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CLEINMAN PERFORMANCE PARTNERS ENTERS INTO ALLIANCE WITH ELEVATE DIGITAL OPTICS

[Oneonta, NY] – Cleinman Performance Partners, the national business development consultancy for independent optometry practices and operator of Cleinman Performance Network, has entered into a strategic alliance with Elevate Digital Optics (EDO) of Dallas, Texas. The alliance calls for EDO to supply Network partner practices with state-of-the-art ophthalmic laboratory services and for Cleinman Performance Partners to supply EDO's customers with practice development services.

“What makes our relationship with EDO so exciting is that the company is owned by its doctor customers and serves only independent practices,” said Alan Cleinman, CEO and Founder. In today's marketplace, large corporate-controlled laboratories often end up directly competing with the customers they serve. Now, our owner/clients have the opportunity to take control of their largest supply source, allowing them to provide quality eyewear at the best prices,” he said.

“Elevate started as a collective of like-minded, independent ODs trying to get away from the large, corporate labs, said Grant Guilbert, CEO of EDO. We have invested heavily in state-of-the-art technology to service our customers' needs, including being a VSP-approved laboratory.”

“Both of our firms have created a community of shareholders and clients that share tools, strategies, and innovations. As the leading business development resource for private practice optometry, Cleinman Performance Partners will help us deliver on our mission,” said Dr. Peter Cass, optometrist and Chairman of EDO.

“Through EDO, our Network partner practices will gain access to the very best lens technology, all the brands that our clients desire, at very competitive pricing,” said Tim Aiken, newly appointed President and Chief Operations Officer of Cleinman Performance Partners. “The result will be an increased ability to compete in an ever-evolving marketplace,” he stated.

The two firms will collaborate on delivering each other's services to their respective clients and will jointly develop practice-building programs for future execution. Cleinman Performance Network partner practices will be introduced to EDO during the Network's Spring 2024 meeting in Dallas, TX.

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About Cleinman Performance Partners

Founded in 1989, Cleinman Performance Partners provides business solutions to independent optometry practices and select vendors who serve them. Our mission is to transform lives through recognized and realized possibilities. Now in its 24th year, Cleinman Performance Network is a business development support network comprised of many of North America's leading independent optometry practices. For more information on Cleinman Performance Partners, visit www.cleinman.com.

About Elevate Digital Optics

Elevate Digital Optics (EDO) is a full-service lab based in Dallas, TX. EDO's founders and shareholders are a collective of independent ODs, looking for freedom of choice and the best possible rates for the latest technology and best range of products on the market today. EDO gives doctors the option of becoming a stakeholder in the company, empowering them to act in the best interests of their practice and their patients as an alternative to using a corporate-owned lab. For more information on Elevate Digital Optics, visit www.myedolab.com.