

Retention Calls

Retention calls are made to members who have joined in the last 90 days. We let them know we are doing a follow-up on their membership and ask them if they have any questions, or if there is anything we can do to help them.

Topics we may bring up during Call

- ✓ Have you been receiving **AOA FOCUS Magazine**
- ✓ Are you **able to log in** (know AOA ID & Password)
- ✓ **Confirm and update** email, address, phone number
- ✓ **AOA Marketplace** (Members receive 30% discount)
- ✓ **AOA MORE** (Free to AOA Members) - [Measures and Outcomes Registry for Eyecare](#)
- ✓ **AOA EXCEL** – Post a job, Malpractice Insurance, Life Insurance, HIPAA compliance