

Tele-Optometry and Equipment Solutions

Effective September 1, 2025 through August 31, 2028



Contracted
Supplier:



Contract ID: CC-0145

Product, Pricing, and Services Available

This contract category includes vendors that provide a comprehensive tele-optometry solution tailored for federally qualified health centers (FQHCs) and similar community-based clinics. Their offering includes both software and hardware components designed to deliver remote eye exams without requiring an on-site optometrist. The solution is scalable, HIPAA compliant, and optimized for underserved and rural populations.

Class of Trade Eligibility

FQHC, CHC look-alikes, Planned Parenthood, Tribal Health, and Indian Health

How to Operationalize This Agreement

A member service agreement is required.

Key Contract Values

Pricing and Terms

- Equipment Package One-Time Cost: \$85K to \$130K
 - This cost includes a **CNECT member-exclusive 3% discount**.
- Fee per Exam: \$66.50
 - This cost includes the **CNECT member-exclusive 3% discount**.

All-in-One Solution

- **Generate New Revenue:** Expand your service offerings and attract more patients seeking vision care, increasing your health center's top-line revenue.
- **Increase Patient Volume:** Provide convenient, accessible eye exams that attract new patients and retain existing ones, leading to higher patient volumes and more consistent revenue streams.
- **Offer Additional Products:** Enhance your revenue potential by offering frames and lenses, improving patient compliance and satisfaction while generating additional revenue.
- **Broaden Service Offering:** Expand your reach by offering a new service line or further supporting existing services.

Tele-Optometry Platform Specifications

- **Secure Telehealth Portal:** HIPAA-compliant, web-based system for live video consultations and patient data management
- **Remote Refraction System:** Cloud-connected phoropter and autorefractor/keratometer
- **Device Integration:** Plug-and-play compatibility with a wide range of diagnostic tools
- **AI Tools:** Includes IRIS technology for assisted refraction, real-time transcription, and auto-coding
- **Language Support:** Real-time translation in 16 languages via DO Translate at no additional cost

Implementation and Support

- **Timeline:** 8–10 weeks from agreement to go-live
- **Training:** Instructor-led and blended learning formats, plus access to a learning resource center
- **Support:** Seven-day support desk, dedicated client experience manager, and virtual review meetings
- **Quality Assurance:** Peer review audits, Azure-based system monitoring, and annual HIPAA/NIST audits

Compliance and Credentialing

- Full HIPAA compliance and state licensure verification
- Credentialing includes background checks, exclusion list monitoring, and license tracking via QGenda
- Optometrists are licensed in all states where services are provided
- Documentation supports insurance and Medicaid/Medicare billing

Market Context and Industry Needs

Vision impairment is one of the most costly yet preventable health conditions in the United States. In 2019, direct medical costs related to eye disorders reached \$168 billion, with projections estimating this could rise to \$717 billion by 2050, largely driven by the aging population¹.

Despite the scale of this issue, access to eye care remains disproportionately low. In 2019, only 2.78% of patients at community health centers received eye care services — far below the rates for dental (22.5%) and mental health (8.65%) services².

Access disparities are especially pronounced in underserved and rural communities. 24% of U.S. counties lack both an ophthalmologist and an optometrist, leaving 11.7% of Americans without access to any eye care provider¹. For many low-income and minority populations, community health centers are the only feasible option for receiving eye care.

Children in under-resourced urban areas — particularly Black and Latinx populations — experience disproportionately high rates of undiagnosed vision problems, which can negatively impact academic performance, social development, and long-term health outcomes. Among adults aged 65 and older, vision impairment is strongly correlated with increased fall risk, reduced independence, and diminished quality of life.

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Integrating vision services into primary care settings offers a powerful opportunity to detect and manage chronic diseases early, including hypertension, diabetes, multiple sclerosis, and cardiovascular disease. A 2021 study by Prevent Blindness estimated the first-year startup cost of integrating eye care services at approximately \$576,000, including equipment, staffing, and operational expenses³.

Tele-optometry presents a cost-effective, scalable, and clinically impactful solution to address these challenges. By leveraging remote technologies, FQHCs can expand access to comprehensive eye exams, improve patient outcomes, reduce long-term healthcare costs, and close critical gaps in care for vulnerable populations.

DigitalOptometrics, recognized as the Top Telehealth Solution in the 2023 EyeVote Readers' Choice Awards by 20/20 Magazine and Vision Monday, offers a turnkey tele-optometry model⁴. This model enables FQHCs to deliver remote, real-time, comprehensive eye exams in under 30 minutes. Designed to solve doctor staffing and scheduling challenges, it increases service capacity, streamlines patient care, and improves clinical outcomes.

Implementation of tele-optometry can be achieved for under \$120,000 (excluding on-site technician costs) and is revenue-generating.

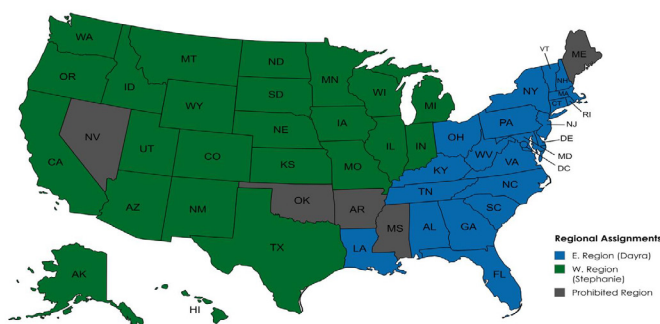
Citations: ¹ The Rural Shortage of Ophthalmic Subspecialists - JAMA Network, jamanetwork.com, ² Optometry, FQHCs positioned to address underserved communities' eye ...aoa.org, ³ 721 out of 3,006 - Center for Vision and Population Health, cvph.preventblindness.org, ⁴ DigitalOptometrics Wins Coveted 2023 EyeVote Award For Telehealth ...digitaloptometrics.com

Resources

- [The Future of Eye Care at Your FQHC](#) [Video]
- Eastern Region — Dayra Gonzalez: dgonzalez@digitaloptometrics.com
- Western Region — Stephanie Gottschalk: sgottschalk@digitaloptometrics.com

Dayra Gonzalez – Eastern Region (Blue)

Stephanie Gottschalk – Western Region (Green)



DIGITAL OPTOMETRICS

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Price / Revenue Scenario

- Exam Fee = \$66.50
- Avg PPS Rate = \$215
- Avg Volume 40 Exams per Week:
 - \$ 8,600 in Gross Revenue - \$2,660 in Fees = \$5,940 per Week
- \$5,940 per Week x 52 Weeks = **Approx. \$310K Annual Revenue**

Testimonial

“At Family Healthcare Network, introducing tele-optometry services through DigitalOptometrics has revolutionized our eye care. This partnership has drastically reduced our patient wait times from six weeks to offering same-day appointments, all while increasing both our revenue and patient numbers without the need to hire additional staff. Patients and staff alike have given overwhelmingly positive feedback, praising the seamless workflow and the professional, high-quality care. Beyond improving access and efficiency, this service has also unexpectedly boosted eyeglass sales. The smooth implementation was a direct result of the incredible support from the DigitalOptometrics team, who have proven to be a reliable and valued partner in our mission to provide accessible, high-quality eye care.”

Jessica Chiles, OD
Director of Optometry, Family Healthcare Network

Sourcing Summary

The CNECT contracting team conducted a national RFP. Vendor participants are indicated in the table below. An award was based upon an analysis of the market, vendor attributes, and services. Upon review of key criteria, the category was approved for a sole-source award.

RPF Summary	
Sourcing Process/Public Notificaiton	RFP Posted to CNECT Website
Vendors Invited to Participate	■ DigitalOptometrics ■ Reichert ■ Huvitz
RFP Questionnaire – Key Vendor Attributes Evaluated	Service Offering, Pricing, and Key Vendor Attributes
Bidders	■ DigitalOptometrics
Award Criteria	Vendor attributes, services, and competitive pricing that meet the needs of members.
Contracting Staff	All contract decisions for this category are decided upon by a team of dedicated professionals with a combined 40+ years of GPO experience.
Awarded Vendor	DigitalOptometrics was selected as the awarded vendor due to its unique positioning as the only tele-optometry provider exclusively focused on serving federally qualified health centers (FQHCs). Their tailored approach, deep understanding of FQHC operations, and scalable technology platform set them apart from other vendors in the space.

Questions

For questions about this agreement, please [contact your local representative](#) or the CNECT contracts team at rfp@cnectgpo.com.

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