



INDEPENDENT | EMPLOYED

Grow your patient base. Watch your patients grow.

Located in Target stores, Target Optical attracts loyal shoppers who are brand lovers. We love the neighborhoods we belong to and that's why we care for them. By building relationships with your patients, you'll help guests get quality eyecare and deliver an amazing customer experience. Running a Target Optical also gives you the opportunity to set your own hours and your own schedule within a growing brand in a premium setting.

AN EXPERIENCE PATIENTS LOVE

As a Target Optical affiliated doctor, whether 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 creating an experience patients deserve.

- Practice to your maximum potential
- Get up and running with low startup and overhead costs
- Have potential for high patient volume
- Receive extensive marketing support
- Deliver high-quality vision solutions to your community

AT A GLANCE

- More than 560 locations
- One of the fastest-growing EssilorLuxottica brands
- Appeals to a younger demographic and families
- 4.9 / 5.0 Google OD Rating

"I always wanted to have my own clinic someday. The opportunity with Target Optical gave me a chance to learn the business aspect of optometry, run my clinic the way I want to and set my own hours while not having all the responsibility related to running an optical clinic."

– Megan Fowles, OD

EssilorLuxottica | Eye Care

LENSCRAFTERS  OPTICAL 

We live to make our guests happy.

A QUALITY PATIENT EXAM EXPERIENCE STARTS WITH CUTTING-EDGE TECHNOLOGY

With technology to help you manage your practice and state-of-the-art exam lane equipment, you can provide the highest level of care to a high volume of patients. Target Optical practice setups include:

Comprehensive Exam Equipment

- Auto-refractor and NCT
- Automated phoropter
- Visual field testers
- RevolutionEHR practice management software included in lease

TAB Patient Management 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

As a Target Optical affiliated optometrist, you'll be part of a thriving community where we take pride in helping people see more clearly and confidently. This focus on patient satisfaction means setting you up for success and giving you the tools you need to provide an incredible patient experience:

- 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

CAREER FLEXIBILITY AND ADVANCEMENT

Both full-time and part-time employment for a sublease holder as well as independent practice paths through Target Optical come with career flexibility and advancement potential. You'll be able to set your own hours as well as continually advance your career and enjoy benefits such as:

- Low rent costs
- A stipend for OneSight clinics
- Discounts on eyewear for friends and family
- Potential to expand to more Target Optical locations or other brands within EssilorLuxottica
- Access to the Patient Care Support program which provides a designated associate to assist with pre- and post-exam functions as well as in administrative functions
- Working on Sundays is optional in support of work/life balance

Learn more about Target Optical opportunities at LuxotticaEyecare.Luxottica.com.

EssilorLuxottica | **Eye Care**

LENSCRAFTERS |  OPTICAL | PEARLE  VISION