearly \$4,000 value in the first year alone is included in the low IDOC Select monthly dues.
- The EDGE captures and analyzes the data generated daily by a practice. It then translates that data into robust, informative dashboards and reports, which allows the practice to:
  - Track clinical and optical sales activity
  - Monitor vision plan profits
  - Measure staff performance



### Collaborate & Grow

- Experienced IDOC Select business consultants work with you to analyze the lab, optical and medical services data collected by The EDGE and help identify business growth opportunities.
- Members have regularly scheduled phone meetings with their consultant to discuss their data, and recommendations for improvements that increase revenue.



### Save & Grow

- IDOC Select lets you do both! Members receive deep discounts and special rebates on products from leading manufacturers, when they commit to using the partners' products to comprise a majority share of their retail sales.

All for the low introductory price of \$99 per month!  
For more information, visit [www.idocselect.com](http://www.idocselect.com) or contact us at 203.853.3333