CARING FOR THE EYES OF AMERICA 2008

Another valuable benefit of your AOA membership

Members of organized optometry stay well-informed thanks to regular AOA surveys that monitor and report trends in the optometric profession. Our goal is to help you make knowledgeable, well-informed decisions that impact your future.

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CARING FOR THE EYES OF AMERICA 2008

This 38 page report provides valuable insight into the current state of the profession of optometry. It is an essential tool for marketing and practice development, inventory and equipment purchases, workflow scheduling, cost and income projections, hiring, training and more.

You'll find statistics on:
- How consumers find eye doctors
- Number of eye exams performed
- Average private practice revenue
- Average income for ODs
- Average practice expense ratios
- Average staff and overhead costs
- Trends in optical lab production

Caring for the Eyes of America is widely used by the optometric press, the optical industry, the contact lens industry, optical laboratories, retail optical chains, financial institutions and brokerage houses, third-party providers, libraries, and schools and colleges of optometry. The report is based on research and data from all recurring surveys implemented by the AOA within the previous two years including the Economic Survey, New Technology Survey, Third Party Managed Care Survey, Consumer Survey, Optical Dispensing Survey, Optical Lab Survey and Scope of Practice Survey.

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