



# The American Association of Doctors of Optometry

## *Defending Vision Care Plan Providers From Unfair and Illegal Business Practices*

### **Another Lousy VCP Contract? Finally: Someone Has Your Back!**

Announcing the only organization focused on defending YOU, the vision care plan provider. The AADO is committed to **Fighting Back** against one-sided and unfair third-party "take it or leave it" provider agreements that are thrust upon you by vision care and health plans.

**WE ARE MAD AS HELL AND WE AREN'T GOING TO TAKE IT ANYMORE.  
IT IS TIME TO START FIGHTING BACK.**

[Help Us Help You - JOIN the AADO Today!](#)

### **AADO Hires Washington D.C. Anti-Trust Attorney**

As one of its first actions to defend you against the recent avalanche of predatory actions and contract changes imposed by third party vision plans, the AADO has hired prominent Washington D.C. anti-trust attorney Mr. David Balto. Mr. Balto is investigating third-party payer practices and contracts and will represent the AADO before the Federal Trade to initiate an investigation into the numerous anti-competitive, unfair and illegal practices of various vision care plans.

To read the full press release, [click here](#). Please join the AADO to support this important investigation into the third-party business practices that are affecting us all. And, rest assured, this is only the FIRST of many things the AADO has planned in this area.

### **The AADO Needs Your Support**

The AADO is committed to fighting for you against unfair rules being imposed by predatory third party payers. It's time to **START DEFENDING YOURSELF**.

**PLEASE** -- Join the AADO now. Click [HERE](#) and select the membership plan of your choice:

- \$39/month
- \$225/half-year, or just
- \$400/year

### **The AADO Mission**

The [Mission of the AADO](#) is to improve the quality of eye care by removing barriers to quality care and leveling the third-party payer playing field. Instead of promoting quality, third-party payer contracts and their treatment of Eye Care Providers directly interferes with your ability to deliver competitive, quality, and comprehensive care to those that need it. Therefore, specifically, the **Mission of the American Association of Doctors of Optometry** is to:

- Improve the quality and accessibility of optometric care available to the public;
- Ensure that provider agreements are made and performed fairly and in good faith, and do not unduly interfere with the practices of individual providers;
- Improve public recognition and public knowledge of the optometric profession and the professional services provided by optometrists across the United States;
- Enhance competition by promoting access and fair and equal treatment of optometrists by VCP and medical third-party payers;
- Convey the exceptional clinical skills and abilities of doctors of optometry and the full scope of optometric practice to the public, regulators, third party payers, the government, and others, and ensure recognition of those skills and abilities; and
- Use available legal tools to enforce provider agreements and laws to level the playing field.

[Click here](#) to join the AADO today.