

10 Lessons from Joining *the Right* Practice Alliance Group

How a progressive group of 11 independent optometry practice owners helped me grow as a clinician, business owner, and industry leader.



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Swipe through

lesson 1

Early Adoption Leads to Better Patient Care

Being surrounded by progressive doctors kept me ahead of the curve. Together, we became early adopters of:

- Advanced diagnostic technologies
- New pharmaceuticals and lenses
- Emerging treatment options

The best practices never stop improving patient care.

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Collective Buying Creates Leverage

Eleven practices have far more negotiating power than one. Together we had:

- the leverage of a \$50 million enterprise
- better pricing and savings

Example: Buying 11 OCT systems together unlocked savings no single practice could achieve.



lesson 3

Scale Changes the Conversation

Our combined purchasing power unlocked opportunities that individual practices simply couldn't access. Including:

- Private-label contact lenses
- Exclusive vendor programs
- Strategic partnerships
- Preferred pricing

Scale opens doors.

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Sharing Prepares You for What's Coming

The group became my early warning system.
Members shared:

- Regional risks and opportunities
- Insurance changes
- Market and patient care trends
- New business ideas

The sooner you know, the faster you can act.

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No Competition Creates Transparency

Every member practiced at least 100 miles from the next. That meant:

- No competition with each other
- No hidden motives or agendas
- Honest conversations

Genuine, trusted peer support is invaluable.

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Group Experience Solves Problems

Whenever I faced a challenge, someone had usually been there first. Whether it was ...

- Hiring
- Scaling
- Operations

I rarely had to reinvent the wheel to find a solution to a problem or challenge.



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Shared Resources Drives Efficiencies

Every member shared proven systems and templates. Resources included:

- Employment contracts
- Patient policies
- Staff onboarding
- Office workflows
- Financing models
- Specialty service models
- Operational systems

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Culture Protects the Group

Great groups don't happen by accident. Prospective members attended two meetings before being invited to join permanently. This helped preserve a culture where people:

- Shared openly
- Collaborated
- Rooted for each other's success

The people in the group matter as much as the ideas they bring with them.

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A Group Gives You a Seat at the Table

Together, we represented enough influence and revenue that company executives wanted our input—not salespeople, but decision-makers.

Those relationships created better:

- Solutions based on our feedback
- Strategic partnerships
- Opportunities for independent practices

Influence grows when practices work together.

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lesson 10

The Right Group Provides Support

Looking back after 35 years, the greatest benefit wasn't purchasing power—it was having a group of trusted peers who ...

- Challenged and supported my journey
- Transparently shared problems and solutions
- Helped me become a better clinician, business owner, and leader

And along the way, we had a lot of fun.

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What's Been Your Greatest Source of Practice and Professional Growth?

Share in the comments.

For me, it was joining the right optometry practice alliance group.

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