

A THRIVING COMMUNITY OF INDEPENDENT PRACTITIONERS

PECAA's proactive approach to helping members build high-performing practices

In 2018, PECAA merged with OD Excellence, an internationally recognized practice management group. The PECAA community, now consisting of approximately 3,500 independent eyecare doctors, saw additional programs, enhanced service offerings and new vendor partnerships added to their membership as a result of the merger.

With the additional resources and enhanced purchasing power of the combined organization, PECAA is able to work behind the scenes to help member practices flourish amongst numerous influences affecting the industry.

1) NEW HEALTHCARE REFORM PROGRAM

PECAA is pleased to be the primary organization in the eyecare industry to help providers who want to transition to outcome-based care (as outlined in the 21st Century Cures Act). As the eyecare industry is on the cusp of the second wave of healthcare reform, PECAA has launched its Integrated Eye Care Initiative to help walk providers through the steps they need to take to begin implementing changes into their practice. Providers who choose to participate in the program will be able to negotiate for higher reimbursements, become full participants in local integrated care delivery networks, and ultimately, deliver better patient care. *(Learn*

more at: pecaa.com/health-care-reform)

2) COLD START PRACTICE PROGRAM

With a majority of optometry graduates moving into corporate optometry, PECAA wants to reward practitioners who decide to open a brand-new practice. PECAA's Cold Start Practice Program offers special membership above and beyond its standard member programs. This includes free membership



PECAA staff members.

until the second 6 months of operation, a dedicated cold start advisor, special vendor programs, and customized tools and resources to help make the process as seamless as possible. *(Learn more at: pecaa.com/cold-start-practice-program)*

3) TRAINING WORKSHOPS

PECAA hosts regional training workshops all across the US for members on a variety of topics that are beneficial for doctors, managers, opticians, contact lens technicians, paraoptomet-

ric technicians, administrators, and billing specialists. Workshop topics range from merchandising and managing an optical, to selling strategies to combat online sales and improve capture rate, to interactive billing and coding training involving real-life coding scenarios. Workshops are free to attend and are aimed at equipping eyecare practices with practical applications to real-life challenges they face every day. *(Learn more at: pecaa.com/workshops)*

PECAA membership consists of:

- Industry-leading discounts & rebates
- Business advisors offering customized support
- Billing & coding assistance
- Staff training & education resources
- Human resource support
- Healthcare reform guidance
- Nationwide networking opportunities
- Production tracking software (additional fee)
- Digital marketing (additional fee)

Find out how PECAA can work for your practice. Try us out 100% risk free — you will never be asked to sign a contract. Visit pecaa.com, contact 503-670-9200, or e-mail info@pecaa.com for more information.



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