



INDEPENDENT | EMPLOYED

For Eyes 

High Quality, Affordable Eyecare.

As an optometrist partnered with For Eyes, you'll join a team providing a high-quality comprehensive eye care experience through a brand name patients know and trust. For Eyes is a trusted optical retailer in the communities they serve and set the standard of quality in eye care and eyewear by guaranteeing that every patient and customer receives an exceptional experience at each For Eyes location, every time.

YOUR NAME ON THE DOOR. A NAME PATIENTS TRUST.

Whether you're partnered with For Eyes as an independent practice owner, an employee of EssilorLuxottica or employed by an independent practice owner, you'll have the tools, resources and support you need to stay focused on providing quality care and seeing your vision through.

- Affordable startup and overhead costs
- Have potential for high patient volume
- Doctor centric exam pace
- Receive extensive marketing support
- Provide high quality vision solutions
- Modern, turnkey office setup

AT A GLANCE

- Providing quality eyecare in local communities for over 48 years
- State-of-the-art digital technology that provides comprehensive eye exams
- 200,000K+ eye exams performed in 2023
- Over 100 locations located across the U.S. and Puerto Rico

"I've been associated with For Eyes since 2008. It has been great to have my own practice and see generations of patients. I also see patients who have come because they are familiar with the For Eyes name. The optical staff is very helpful and makes for great teamwork."

– **Marcie M. Lerner, OD**

EssilorLuxottica | Eye Care

LENSCRAFTERS For Eyes  OPTICAL PEARLEOVISION



Servicing the community with quality and affordable eye care and eyewear.

ADVANCE YOUR CAREER

At For Eyes, we want every person who enters our doors to feel our dedication to care. We're committed to taking care of you, so you can bring the best quality experience to our patients and customers.

Sublease

- Autonomy to hire staff or staffing support offered in some locations

Employment

- Competitive salaried full-time with benefits package that includes 401(k) and paid time off
- Medical, dental, life and disability coverage, and free vision benefits
- Bonus opportunities for managing ODs
- \$300 and two paid days toward continuing education
- Malpractice insurance covered by For Eyes
- Annual complimentary pair of eyewear

TAB Patient Management System

Investing heavily in technology to improve the doctor and patient experience, For Eyes practices utilize The Appointment Book (TAB) Patient Management System, an appointment booking and patient scheduling system that includes:

- Appointment booking/patient scheduling system
- Online scheduling
- Online patient attraction marketing, including listings management, local landing pages, and ratings and reviews
- Automated patient recall messaging series to drive patient retention
- Conversational texting, allowing for two-way, custom texting with patients for scheduling and retention
- Conversational emailing, allowing for targeted emails to individual patients or groups of patients

A NETWORK OF INDUSTRY-LEADING SUPPORT

When you partner with For Eyes, you join a team. You gain access to a network of doctors for peer support and a community of eye care professionals, brand field leaders and our dedicated EssilorLuxottica Eye Care team to help you start, run and grow your practice, plus:

- Robust onboarding, including dedicated support from our OD concierge team
- Ongoing training and development, including Leonardo training platform for doctors
- Opportunities for peer-to-peer connections and practice management best-practice sharing
- Dedicated marketing support to help you market your practice to attract and retain patients

"I address every patient as my favorite patient! It applies to everyone because they can go anywhere else and not get a special greeting and special attention."

– Bruce Hillman, OD

"I have worked with For Eyes for over 23 years and have always felt extremely supported by corporate. They have always tried to help me in growing my practice and love the fact that we work seamlessly together."

– Ashly Weissfield, OD

"I've been employed as an Optometrist at For Eyes for 22 years and I enjoy the freedom to make the professional decisions regarding my patients and the positive spirit pervasive throughout the many employees I've worked with here."

– Mark Ross, OD

Learn more about For Eyes opportunities at LuxotticaEyecare.Luxottica.com.

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