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perc™ Monthly
News

February 2026

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SWITCH: Vision Innovation Summit by EssilorLuxottica

Whether Vision Expo is already on your calendar, or not yet, **SWITCH is worth the trip.**

March 9–11, 2026, at the Conrad Orlando, **SWITCH: Vision Innovation Summit by EssilorLuxottica** brings the future of vision care into clear focus. This immersive, three-day experience is designed for eyecare leaders who want to understand what's next and be ready to lead it.

Vision care is rapidly shifting from reactive to predictive and personalized. At SWITCH, you'll explore innovations you won't see elsewhere, from AI-powered wearables and med-tech to advanced myopia management and new insights into

how the eyes reflect overall health. You'll hear from global EssilorLuxottica leaders, medical experts, and keynote speaker **Rana el Kaliouby**, one of the most influential voices in human-centric AI.

The program also includes **5 hours of continuing education**, pairing inspiration with practical takeaways you can bring back to your practice immediately.

Set at one of Orlando's most beautiful new properties, SWITCH is a chance to step away from the day-to-day, expand your perspective, and reconnect with why this industry is evolving in such exciting ways.

Already attending Vision Expo? Extend your stay.

Not planning to attend yet? It's not too late, and SWITCH alone makes the trip worthwhile.

[Register today](#)

(Essilor Preferred Rewards points may be used for registration and a private room at the Conrad Orlando)



Elevate Returns This April

Elevate takes place April 13–16 in Kansas City and brings [PERC Pinnacle Practices \(P3\)](#) members together for a highly focused experience designed to drive real business progress.

The experience begins with dedicated study group sessions, where members

review key performance indicators, align on goals, and work through challenges alongside peers who act as a trusted board of directors—helping narrow focus and define the actions needed to keep moving forward.

Elevate then culminates with Elevate Day, featuring main stage speakers, business case breakout sessions, and timely industry topics that bring perspective, ideas, and momentum to the work already underway.

Elevate is **reserved for P3 study group members**, where participation is grounded in shared data, accountability, and a commitment to continuous improvement.

Interested in being in the room?

Participation starts with P3. Learn more and submit your interest [here](#).



PERC GM Dr. Jason Lake to Moderate Vision Monday Leadership Summit Panel

In a session titled "What's in Your Resiliency Toolbox?," PERC General Manager Dr. Jason Lake will lead a panel discussion at the 2026 Vision Monday Leadership Summit on Wednesday, March 11th in Orlando, FL, just ahead of Vision Expo. The panel will provide insight on the varying approaches and business models incorporated by practitioners and optical retailers like team-building techniques, staff training, and consistent messaging, as well as the tools needed to build resilience and thrive.

[Click here](#) for more information and to register.



Lunchtime Learning Series
Myopia Management for Your Practice

Brought to you by:
perc OPTI-PORT

[Watch Recording](#)

Myopia Management Lunchtime Learning Recording Now Available

During this hour-long session we took a practical look at today's myopia management tools, including ophthalmic lenses, contact lenses, and pharmaceutical drops, and how they're being used to help slow myopia progression.

[Click here](#) to watch the recording.



Stellest®

FDA
Market
Authorization
Granted

Essilor® Stellest® lenses slowed myopia progression by 71% on average over 2 years*¹

essilor
evolving
vision

Essilor Stellest® Lenses Are Now Available on VSP

You can now offer **Essilor® Stellest® lenses** to your myopia management patients using **VSP benefits**. Essilor® Stellest® lenses are the first FDA market authorized spectacle lens to slow the progression of nearsightedness in children¹.

To ensure proper claim submission, be sure to follow the VSP MVC Process Guide when entering orders. This includes selecting **“Proprietary: Genuine Brand Lens,”** choosing **“Non-IDC Lab Invoice,”** and entering the invoice cost and product name in the special instructions comment box before completing the claim.

[View the full VSP claim entry instructions here](#)



The Varilux® Perfect Pair Promotion Is Here!

From **February 2 – April 30, 2026**, give your private-pay progressive patients more value with the [Varilux Perfect Pair Promotion](#). When a patient purchases a qualifying premium Varilux® progressive lens with Crizal® No-Glare and Transitions®, they'll receive a **FREE second occupational pair** featuring Varilux® Immersia™ lenses with Crizal® Easy - designed to support prolonged close-focus tasks like computer work and reading.

“My Varilux® Immersia™ lenses have been a game-changer for my screen-heavy days—comfortable, clear, and easy to wear.”

– Dr. Gerson

It's an easy way to enhance patient satisfaction while delivering two tailored vision solutions for everyday life. Be sure to enroll on [essilorpro.com](https://www.essilorpro.com) and include the promo code **VXFREE** when placing both orders on the same day, for the same patient, through the same lab. For more details, [click here!](#)

For complete information on qualifying lenses and eligibility, see the linked sales aid.

Comfort¹ conversations
start with **DAILIES TOTAL1[®]**



Working Together for All-Day Comfort¹

Understanding patient barriers with contact lenses can be challenging. That's why Alcon is partnering with real ECPs to meet patients exactly where they are with their contact lens needs. [DAILIES TOTAL1[®]](#) helps you focus the comfort conversation on what patients really need—all-day comfort,¹ even during long hours on screens.^{2*} With nearly 100% water at the outermost surface† of the lens,^{3,4} 9 out of 10 patients agreed they can comfortably wear DAILIES TOTAL1[®] all day long.¹

*In a typical day of ≥8 hours of digital device use. Based on statements, "I am satisfied with the comfort the study lenses provide when I use digital devices for ≥8 hours" and "I am satisfied with the vision the study lenses provide when I use digital devices for ≥8 hours" (n=32). †Based on in vitro measurements of unworn lenses.

1. Pérez-Gómez I, Giles T. European survey of contact lens wearers and eye care professionals on satisfaction with a new water gradient daily disposable contact lens. *Clin Optom.* 2014;6:17-23. 2. Wong S, Woods J, Schulze MM, Fadel D, Stahl U, Jones L. Performance of delefilcon A daily disposable contact lenses in a group of digital device users. *Clin Ophthalmol.* 2025;19:2439-2452. 3. Thekveli S, Qui Y, Kapoor Y, Liang W, Pruitt J. Structure-property relationship of delefilcon A lenses. *Cont Lens Anterior Eye.* 2012;35(suppl 1):e14. 4. Angelini TE, Nixon RM, Dunn AC, Uruena J, Pruitt J, Sawyer W. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. *Invest Ophthalmol Vis Sci.* 2013;54(15):500.

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Save the Date: Essilor Experts Workshops Return!


The Essilor Experts™ Insider Experience Workshops are back for another year! The most anticipated Essilor Experts benefit is just around the corner.

Beginning February 26, education-first events will kick off with hands-on demos and peer-to-peer exchange — starting in Dallas/Ft. Worth, TX.


Location and registration details will be announced soon, so stay tuned for more information coming to your inbox!

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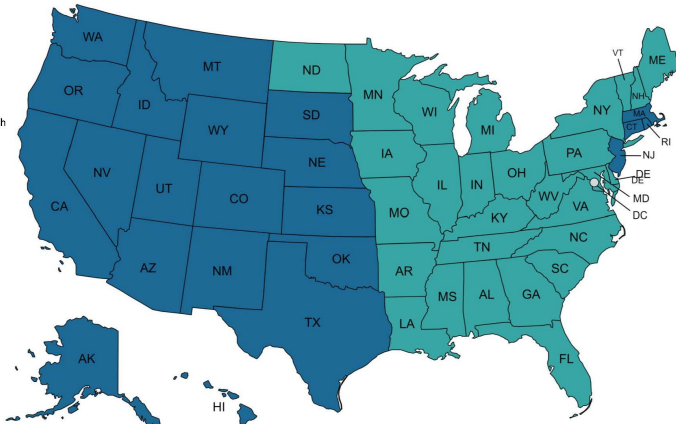
**Connect with PERC
Member Service Consultants**



Paula Toerner
(951) 551-7511
paula.toerner@perc Alliance.com
[Click here](#) to schedule a meeting with Paula.



Claire Clark
(480) 440-6765
Claire.Clark@perc Alliance.com
Prospective Members [click here](#) to schedule a meeting with Claire.
Existing Members [click here](#).



Connect with Your PERC Member Director

The beginning of a new year is a great time to connect with your PERC Member Director! Reach out to Paula Toerner or Claire Clark to make sure you are getting the most out of your membership.

[Schedule a meeting with Paula](#)

[Schedule a meeting with Claire](#)

As a reminder, you can find most of the PERC info you need regarding vendors, programs, events, and more on our member site. [Click here to log in.](#)

New location? New associate? Let us know if you've had any practice changes: info@perc Alliance.com



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