

January 30, 2019  
FOR IMMEDIATE RELEASE  
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## **IDOC Celebrates 20<sup>th</sup> Anniversary at The Connection** **2019 National Conference to Attract Record Attendance**

**January 30, 2019, Orlando, FL** – [IDOC](#), a privately-held alliance of independent optometrists, is hosting its National Conference, The Connection, at the Coronado Springs Resort in Orlando, FL from January 30-February 2, 2019. Over 500 independent optometrists, IDOC staff members and vendor partners are expected to attend the three-day event, which will be the largest in IDOC's 20-year history.

IDOC President and CEO Dave Brown revealed the core values of the company that have emerged over the past two decades, which now serve as the driving force behind the "new" IDOC.

"Our commitment has always been, and always will be, the success of our members," he said. "And while we recognize that change can be challenging for independent practices, we see it as opportunity rather than a threat. By providing tools that proactively address and manage change in operations, staffing requirements, financial planning and patient relationships, we are able to give our members a significant competitive advantage in 2019 and beyond."

This year's conference includes new features and amenities designed to enhance The Connection experience, including:

- **Buying Days.** Private shopping experiences with leading frame manufacturers including Luxottica, Safilo, and Marcolin.
- **GPN Workshop.** An overview of GPN's EDGEPro™ practice sell-through data and analytics dashboards, and how these data points can be used for informed business decision-making.
- **Childcare Services.** IDOC introduces complimentary onsite childcare for members and non-members who attend the event with their families.
- **Keynote Session.** Motivational speaker and author, Jacob Green, explores the challenges and opportunities of change as it relates to optometry practices.
- **Skills Workshop.** Chris Cummins returns to offer advanced training on "Enhancing Your Meeting Facilitation Skills" for IDOC Member Directors—a team of ODs that hosts over 250 study groups annually around the US.
- **Vendor Exhibits.** Convention-style hall with nearly 40 vendor booths, along with one-on-one IDOC Account Manager meetings and IDOC Consultant appointments available to attendees.

The 20-year celebration will continue this fall as IDOC hosts a second National Conference in Washington, D.C., October 9-12, 2019. IDOC will return to Orlando for The Connection in the first quarter of 2020. To learn more about IDOC membership and national and regional events, click [here](#) or call (203) 853-3333.

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### **About IDOC**

For the past twenty years, IDOC has remained committed to building a powerful community of independent optometrists, providing advanced practice management tools, advice and support systems that drive business growth. Membership plans include expert consulting, metrics-based business solutions, negotiated vendor discounts and peer-to-peer networking. IDOC works collaboratively with 3,000+ independent ODs to help them stay ahead of industry change and achieve their business vision, their way. For more information about IDOC, call (203) 853-3333 or visit [www.IDOC.net](http://www.IDOC.net).