perc Monthly News

October 2026

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NEW: Credentialing Services from HELIX RCM

Getting credentialed is the first step in the revenue cycle—and now HELIX RCM can help manage every step along the way—from credentialing to reimbursement. Whether you're opening a new location, adding providers, or expanding your payer network, our team manages the process from start to finish. As a PERC member, you have access to preferred pricing when you bundle Credentialing services with HELIX Revenue Cycle Management (RCM).

Learn more and explore member benefits.



Celebrating Leadership Beyond Elevate

Strong practices need strong leaders at every level. The Champions Study Group is designed specifically for the practice leaders within PERC Pinnacle Practices (P3) and Opti-Port Presidents' Alliance practices who help lead teams and move the business forward.

Through Champions, these leaders connect with peers, strengthen their leadership skills and bring new ideas and perspectives back to their practices.

Each year, Champions also recognizes one participant as the Champion of Champions, celebrating an individual who demonstrates exceptional leadership and commitment to their practice and the Champions community.

Tura helps make that recognition even more meaningful. Most recently, Tura welcomed this year's Champion of Champions to its New York City showroom for a special behind-the-scenes experience and an opportunity to connect with the Tura team.

P3 invests in more than practice performance. It helps develop the leaders who drive it. We're grateful to vendor partners like Tura who share that commitment and help us recognize and invest in the people leading our practices forward.

Learn more about P3 and submit your interest.



Help Shape the Future of Independent Optometry

Applications open on October 16th for the 4th 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.

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.

Would you like to be part of the Golden Opportunity Award legacy?

You can help make dreams come true and honor Dr. David Golden by supporting the Golden Opportunity Award. Together, we can empower the next generation of optometrists and uphold Dr. Golden's legacy of empowerment. Demonstrate your support by making a monetary donation to The AOA Foundation. Designate your contribution to the Golden Opportunity Award program, ensuring that deserving individuals receive the financial support necessary to build their futures.

Donate Here



EssilorLuxottica Launches Nuance Audio Plus Enhanced Hearing Glasses

Nuance Audio Plus glasses are now available for your practice and patients delivering more power, extended battery life, hands-free calling and an expanded frame collection — hearing support that simply looks like great eyewear.

Nuance Audio Plus delivers stronger sound amplification and convenient on-frame controls for calls and audio, creating an enhanced hearing experience. With both Nuance Audio Plus and first-generation Nuance Audio Glasses now offered at an accessible price point, patients have more options to find the hearing solution that best fits their needs.

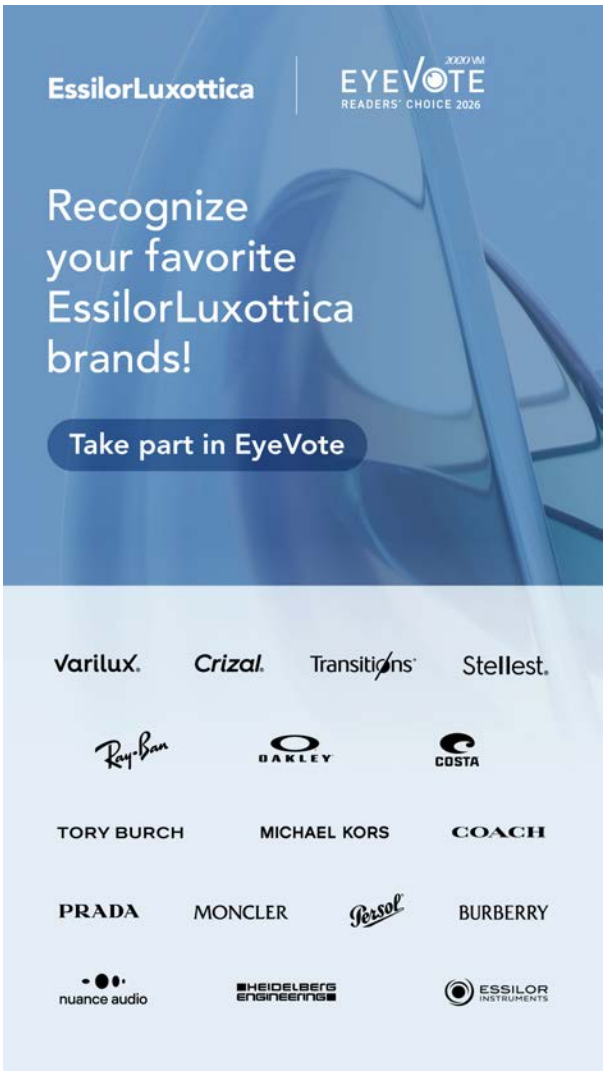
Ready to offer Nuance Audio Plus? Click here to complete the form. Your dedicated Rep or Business Development Leader will follow up with next steps.



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

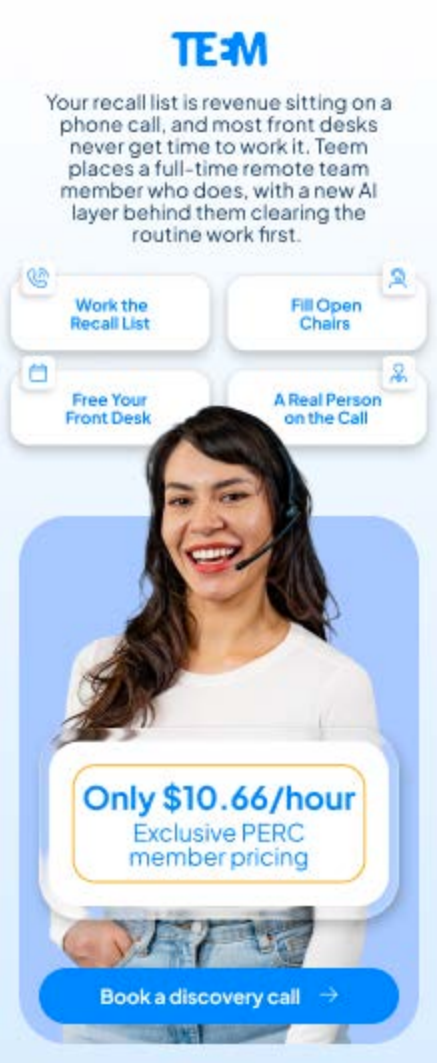


Don't Miss Your Chance to Vote for Your Favorite Brands

Jobson's 18th annual EyeVote Readers' Choice Awards are open now through the end of September. The survey empowers members of the optical community to identify their favorite products and companies of the year.

This is a valuable opportunity to share your voice and show your support for the products that are making a difference in your practice.

Vote Here



Book a Discovery Call with Teem

Teem helps optometry practices reduce front desk overload, improve patient communication, and decrease staff burnout with reliable Optometry Virtual Assistants.

Book a discovery call and get exclusive PERC member pricing.



40% Off. Every Day.

Perfect for managed care patients with little to no out-of-pocket expense.

Check out these profitable collections now!



Do More Than Correct Myopia

Protect kids' vision with MiSight® 1 day.

- Proven myopia control[‡2] – shown to slow the progression of myopia by 59% on average.
- Backed by the longest continuous soft contact lens study among children internationally.
- Clear,[2-5] comfortable vision[3] – nearly 9 out of 10 children preferred MiSight® 1 day over their glasses.[5]

Get started today

*** INDICATIONS FOR USE:** MiSight® 1 day (omafilcon A) Soft (Hydrophilic) Contact Lenses for Daily Wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75D to -4.00D (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.
† MiSight® 1 day represents 15% of fits on kids ages 8-12 vs. 12% for the next most fit contact lens. **‡** Compared to a single-vision 1-day lens over a 3-year period. **§** ActivControl® Technology in MiSight® 1 day contact lenses corrects refractive error and slows myopia progression by 59% on average.

References:

1. CVI data on file, 2026. US industry reports and internal estimates, Q4 2025. **2.** Chamberlain P et al. A 3-year Randomized Clinical Trial of MiSight® Lenses for Myopia Control. OVS 2019;96:556-567. **3.** Sulley A et al. Wearer experience and subjective responses with dual focus compared to spherical, single-vision soft contact lenses in children during a 3-year clinical trial. AAO 2019 Poster Presentation. **4.** Chamberlain P et al. Further comparison of myopia progression in new and established myopia control treatment (MiSight® 1 day) groups. BCLA paper presentation 2019. **5.** Lumb E et al. Six years of wearer experience in children participating in a myopia control study of MiSight® 1 day. CLAE 2023; 46(4): 101849.

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

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