

IDOC Services Free Up Doctors' Valuable Time

Alliance's expanded offerings serve all independent practice needs

With so many areas of the eyecare practice to tend to these days, and staffing/hiring so hard to come by, many optometrists are feeling stretched to the breaking point. Even those who are delegating tasks are often realizing that the results they were hoping for are falling short.

Having been in the consulting space for over 10 years now, optometric alliance IDOC has found that practices appreciate consultations—but they often need someone who can actually implement the changes for them. Therefore, an entirely new set of IDOC services has been born. These new IDOC services are allowing members—and nonmembers—to make their practices flourish.

Meeting Industry Demands

IDOC President and CEO Dave Brown says that with more than two decades of experience and a member base of more than 3,200 independent optometrists, IDOC is coming at this industry need with unsurpassed specialized experience. The IDOC alliance and consulting services that members have come to know and love still exist—but now the service offerings are expanding and evolving IDOC in direct response to optometrists' demands for more.

"The question from doctors has dramatically shifted from, 'How do I do it?' to 'Can YOU do it for me?'"



Dave Brown
CEO & President, IDOC



Oliver Spandow
CFO & EVP, IDOC



Steve Vargo, OD, MBA
IDOC Practice
Management Consultant



agrees Oliver Spandow, IDOC's CFO and Executive VP. "We're responding to that by saying, 'Absolutely, we can and want to take that burden off of your shoulders.'"

Steve Vargo, OD, MBA, is an optometric practice management consultant with IDOC. He notes that even when guidance is given to practices, they still must find the time to implement all of it—and sometimes, it just doesn't get done. IDOC's new services remove the guesswork and bring streamlined solutions from inside the industry, with hands-on help that practices are seeking.

"As consultants, we can provide a lot of great advice; but at the end of the day, if the plan is not executed, there won't be the desired outcome," Dr. Vargo says.

In-Depth Professional Services

With this expansion of offerings, IDOC now offers a wide spectrum of

services, such as IDOC HR Now, IDOC Marketing Services (including social media, web, and digital media), IDOC Financial Services (bookkeeping), and IDOC Specialty Services. IDOC Optical Services consulting, upon which the organization has built a solid reputation, plans to expand into inventory management, and retail and merchandising services.

When a practice has IDOC take over one or more of these areas, recommended changes are not only followed through on—but likely performed at a higher customized level with insider industry knowledge leading the way.

Bookkeeping is a great example. While all practices have someone handling their bookkeeping, there are missed opportunities if an OD, spouse, or staffer is just muddling through the basics—even a CPA from outside the industry might not be offering the full potential value

IDOC SERVICES AT A GLANCE

• IDOC Books & Benchmarks

(add-on service available, discount to members)

Eyecare-specific financial services, including timely and accurate financial statements, back-end payroll management support, insight into how your practice compares to others, and data security and confidentiality.

• IDOC HR Now

(add-on service available, included with a membership)

On-demand human resources help, including a dedicated HR-expert staffed hotline for quick answers, unlimited access to standardized forms and document templates, a customized handbook builder, and expert analysis of employment laws, regulations, and legislation updates.

• IDOC Insider

(included with a membership)

IDOC Insider provides you with metrics that help you to analyze practice performance and make important decisions with data at your fingertips. This includes monthly performance report cards, an analytics platform, and easy-to-ready graphical dashboards.

• IDOC Optical Services

(add-on service available, included in top membership tiers)

A comprehensive optical services program focused on best practices and unbiased advice to optimize retail performance. This includes a customized action plan, access to vendors, and GPN data analysis. Additional services include inventory management and retail and merchandising.

• IDOC Marketing Services

(add-on service available, discount to members)

Includes customized weekly posts on Facebook and Instagram, website design and hosting, advanced SEO and digital ad placements, coaching to help develop topics, images, and videos, and integrated marketing efforts, among other tools.

Not an IDOC member?

À la carte services are available!

because they don't know a lot about optometry. IDOC Financial Services offers eyecare-specific insights and analyses that could enhance the business side of the practice.

Certain practice tasks—such as social media—are normally delegated to staff, and benefit from their industry expertise. But it's at the cost of valuable employee time.

"If the individual handling your social media is spending 10 hours a month on it, imagine being able to redirect that time somewhere else," Brown says.

Of note is that all of the services IDOC provides are customized to the individual practice—all the way down to social media posts. Doctors also gain the benefit of insight on what does and doesn't work (coming from the thousands of practices IDOC has worked with)—but with a highly custom approach.

And it's clearly meeting a need. Even though it just debuted in April, HR Now is already being utilized by nearly 25% of IDOC members.

A Strategic Expansion

The highly valuable IDOC membership remains available at multiple tiers, with all the new services accessible via incremental fees depending upon services desired. Membership also comes with its own set of benefits—service fees are more advantageous for members, and it includes access to IDOC Insider™, which provides key metrics and practice data in a highly visual and quickly digestible format. It also includes a monthly performance report card, a comprehensive analytics platform, and easy-to-read dashboards that show how the practice is performing (including growth opportunities and trends).

Spandow says IDOC recognizes that practices may have a primary need that must be fulfilled immedi-

ately—maybe the bookkeeper quit or there's an emergency HR question—so, even nonmembers (IDOC refers to them as "Service Clients") can choose services in an à la carte format based upon the needs of "here and now."

However, utilizing IDOC for all of its advanced offerings can result in practice's streamlining their operations. It's part of what Spandow calls the "ecosystem," knowing that everything within the practice has its own place but must work in harmony with all other areas. In other words, while there are certainly groups that can do social media well or handle HR well—there are missed opportunities when these are cobbled together by disparate industry outsiders. But when these elements all come together in synchrony from a place of both deep industry experience *and* high-performance skills, the ecosystem benefits tremendously.

"With our expansion into these services, doctors can now come to one place to have everything handled for them," Brown adds.

Of course, the core of IDOC has always been about relationships with manufacturers, vendors, and businesses—and none of that has changed.

"We truly believe this is a metamorphosis for today's optometrist," Brown says. "We have gone in this new direction in direct response to what we've been hearing from them, and there is nothing like this out there. You can expect this to continue to evolve and grow for the better." ■

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