



INDEPENDENT | EMPLOYED

LENSCRAFTERS®

Quality Eye Care, Elevated Patient Experience.

As an optometrist affiliated with LensCrafters, you'll join a collective force providing a high quality comprehensive eye care experience through a brand name patients know and trust. LensCrafters is an industry leader and trusted optical retailer in the communities they serve setting the standard of quality in eye care and eyewear by ensuring every patient and customer has the best experience in every LensCrafters, every time.

YOUR NAME ON THE DOOR. A NAME PATIENTS TRUST.

Whether you're affiliated with LensCrafters 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.

- Practice to the fullest scope you're comfortable with
- Get up and running with affordable startup and overhead costs
- Have potential for high patient volume
- Receive extensive marketing support
- Deliver the highest-quality vision solutions
- Modern, turnkey office setup

"I chose LensCrafters because it is known to be committed to providing advanced technology and elevating the patient experience."

– Regina Tran, OD

AT A GLANCE

- Pioneer and industry leader in advancing eye care for 40 years
- State-of-the-art digital technology that provides comprehensive eye exams
- 3M+ eye exams performed in 2022
- Over 1,000 locations located across the U.S., Canada and Puerto Rico
- 4.9 / 5.0 Google OD Rating

"I feel that EssilorLuxottica doctors seem connected with each other... with things like newsletters, events, conferences. I really like having that camaraderie with colleagues."

– Sherene Vazhappilly, OD

EssilorLuxottica | Eye Care

LENSCRAFTERS®  OPTICAL® PEARLE[®] OOVISION

A pioneer and industry leader in advancing patient eye care and eyewear technology.

A PRACTICE DESIGNED TO DELIVER ON YOUR VISION

With state-of-the-art technology located in highly visible locations, you can provide the highest level of care to a large volume of patients. LensCrafters practice setups include:

Clarifye Digital Eye Exam System

Our Clarifye system uses ocular wavefront technology to capture precise measurements of the eyes and a comprehensive eye health and vision assessment. It includes a patient consultation suite, plus:

- Digital Phoropter
- Auto-refractor with wavefront aberrometer and corneal topographer
- Auto-lensometer
- Integrated technology that interfaces with tablet or PC

GROWTH THROUGH YOUR CAREER

At LensCrafters, we want every person who enters our doors to feel our passion for care. And that's why 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 LensCrafters
- Annual complimentary pair of eyewear

TAB Patient Management System

Investing heavily in technology to improve the doctor and patient experience, LensCrafters 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 affiliate with LensCrafters, you're never alone. You'll be supported by a vast network of doctors for peer support and a community of eye care professionals, including regional mentor doctors, 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

Learn more about LensCrafters opportunities at LuxotticaEyecare.Luxottica.com.