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Be in the Room Where Better Businesses Are Built

This November, independent practice owners from across the country will gather at Fall Elevate to benchmark performance, challenge assumptions, and share the strategies driving growth inside their practices.

P3 Practices Grow Nearly 4X Faster Than the Industry.

That kind of performance doesn't happen by accident. It comes from better information, better accountability, and better decisions.

There's still time to join a [PERC Pinnacle Practices \(P3\)](#) study group before Fall

Elevate and begin building momentum for 2027 alongside practices committed to continuous growth.

Study groups are currently being finalized. If you're ready to invest in the future of your business, now is the time.

Be in the room this fall and submit your interest [here](#).



Expand Your Product Offering with Stellest®

NEW! Essilor® Stellest® lenses are the first and only FDA market authorized spectacle lens to slow the progression of nearsightedness in children¹.

Why choose Essilor® Stellest® lenses for your patient? [Essilor® Stellest®](#) lenses slowed myopia progression by 71% on average over 2 years^{*2}.

Interested in [learning more](#)? Contact your Essilor Account Executive.

*Compared to single vision lenses. Results from a prospective, randomized, double-masked, multicenter U.S. clinical trial in myopic children aged 6–12 years at initiation of treatment.

1. U.S. FDA. FDA authorizes marketing of first eyeglass lenses to slow progression of pediatric myopia. Sep 2025.

<https://pardot.percalliance.com/e/695053/w-progression-pediatric-myopia/b6jqg/1277657662/h/PniQnkwWMZW46YbzGivXhc4g7BpokHgZ0KaVvMnnLsc>

2. Essilor International, data on file (2025)



New Luxottica Frame Brands

We're excited to share that Luxottica has added new brands to its portfolio, bringing trusted brands like Stepper, Betsey Johnson, Revolution, Callaway, and True Religion into the EssilorLuxottica family and helping you to reach a wider patient demographic.

What This Means for You:

- Add brands to attract new patient segments and earn additional EL360 benefits and rebates
- Enjoy free shipping through My.EssilorLuxottica.com
- As part of the Luxottica portfolio, these brands are eligible for a 2% prompt pay discount*
- Seamless account setup and platform access

For additional information, reach out to your Luxottica Rep or Customer Service team.

**For direct billing only.*



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.](#)



Rio Ray Polarized Sunwear: Ready for Adventure

Rio Ray's sport-inspired designs are perfect for outdoor enthusiasts who enjoy spending time on the water, trails, or road.

Lightweight materials and durable construction are paired with premium lenses to provide optical clarity and dependable performance.

Always polarized and Rx-able, Rio Ray offers an affordable mid-range price point that makes the collection ideal for add-on and second-pair sales.

With over 20 styles to choose from, including five new summer arrivals, there's plenty of variety to offer your patients.

Contact an I-deal Optics sales representative for more information.
[Click here to view collection.](#)



Big Style for Little Personalities

The 2026 DB4K collection celebrates kids' individuality with expressive colors, playful patterns, and styles that let their personalities shine. The expanded DB4K REACT line features sustainable, hypoallergenic Pebax® Rnew® material for flexible, durable, optician-friendly performance. From bright and fun to sophisticated and cool, there's a style for every kid who wants eyewear that feels as unique as they are.

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



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