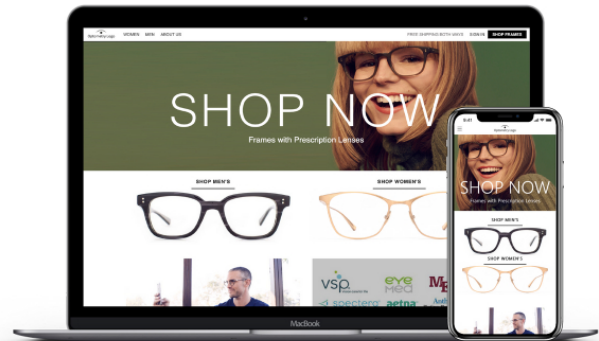


# E-Commerce Software Designed for Optometrists.

Sell your inventory, under your brand, and maintain the patient relationship.

Learn More

Get A Demo



Welcome to our website!



## Your Digital Storefront. We build software helping optometrists thrive in the digital age.

Stay ahead of online companies by providing services only optometrists can provide:



Marketing tools to personalize the online shopping experience.



Accurate in home PD, SEG, OC photo measurements. You confirm them and retain the patient record.



Provide in network insurance to your patients.



Fulfill any lens with your existing labs.



Sell the inventory you already own.



HIPAA compliant.

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# Leading optometry practices use Optify to get results...

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*"I do business with Optify and will 100% vouch they are reputable. They are the pioneers behind the best eCommerce stores for ODs"*

**Perry Brill - GM, Brill Eye Center**

*"Optify is the only software that integrates personalized marketing and eCommerce in one solution. It extends my practice into my patients homes"*

**Dr. Michelle Fitzpatrick - OD/owner, Specs Optometry**



*"Simple and quick to set up. The Optify team listens to our feedback and helps us focus on serving our patients in a modern way"*

**Dr. Tania - OD/owner, Optometry Cabana**

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## Watch Our Video To Learn About Optify

See how practices are using Optify to send personalized eCommerce marketing messages, receive new frame and lens revenue, take measurements, fulfill orders & much more.



Welcome to our website!



[Get A Demo](#)

# Frequently Asked Questions

## Can I put the frame inventory I own online?

Yes, showcase any frame on your website.

## Is my patient data safe?

Yes, your Optify site is HIPAA compliant and your patient data remains yours.

## How do I measure PD, SEG, OC for online sales? Is it accurate?

The demo covers the photo measurement process. Your office keeps the measurement record. It is accurate to 0.35mm and is a patented process.

## My office is currently closed due to COVID-19, can you help?

Yes, please request a demo and we will connect with you. We can have your site up and running quickly.

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(855) 787-2087  
[info@optifyonline.com](mailto:info@optifyonline.com)

### Stay in the Loop

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