



AOA MEMBERSHIP

Grow Your Business. Protect Your Brand.

“ **75% of Americans have more confidence in an optometrist who is a member of AOA!** ”

RECRUITMENT SUPPORT

- **Strengthen recruitment** by offering AOA and state/affiliate membership as an **employee benefit**.
- **Recruit faster** through the **Career Center**, the profession's leading job board.
- **Build your pipeline** by reaching **new doctors of optometry** through insider events and school relationships.
- **Retain and upskill support staff** with **training, certification and free membership**.

PRACTICE RESOURCES

- **Increase visibility** with listings on AOA's **Find-a-Doctor locator**.
- **Streamline billing ops** with access to **coding experts and support**.
- **Cut costs** with **member-exclusive discounts** on essential business services.
- **Protect staff and doctors** with portable, full-scope insurance plans.

SKILLS & LEADERSHIP GROWTH

- **Unlock on-demand CE** and professional education with **AOA EyeLearn®**.
- **Stay informed** through **AOA Focus** magazine and industry e-updates.
- **Gain visibility, insights and access** at **Optometry's Meeting®**, the profession's premier event.
- **Develop connected leaders** through AOA's 50,000+ **member community** and **leadership programs**.

ADVOCACY FOR THE PROFESSION

You grow your business and lead your organization. We'll protect the profession—and your bottom line—by:

- **Defending your scope** and countering threats with a unified **advocacy** voice.
- **Elevating the profession** through **public education** that drives patient demand.
- **Delivering \$12.1M** to practices since 2023 by **fighting vision plan abuses**.

SUPPORT YOUR ORGANIZATION WITH AOA MEMBERSHIP

Book time with Brian Scarpace to discuss how AOA can support your organization's needs.

[Brian Scarpace](#)
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¹Source: AOA omnibus survey. (2022). Confidence in optometrists who are members of AOA