

## MEASURE OPTOMETRIC PRACTICE PERFORMANCE



### INNOVATIVE PRACTICE PERFORMANCE TECHNOLOGY

As part of the **IDOC Select membership**, you have access to advanced optometric practice management technology with EDGEPro™ by GPN™ software. You are assigned a team of IDOC Consultants, expert analysts to help you use real-time data and insights to take a closer look at your practice's performance. With EDGEPro, you will be able to pinpoint not only what is happening in your practice but why, helping you increase practice profitability by making critical decisions when and where they matter most.

### WITH EDGEPRO, YOU WILL



**Save Time:** Eliminate manual reporting. Access insights on-demand, from any device, anywhere. Enjoy simple navigation with intuitive displays and filtering capabilities.



**Improve Sales:** Segment and compare individual sales by product, staff, OD, insurance plan, and location.



**Identify Trends:** Compare your practice to industry-wide metrics, and identify opportunities for improvement or growth. Concise, easy-to-read dashboards allow you to view data at a glance.



**Glean Insights:** Identify year over year comparisons to track results and accelerate growth.



**Motivate Staff:** Pinpoint incentive opportunities to reward top performers.



**Ensure Patient Privacy:** Encrypted data protection and complete HIPAA compliance protect the privacy of patients and safety of your practice information.

### TRACK WHAT MATTERS



Frame sales

Lens sales (and lens features)

Contact lens sales

Vision and insurance plans

Multi-location comparisons

Optical capture rate

Benchmarking

Staff productivity



And more

### INSIGHTS IN REAL-TIME

EDGEPro syncs with your Practice Management Software remotely and downloads top-line sales data every 24 hours. EDGEPro works seamlessly with your PMS: OfficeMate, RevolutionEHR, CompuLink, CrystalPM, and MyVisionExpress. This automated integration enables you and your IDOC Consultant to work together to drill down into individual variables to improve staff performance, grow sales or identify opportunities, or simply examine big picture information. On a cadence of your choosing, your IDOC Consultant will work with you via webinar to walk you through your data.

Our consultative capabilities are extensive, we work with you to:



**ESTABLISH GOALS**  
Measure and improve specific metrics



**LOOK BEYOND OPTICAL**  
Identify opportunities in Marketing, HR, Finance, and Practice Management



**CUSTOMIZE RECOMMENDATIONS**  
to meet your practice's unique needs

### HOW IS THE EDGEPRO BETTER?



1 It's more visually appealing and automated; provides recommendations including the value to the practice

2 Determine additional revenue approaches with some slight tweaks to your business practices.

3 Identifies trends to be able to see opportunities before they become problems

4 Ability to compare yourself to the best practices across the country

Contact us today to enroll in the IDOC Select membership with EDGEPro by GPN at [info@idoc.net](mailto:info@idoc.net) • (203) 853-3333