



INDEPENDENT | EMPLOYED

Grow your patient base. Watch your patients grow.

Located in Target stores, Target Optical attracts loyal shoppers who are brand lovers. This creates an opportunity to see your patients regularly and build rapport as well as see whole families during office visits. Plus, running a Target Optical gives you the opportunity to set your own hours and your own schedule within a growing brand in a coveted setting.

AN EXPERIENCE PATIENTS LOVE

As a Target Optical affiliated doctor, whether as an independent practice owner, an employee of Luxottica or employed by an independent practice owner, you'll have the tools, resources and support you need to stay focused on providing quality care and creating an experience patients deserve.

- Practice to the fullest scope you're comfortable with
- Get up and running with low startup and overhead costs
- Have potential for high patient volume
- Receive extensive marketing support
- Deliver the highest-quality vision solutions



AT A GLANCE

- Over 500 locations
- One of the fastest-growing Luxottica brands
- Appeals to a younger demographic and families

"I always wanted to have my own clinic someday. The opportunity with Target Optical gave me a chance to learn the business aspect of optometry, run my clinic the way I want to and set my own hours while not having all the responsibility related to running an optical clinic."

– Megan Fowles, OD

We live to make our guests happy.

A QUALITY PATIENT EXAM EXPERIENCE STARTS WITH CUTTING-EDGE TECHNOLOGY

With technology to help you manage your practice and state-of-the-art exam lane equipment, you can provide the highest level of care to a high volume of patients. Target Optical practice setups include:

Comprehensive Exam Equipment

- Auto-refractor and NCT
- Automated phoropter
- Visual field testers
- RevolutionEHR practice management software included in lease

TAB Patient Management System

- Appointment booking/patient scheduling system
- Online scheduling
- Online patient attraction marketing, including listings management, local landing pages, and ratings and reviews
- Automated patient recall messaging series to drive patient retention

A NETWORK OF INDUSTRY-LEADING SUPPORT

As a Target Optical affiliated optometrist, you'll be a major touchpoint in delivering on the brand mission to WOW! our patients and guests. This focus on patient satisfaction means setting you up for success and giving you the tools you need to provide an incredible patient experience:

- Robust onboarding, including dedicated support from our OD concierge team
- Ongoing training and development, including Luxottica University training platform for doctors
- Opportunities for peer-to-peer connections and practice management best-practice sharing

CAREER FLEXIBILITY AND ADVANCEMENT

Both full-time and part-time employment for a sublease holder as well as independent practice paths through Target Optical come with career flexibility and advancement potential. You'll be able to set your own hours as well as continually advance your career and enjoy benefits like:

- Low rent costs
- A stipend for OneSight clinics
- Discounts on eyewear for friends and family
- Potential to expand to more Target Optical locations or other brands within Luxottica

Learn more about Target Optical opportunities at LuxotticaEyecare.Luxottica.com