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4x Growth Starts Here: Elevate Fall 2026 Takes Off in Nashville

The Elevate Conference started this week in Nashville! It’s been an incredible, focused experience blending peer-to-peer collaboration, real-world innovation, and dynamic strategies built for immediate implementation.

Elevate is exclusive to members of PERC Pinnacle Practices (P3) study groups, participation is required to attend. Get connected today so you don't miss the next Elevate!

Why Join a P3 Study Group?

- 4x Growth Rate: P3 study groups are driving business growth at nearly four times the industry average.
- Forward-Thinking Peers: Connect with practice owners who share a passion for growth, data-driven strategies, and collaborative learning.
- Biannual Meetings: Build transparency, trust, and real results through twice-yearly in-person gatherings.

Submit your interest and learn how to join a P3 study group here

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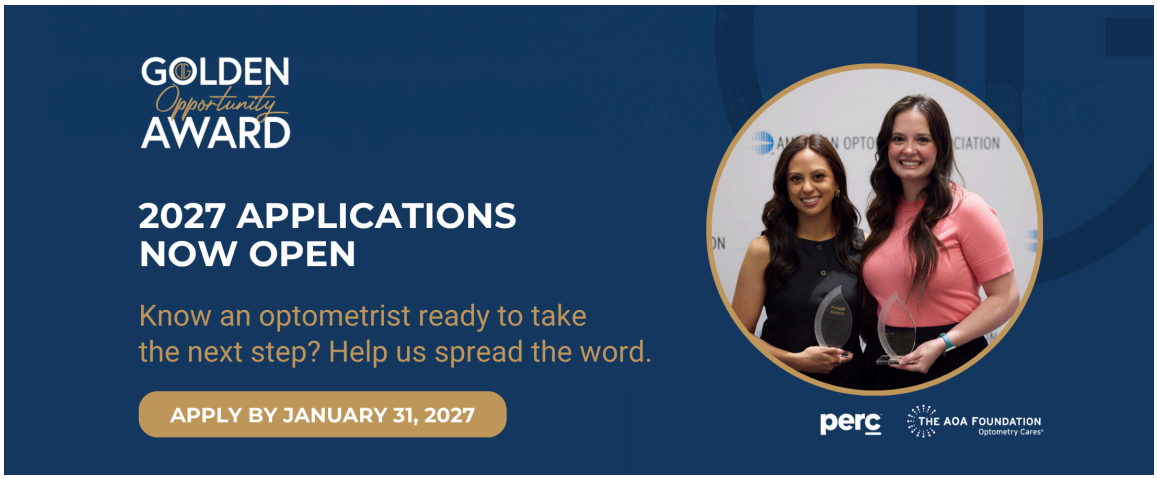

Applications Now Open for the 2027 Golden Opportunity Award

Applications are now open for the fourth annual Golden Opportunity Award, and we want to ensure every deserving emerging optometrist hears about it!

Please share this opportunity with **recent graduates, associates, or colleagues** in your network who may be ready to take the next step into practice ownership. Whether it's sending them the information, posting on social media, or mentioning it in conversation, your outreach could help change the trajectory of an OD's career and the communities they serve.

This award provides up to **three recipients with $50,000 each** to launch their first independent practice. Priority is given to those from underrepresented groups and those committed to serving underserved populations.

Applications are open now through **January 31, 2027**. Applicants can learn more and apply here: Golden Opportunity Award

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Help Patients Save on their Contact Lens Purchase

Fit Alcon WaterInnovations™ contact lenses, which deliver all-day comfort[1-4] in 1-day, 1-week & 1-month replacement options.

Learn More



Elevate: An Affordable Take on Designer-Inspired Eyewear

Elevate Eyewear effortlessly blends modern sophistication with fashion-forward design. Featuring standout styles, a quality feel, and elevated details, this collection delivers the look and feel of a designer brand at a mid-tier price point. It's an appealing choice for ECPs looking to offer patients elevated style and designer-inspired details without the designer price tag.

Contact an I-deal Optics sales representative for more information. Click here to view collection.



New Coco and Breezy Eyewear styles are now available through your Europa Sales Representative!

Founded by twin sisters and self-taught designers, Coco and Breezy, the brand is all about handcrafted designs, and progressive shapes, dynamic color - made for a range of faces, styles, and personalities.

More than frames for your board - it's a collection that sparks conversation with your patients.

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

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