

The American Association of Doctors of Optometry

Defending Vision Care Plan Providers

Another VCP Contract? Finally: Someone Has Your Back!

The **American Association of Doctors of Optometry** (the AADO) is Optometry's first and only organization committed to one goal: defending YOU, the provider, by **Fighting Back** against the recent avalanche of one-sided and unfair third-party rules and provider contracts thrust upon you by leading vision care and health plans. For 20 years these plans have "had their way" with the profession, making millions of dollars at the expense of their contracted eye care providers. As a result, patient care has suffered, independence and the concept of a "private practice" has nearly evaporated, and competition among providers has been virtually eliminated.

**WE ARE MAD AS HELL AND WE AREN'T GOING TO TAKE IT ANYMORE.
IT IS TIME TO START FIGHTING BACK.**

The AADO has drawn a line in the sand and said, "enough is enough." It's time for someone to change the trajectory and restore control to the providers of care! Click [HERE](#) to read about the AADO and what it is doing. Now is the time to help eye care providers start taking back control of their profession from third-party payers so patients receive the quality of care they deserve.

[Help Us Help You - JOIN the AADO Today!](#)

AADO Hires Washington D.C. Anti-Trust Attorney

As one of its first actions to defend you against the recent avalanche of predatory actions and contract changes imposed by third party vision plans, the AADO has hired prominent Washington D.C. anti-trust attorney Mr. David Balto. Mr. Balto will investigate the third-party payer practices and contracts and then represent the AADO before the Federal Trade Commission seeking a Federal investigation into practices the AADO believes to be anti-competitive, unfair and illegal.

To read the full press release, [click here](#). Please join the AADO to support this important investigation into the third-party business practices that are affecting us all. And, rest assured, this is only the FIRST of many things the AADO has planned in this area.

The AADO Needs Your Support to Make This Happen

The AADO is the ONLY organization committed exclusively to protecting you and the profession from the onerous anti-competitive and unfair rules being imposed upon us by predatory third party payers. For only \$39/month **WE CAN START DEFENDING OURSELVES TODAY.**

PLEASE -- Join the AADO now. Click [HERE](#) and select the membership plan of your choice:

- \$39/month
- \$225/half-year, or just
- \$400/year

If not now, when? [Join the AADO today.](#)

The AADO Mission

The **Mission of the AADO** is to improve the quality of eye care in America. That starts by removing barriers to the delivery of optometric care and restoring competition among eye care providers. Achieving that goal requires leveling the playing field by eliminating the impediments to quality care and removing the burdensome and oppressive rules being imposed by third-party payers, rules and contract provisions that prevent eye care providers from delivering quality and cost-effective care.

Instead of promoting quality, third-party payer contracts and their treatment of Eye Care Providers is directly interfering with our ability to deliver competitive, quality, and comprehensive care to those that need it. Therefore, specifically, the **Mission of the American Association of Doctors of Optometry** is to:

- Improve the quality and accessibility of optometric care available to the public;
- Ensure that provider agreements are made and performed fairly and in good faith, and do not unduly interfere with the practices of individual providers;
- Improve public recognition and public knowledge of the optometric profession and the professional services provided by optometrists across the United States;
- Enhance competition by promoting access and fair and equal treatment of optometrists by VCP and medical third-party payers;
- Convey the exceptional clinical skills and abilities of doctors of optometry and the full scope of optometric practice to the public, regulators, third party payers, the government, and others, and ensure recognition of those skills and abilities; and
- Use available legal tools to enforce provider agreements and laws to level the playing field.

[Click here](#) to join the AADO today.