EnergEyes becomes the American Association of Corporate Optometrists: Join us on March 8th for AACO SECO Sunday!

EnergEyes is pleased to announce it has officially changed its name to the American Association of Corporate Optometrists (AACO). The new name reflects the nonprofit’s mission to provide a unified voice serving the greater community of corporate-affiliated optometrists, working in all retail brands.

EnergEyes was founded in 2013, by a steering committee of three Walmart Advisory Board Optometrists. It was created to fill a specific need, which is to serve optometrists working in a corporate retail setting, including optometrist leaseholders and employed optometrists, inclusive of all retail brands. Over the last few years, challenges arose because the name—EnergEyes—didn’t reflect the membership or automatically fit with the association’s mission. There was a lingering perception that EnergEyes was a sort of product-discount buying club or an optometric marketing company. The confusion made it hard for optometrists, especially those practicing in a corporate retail setting, to find us.

Since formation, the role of the association has continued to evolve to meet the changing needs of optometrists practicing in this unique setting. AACO has stepped up the education programming to include high-level technical and practice management professional education sessions, while striving to serve as a unified voice in the corporate optometry community.

AACO members enjoy excellent benefits including a free basic webpage (including design and monthly hosting—for free!) as well as excellent discounts on billing and coding resources, POS service discounts, EHR program bundles and more! Members also receive substantial discounts on all AACO education programs.

AACO is dedicated to furthering the public and inter-professional image of corporate Optometry, in tandem with focusing on topics and issues relevant to corporate affiliated practitioners. The AACO Knowledge Center is an on-line resource for members, containing videos, white papers, downloadable forms, and education articles relevant to optometrists and corporate practice management. The AACO magazine highlights technical topics and practice management tips.

Join AACO at SECO on March 8th!
AACO continues their valued partnership with SECO this year by holding a co-located education program on Sunday, March 8th at the Atlanta Omni Hotel. This year the AACO education program features sessions on the topics of visual needs of Generation Z, dry eye treatment, motivating employees, how to avoid a billing audit, and Georgia Jurisprudence. The program will feature 6 hours of COPE approved CE, plus 1 hour of Jurisprudence. There are still a few spaces open for this program, so please visit the AACO website, www.aacoeyes.org, to register right away!

AACO members receive a special registration discount, but you do not have to be an AACO member to attend this event – all optometrists are welcome! For more details and program information, please visit the AACO website: www.aacoeyes.org or send an email to: info@aacoeyes.org or call us at 414-380-3010.

AACO members also receive a discount on registration for SECO continuing education. When registering for a congress, premium or summit package, select AACO/Energeyes member to receive a $50 discount off these packages (for AACO members only).
Contact AACO:
Tiffany A. Jackson, CAE
Executive Director & CEO
American Association of Corporate Optometrists (AACO)
tjackson@aacoeeyes.org
414-380-3010