

IDOC members have a new choice for contact lenses.

New Era/e-dr's partnership with IDOC rewards members with another option for value-added perks, money-saving offers, practice-building tools plus our promise of total satisfaction.



SERIOUS ABOUT SERVICE SINCE 1912.

New Era/e-dr. is excited to join IDOC as your newest vendor partner. But we're not exactly new kids on the block. With over 100 years of distribution experience, we've provided generations of eyecare practitioners with everything from diagnostic equipment to frame screws. Today we've narrowed our focus to contact lenses. As 1 of the 4 largest distributors, we are fully Authorized by all major manufacturers. Our Chicago facility houses millions of lenses, key to our 98% fill rate and our goal of shipping all orders complete the day they are placed. We reach the 4 corners of the US with 2-day delivery.

WHY OUR PARTNERSHIP MAKES SENSE



- New Era/e-dr. offers strong growth opportunities in areas where IDOC has strong growth potential, primarily the Midwest and Southeast. We have members in every state and are thriving with our new member drive in California.
- We're exclusive to you! New Era/e-dr. has no conflicted loyalties with other Alliance groups - we currently partner with only one alliance group: IDOC.
- We're a partner that will promote the IDOC brand. We provide sales & marketing support thru emails, website announcements, custom IDOC member home page and sales rep involvement.

WHAT TOTAL SATISFACTION LOOKS LIKE



- fair & competitive prices on all contact lens brands
- free shipping on every order, even a single trial (with enrollment)
- free monthly returns pick-up (with enrollment)
- responsive service reps
- IDOC-branded ordering website, timely reporting tools & more

As a family-owned authorized distributor, our drive to excel has earned the trust of generations of ecps. Now with our IDOC partnership we have the opportunity to provide service & satisfaction to IDOC members for years to come.



www.e-dr.com • 800-540-0337
idoc@e-dr.com

Proud vendor partner



Authorized
Distributor

Johnson & Johnson VISION

Alcon

BAUSCH+LOMB

CooperVision™

X-CEL

Menicon



IDOC members have a choice of free shipping options:

Free UPS 2nd Day shipping on every order over \$195.

Free shipping on ALL orders.

Our FreeQuent Shipping Program (FSP) gives IDOC members the freedom to enjoy Free shipping to office on every order. Order any time, any size: we ship 2nd Day to arrive at your office on the 3-5 days you choose – with no shipping charges!

Nominal charges for failure to meet monthly minimum; requires enrollment. Contact rep for complete details.



IDOC members enjoy Happy Returns:

We pay for the privilege of picking up returns

Happy Returns adds value to every contact lens with credit for more viable product. No invoice paperwork required. We'll even take it back if purchased elsewhere! Just box up the return, fill out a packing list, affix the label we send each month and return for credit.

We've saved accounts literally millions since program inception including countless hours of admin time.

Mfr. warranty guidelines apply. Enrollment required. Contact rep for complete details.



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IDOC members enjoy so much more:



COMPETITIVE IDOC MEMBER PRICING

We offer pricing that compares favorably with all competition. Special mfr. programs help cut pricing even lower.



PATIENT HISTORY DATABASE (PHD)

Members can review up to 3 years of their purchase & patient histories.



PURCHASING REPORTS

Analyze purchases by lens, manufacturer & lens type in simple to read format when you 'View Purchasing Reports.'



CUSTOM PACKING LISTS

Strengthen the patient-practitioner bond by adding practice's logo to ship-to-patient packing lists. Easy upload feature on our website.



SCAN & UPLOAD ORDERS IN SECONDS

Scan package bar codes to create a shopping list you can review, edit & upload right from our home page. Boosts office efficiency & ordering accuracy.



PATIENT ORDERING THRU YOUR WEBSITE - FREE!

My Contact LenStore is an eye care practitioner's fast track to patient retention. By linking New Era/e-dr. e-commerce technology to your website, you can accept patient contact lens orders in a few simple steps. You choose the lenses. You set the prices. You approve the orders. Best of all, you retain the Rx, patient & profits. Ask your rep for full details.



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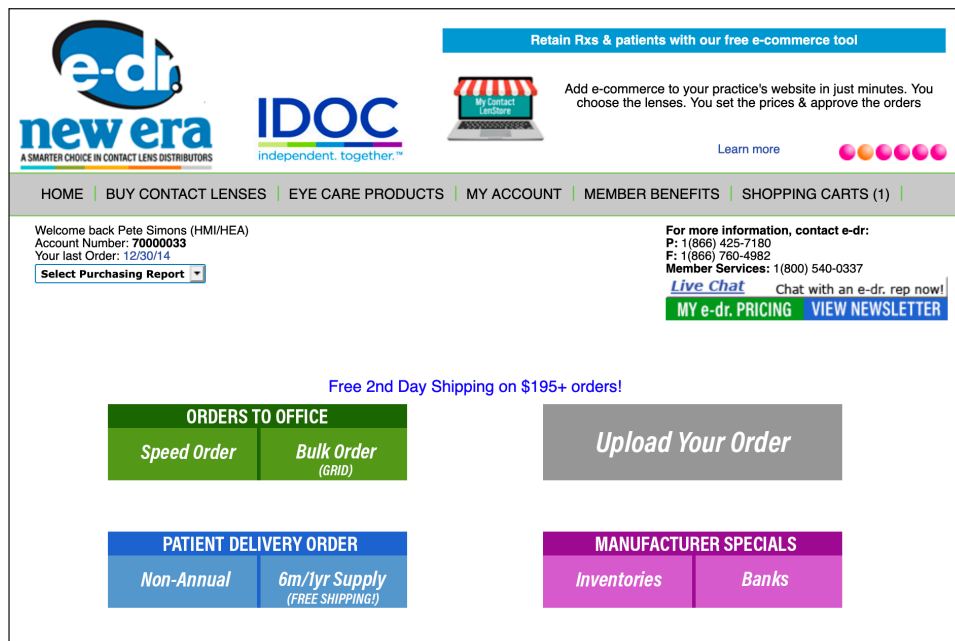
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Personalized home page just for **IDOC** members

www.e-dr.com

We value our IDOC members. One of the many ways we show it is thru a home page that is customized, not only in appearance, but in messaging. You can find all the special IDOC exclusive savings opportunities right here.



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