We can help you take your practice to the next level.

Our exclusive partnership program designed for long-term growth.
ELOA PracticeBuilder gives you all the building blocks you need.

In your roles as Eyecare professional and business manager, you face two main priorities—commitment to your patients’ health and commitment to the health of your business.

ELOA PracticeBuilder represents an unprecedented investment in your success, providing all the tools you need to take better care of your patients and your practice.

Once you build it, watch the rewards roll in.

It’s simple. With ELOA Practicebuilder, you’ll have unprecedented rewards across the board. Your staff will be more motivated. Your practice will be more profitable. And your customers will be happier.

It’s your practice. Your goals. And the rewards are yours, too.

For full program rules, visit www.eloappracticebuilder.com or ask your Essilor Laboratories Sales Consultant.

Our online tools are like a blueprint for growth.

The dynamic dashboard on the ELOA PracticeBuilder website allows you to keep your plan in focus and see results instantly. All in an intuitive, easy-to-use and easy-to-understand interface.

- Unique goal tracking function that lets you set and track your practice goals 24/7
- Track weekly sales progress for total jobs, AR, PALs and much more
- Track your capture rate to optimize your dispensary
- Monitor your product mix and see how small changes make big differences in profitability
- Track sales by staff member to spot opportunities for training — then set goals for rewards
- Accelerate your ELOA PracticeBuilder payout
A strong foundation helps you build a strong practice.

Unlike traditional programs that produce short-term results, the multi-faceted ELOA PracticeBuilder brings you outstanding results all year long. We designed it so it’s easily tailored to your individual practice.

ELOA PracticeBuilder combines multiple incentives, access to team training and innovative business building tools, resulting in the best patient vision care that keeps getting better over time.

Start with a one-on-one Strategic Planning Session to initiate immediate benefits for your practice. Your Essilor Laboratories Sales Consultant will work with you to understand your business goals and challenges. We will put our proprietary tools, including Rx Analysis, to work for you to:

- Estimate the sales and profitability potential of your practice
- Identify opportunities to improve your patients’ experience
- Motivate your entire team to deliver outstanding care
- Pinpoint training needs
- Track sales and make decisions that advance your goals

Powerful tools help you build your team.

When your staff gains access to training and results they can make recommendations with confidence. ELOA PracticeBuilder brings you exclusive resources available online to enhance staff training including:

- Dispensing techniques
- News about other programs that work toward your goals
- Tips on providing patients with recommendations to improve satisfaction (and stimulate referrals)
- Patient relations downloads
- Access to request training to strengthen the team
Improve your patient care. Improve your profitability. Enroll in ELOA PracticeBuilder™ now.

Here’s all you have to do:
1. Visit www.eloappracticebuilder.com and select “Register Now”
2. Enter your ten-digit account number and ZIP code where prompted
3. Call your ELOA Sales Consultant to set up your Strategic Planning Session

Returning Users
1. Visit www.eloappracticebuilder.com
2. Enter your email address and password where prompted

Problems logging in or registering? Contact your Essilor Laboratories Sales Consultant, or ELOA Program Customer Support at 1.800.386.4389