



It's a new day at IDOC.

Innovation is what we do. With your success in mind.



We're writing an exciting new chapter in the IDOC experience, and we want you to be a part of it. Since the beginning, IDOC has made innovation central to our value for independent ODs. Now, we're taking it to a whole new level with growth-focused services that save you time and money.

Ready to meet the new IDOC?

Just turn the page.



Let IDOC
Dream it. [^]Do it.



When it comes to practice management, we're here to lighten the load.

As a private practice owner, you've made a commitment to your patients and your business, but if you're like most independent ODs, there's rarely enough time for both. That's where IDOC Services come in. Our new focus on turn-key service offerings provides a unique combination of hands-on practice management support combined with the traditional benefits of IDOC membership. From financial tools, HR management and bookkeeping to vendor discounts, it's the perfect synergy for driving practice growth.



IDOC Financial Services

Our financial services experts offer customized, one-on-one guidance and advice as well as the most advanced business analytics in the industry. With IDOC, your practice is positioned for growth.

IDOC Books & Benchmarks handles all of your routine bookkeeping and payroll support and helps significantly simplify year-end tax preparation.

IDOC Insider™ offers new insight into business performance with data analytics and real-time displays of KPIs.

IDOC Navigation Services helps you choose the right path for practice transitions—sales, acquisitions, partnerships and more.



IDOC HR Services

IDOC HR Now is the ultimate on-demand resource for every independent optometry practice. With hotline access to HR experts, legal updates, standardized forms, templates and more, you'll stay ahead of complex human resource requirements in the most affordable way possible.

Look for additional HR services coming over the next several months.

Relinquish the work. Call (203) 853-3333 or visit IDOC.net today.



IDOC Marketing Services

If growth is your goal, it pays to increase your visibility and promote your practice. IDOC Marketing Services experts creates carefully crafted messages and handles every detail of your digital marketing campaigns, from creative execution to backend analysis.

IDOC Social Media creates engaging customized content to give your practice a memorable presence on Facebook and Instagram.

IDOC Web & Search brings you custom, best-in-class website design along with proven techniques to put your practice at the top of the list of online search results.

IDOC Digital Media leverages the full spectrum of our online marketing expertise, combining social media, website development and optimized web-based search results.



IDOC Optical Services

For any private practice, optical sales can be a significant part of practice revenue. **New IDOC Optical Services** offers enhanced Optical Consulting, along with a complete program of data-focused tools and best practices designed to make retail sales a profit center for your practice:

- Create an optical action plan customized for your practice
- Talk with our experts about product and vendor selection
- Spot key retail trends with our Brand Analysis Reports
- Get in touch with your vendors anytime with Rep Connect

Plus, over the next 12 months, we'll be adding even more sales tools, products, and services for your practice, including inventory management and analysis.



IDOC Specialty Services Coming Soon

Look for upcoming announcements about this exciting new category of products, coming soon.

At IDOC, we see a growing demand for new patient treatments, and IDOC Specialty Services is here to help. We're creating a collaborative network of eyecare professionals who are working together to exchange ideas, share experiences and build a clinical knowledge bank—all designed to differentiate your practice and offer new high levels of patient care.

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When we say “Let IDOC do it” we mean it.

With a member base of over 3,200+ optometrists, IDOC is more than an alliance—we’re a service-focused, hands-on partner committed to your success as an independent OD. We offer:

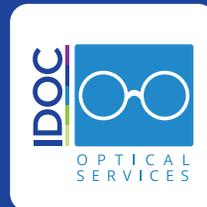
- ✓ A growing list of turnkey practice management services supported by industry experts with decades of experience—even if you’re not currently a member of IDOC
- ✓ Advanced analytics technology with IDOC Insider™ that measures performance and provides insights to inform better decision-making
- ✓ Strategic consulting with experienced industry experts on HR, marketing, finance, retail and more
- ✓ Engaging education and networking events that expand knowledge and build relationships
- ✓ Members-only vendor rebate and discount programs on leading products and services that are unmatched

“I recommend ThinkHR for any optometry office. Having this service is like having another employee that is an expert in HR and always up to date on the latest legislation.”

~ Sharon Powell, East Fishkill Eye Care, NY

“IDOC’s Books & Benchmark service has allowed me to better manage my practice finances and focus more time on growing my practice!”

~ Dr. Matthew Shirley, Shirley Eye Care, PA



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