



## Over 2,800 of your colleagues are ASOA members – you should be one too!

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

1. Review the [ASOA Membership Benefits](#) for an overview of the benefits offered as well as the [product and service discounts](#) 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 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 visiting our [Membership Testimonial Library](#)

### Important ASOA Benefits:

- ✓ AE Magazine (6x a year)
- ✓ ASOA Learning Center
- ✓ EyeMail
- ✓ Discounted Meeting Rates
- ✓ Social Media – Facebook & Twitter
- ✓ Career Center
- ✓ E-Newsletters
- ✓ Access to Vendors & Consultants
- ✓ Benchmarking
- ✓ Web Seminars & Podcasts
- ✓ Regulatory & Legislative Alerts
- ✓ MediaCenter
- ✓ Discounts: Books Training, and Benchmarks

### 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, web seminars, subscribing to 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 a 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 (\$295/a year; \$530/two years).

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:

- ✓ AE Magazine (6x a year)
- ✓ ASOA Learning Center
- ✓ EyeMail
- ✓ Discounted Meeting Rates
- ✓ Social Media – Facebook & Twitter
- ✓ E-Newsletters (Coding Consult, HR Newsletter, Practice Management Insights)
- ✓ Career Center
- ✓ Access to Vendors & Consultants
- ✓ Benchmarking
- ✓ Web Seminars & Podcasts
- ✓ Regulatory & Legislative Alerts
- ✓ MediaCenter
- ✓ Discounts: Books, Training, & Benchmarks

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 the investment in ASOA Membership one that will yield rich dividends for our practice.

Sincerely,

<<Your Name Here>>