Over 1,900 of your colleagues are ASOA members – you should be one too!

Take the initiative and show your practice why, and how, your membership in ASOA will strengthen your management skills and benefit your practice. The Administrator Beginners Circle (ABC) Membership Justification Letter can help you have this conversation with your supervisor and/or physicians. Use any, or all, of the following items:

1. Review the ASOA Membership Options and ASOA Membership Benefits pages to see what options and resources are available to members.

2. Make the Case to Join using these general tips and benefits to demonstrate the tangible benefits you will bring to your practice by becoming a member of ASOA.

3. Tailor ASOA’s membership justification letter template to highlight how ASOA membership will benefit you and the practice.
Make the Case to Join!

General Tips:

✔ Focus on what you will specifically bring back to the organization by having an ASOA Membership. Where else can you find so many colleagues facing the same issues as you and your practice?

✔ Identify what benefits have relevance to the tools, technologies, and processes required in performing your job and managing the practice

✔ See what others are saying about ASOA by reading our Membership Testimonials

Important ASOA Benefits:

✔ Administrative Eyecare Magazine (6x a year)
✔ ASOA Learning Center
✔ EyeMail listserv
✔ Discounted Annual Meeting Rates
✔ ASOA Career Center

✔ ASOA Resource Library
✔ Informative Eblasts
✔ Access to Vendors & Consultants
✔ Mid-Level Manager Program
✔ Webinars & Podcasts
✔ Regulatory & Legislative Alerts

Important Administrator Beginner’s Circle Benefits:

✔ Dedicated section on the ASOA website
✔ Dedicated section on the ASCRS/ASOA 365 Mobile App
✔ Closed FB Group

Earn Your Certified Ophthalmic Executive (COE):

✔ The Certified Ophthalmic Executive (COE) designation is the national standard for ophthalmic practice management. Administered by the National Board for the Certification of Ophthalmic Executives (NBCOE), the COE program recognizes those who have achieved the experience, knowledge and skills identified by the NBCOE as essential to practice management.

✔ Earn COE credits by attending meetings, webinars, online courses in the ASOA Learning Center and more!
Dear <<Supervisor or Physician>>:

The American Society of Ophthalmic Administrators (ASOA) is the premier organization for the business side of the ophthalmic practice. ASOA serves administrators, managers, physicians, and office staff. ASOA is the practice management strategic partner of the American Society of Cataract & Refractive Surgery (ASCRS).

Membership in ASOA provides exceptional education, tools and resources, networking, and professional development opportunities. I would like to join ASOA and am seeking approval for the cost of the membership ($375/year for Essential, $575/year for Premier).

Membership in ASOA would allow me to gain valuable knowledge and skills to improve efficiency and positively impact our practice and bottom line. Some of the notable membership benefits include:

- Administrative Eyecare Magazine (6x a year)
- ASOA Learning Center
- EyeMail listserv
- Discounted Annual Meeting Rates
- ASOA Career Center
- ASOA Resource Library
- Informative Eblasts
- Access to Vendors & Consultants
- Mid-Level Manager Program
- Webinars & Podcasts
- Regulatory & Legislative Alerts

In addition to all the benefits above, ASOA offers participation in the Administrator Beginners Circle (ABC) for those administrators who have four years of experience or fewer in ophthalmic practice management. This program is specifically tailored for those new to the administrator role and highlights pertinent ASOA resources for immediate use.

I hope you will take the time to consider my request for an ASOA Membership. The opportunity for me to learn from other administrators and industry experts makes an investment in ASOA Membership one that will yield rich dividends for our practice.

Sincerely,

<<Your Name Here>>