



LENSCRAFTERS®
At Macy's

INDEPENDENT | EMPLOYED

Grow your practice. Grow their confidence.

LensCrafters at Macy's offers both sublease and employed opportunities. No matter your path, you'll be backed by two nationally trusted brands known for innovation. This unique combination means you'll have an opportunity to draw exam traffic from a built-in, loyal customer base so you can feel confident about growing your practice.

A FLEXIBLE WAY TO OWN YOUR OWN PRACTICE

From affordable rent and overhead costs to the high-volume traffic of Macy's stores, being affiliated with LensCrafters at Macy's means you can work flexibly while growing a strong patient base. Plus, you'll have the tools, resources and support of Luxottica behind you.

- Practice to the fullest scope you're comfortable with
- Get up and running with affordable startup and overhead costs
- Receive extensive marketing support
- Have potential for high patient volume as loyal Macy's shoppers can convert to patients

LENSCRAFTERS®
At Macy's

A SNAPSHOT

- In over 200 Macy's stores
- Connect with frequent Macy's shoppers
- Low-risk, turnkey option to start an independent practice or be employed full-time or part-time

"I left the comfort and safety of being employed and took the leap into independent practice ownership with LensCrafters at Macy's for three main reasons: Low risk, high reward and location."

– Andrew Paik, OD

A flexible career path for growing a loyal patient base.

DELIVER INDUSTRY-LEADING PATIENT CARE

Located inside one of the most recognized department stores in the country, you can provide the highest level of care to loyal Macy's shoppers who frequently visit the store. LensCrafters at Macy's practice setups include:

Comprehensive Exam Equipment

- Auto-refractor/keratometer
- Non-contact tonometer
- Lensometer
- Visual field
- Slit lamp
- BIO
- Hand-helds
- Trial frame and lens set
- Ophthalmic lenses
- Full Exam Lane including Manual Phoropter

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

Plus, dedicated marketing support and tools to help you market your practice locally and build your online presence to attract and retain patients.

A NETWORK OF INDUSTRY-LEADING SUPPORT

When you affiliate with LensCrafters at Macy's, you're never alone. You'll be supported by a vast network of doctors for peer support and a community of eye care professionals, including regional mentor doctors, brand field leaders and our dedicated Luxottica Eye Care team to help you start, run and grow your practice, plus:

- Robust onboarding that includes 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

GROW THROUGH YOUR CAREER

With LensCrafters, you can continually advance your career and enjoy benefits like a stipend for OneSight clinics, discounts on eyewear for friends and family, and potential to expand locations within the Luxottica portfolio. Plus, depending on your path, enjoy benefits like:

Sublease

- Autonomy to hire staff or staffing support offered in some locations

Employment

- Competitive salaried full-time with benefits package that includes 401(k) and paid time off
- Medical, dental, life and disability coverage, and free vision benefits
- Bonus opportunities for managing ODs
- \$300 and two paid days toward continuing education
- Malpractice insurance covered by LensCrafters
- Annual complimentary pair of eyewear

Learn more about LensCrafters at Macy's opportunities at LuxotticaEyecare.Luxottica.com