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FOR IMMEDIATE RELEASE
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IDOC Launches IDOC Insider™

A new plan enhancement that delivers insights, solutions and targeted growth incentives.

January 30, 2019, Norwalk, CT – [IDOC](#), a privately-held alliance of independent optometrists, has announced an important new plan enhancement for all its IDOC members. Offered to members at no additional cost, IDOC Insider is an innovative offering that combines state-of-the-art data and sell-through analytics technology with customized, metrics-driven business recommendations and incentives based on individual practice data. The technology, designed to measure and report business performance in real-time detail, is powered by EDGEPro™ by GPN Technologies, the leading provider of data and analytics software for the eye care industry.

“As competition in the vision care industry comes from so many angles today, we’re pleased to offer our IDOC members a powerful business advantage,” said Dave Brown, IDOC President and CEO. “IDOC Insider provides members with the ability to monitor and measure practice activity and simply make better decisions. That’s the kind of value IDOC brings to the table as an alliance leader.”

Now all IDOC members will have unlimited access to five easy-to-read dashboards that report clinical and optical revenue, sales volume by manufacturer and product type, practice rankings against IDOC peers and other key performance indicators. IDOC Insider provides actionable “next steps” to help members identify and act on valuable market opportunities.

“IDOC Insider eliminates guesswork and promotes metrics-based decision-making,” said Brown. “With the long-term use of this valuable analytics and reporting tool, combined with our data-based recommendations and incentives, IDOC members can consistently out-perform industry benchmarks.”

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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.