



Practice Handbook

Eye Care Edge | 22 Royal Vista Drive NW | Calgary, AB, T3R 0N2

Dear Members,

We're excited to introduce Eye Care Edge members, an exclusive program designed to provide uniform and comprehensive coverage across all locations. This initiative reflects our commitment to safeguarding your business with tailored solutions that align with your specific needs.

Here's why this program makes sense for your business:

- **Enhanced Protection:** Enjoy better coverage and overall protection for all locations under a unified plan.
- **Fair Pricing Model:** Pricing is based on revenue and contents rather than the size of your rented premises, ensuring a more equitable approach.
- **Multi-Location Discounts:** Benefit from cost savings when insuring multiple locations under the same program.
- **Simple Application Process:** We've streamlined the process to make it quick and hassle-free.
- **Flexibility Without Penalties:** Cancel coverage at any time with no penalties.
- **Better Pricing:** Your location(s) should see better pricing than most traditional insurers.

Our team has worked on this project for almost a year. We reached out to multiple insurance brokers and looked at the variety of coverage options that some owners currently have. We came to the conclusion that having a select group of insurers to partner with could provide us with the most competitive options and enable us to see greater benefits for all Eye Care Edge locations. See the application form [here](#) and how to complete. In this booklet you will have information on how to register, details on how the program works and the pricing matrix. If you would like additional details you can contact mpuckett@mwbeck.com or jbailey@wmbeck.com.

Thank you,

A handwritten signature in black ink, appearing to read "Lee Raffey".

Lee Raffey
Chief Executive Officer

What is Commercial General Liability Insurance (CGL)?

Commercial General Liability (CGL) insurance is essential for optometry clinics, protecting against financial losses resulting from third-party claims of bodily injury, property damage, or personal injury. Whether you operate a single-location practice or a multi-location clinic, CGL insurance safeguards your business against unexpected incidents that could lead to legal and financial challenges.

What's Covered?

A CGL policy is designed to provide protection in the following key areas:

- **Bodily Injury Claims** – If a patient, visitor, or delivery person slips, trips, or falls inside your clinic and suffers an injury, your policy can cover medical expenses, legal fees, and settlements.
- **Property Damage Claims** – If a patient's personal belongings, such as prescription glasses, a phone, or a handbag, are accidentally damaged while in your clinic, this coverage helps cover repair or replacement costs.
- **Personal & Advertising Injury** – Protects against claims of defamation, libel, or false advertising that may arise from your clinic's marketing materials or interactions with the public.
- **Medical Payments Coverage** – Provides compensation for minor injuries that occur on your premises, regardless of fault, reducing the risk of legal disputes.

Understanding Deductibles & Policy Limits

- **Deductibles** – The portion of a claim your clinic is responsible for before coverage applies. Optometrists should choose a deductible that balances affordability with financial protection.
- **Policy Limits** – CGL policies have limits on how much the insurer will pay per incident and per policy term. Most optometry offices opt for at least \$1 million to \$5 million in coverage, depending on risk exposure and practice size.

Why Optometrists Need CGL Insurance?

In a medical setting like an optometry office, even small accidents can lead to costly claims. A patient could:

- Slip on a wet floor after an eye exam, leading to a personal injury lawsuit.
- Claim their glasses were scratched or broken during an adjustment.
- Accuse your clinic of misleading advertising if they experience unexpected side effects from a treatment.
- CGL insurance provides a financial safety net to protect your business against these and other liabilities.

Why CGL Insurance Matters

No matter how careful your team is, accidents and unexpected claims can happen. Commercial General Liability insurance ensures that your optometry practice is financially protected against lawsuits, medical costs, and reputational risks—allowing you to focus on providing exceptional patient care.

Commercial Property Insurance

Commercial property insurance is essential for protecting your optometry clinic against financial loss due to damage, theft, or unexpected disasters. Whether you own or lease your office space, this coverage ensures that your business can recover quickly from events like fire, vandalism, water damage, or natural disasters, helping you avoid costly disruptions to patient care.

What's Covered?

A commercial property insurance is designed to provide protection in the following key areas:

- **Clinic Space & Fixtures** – If you own your building, coverage applies to the structure itself. If you lease, tenant improvements such as custom exam rooms, optical display areas, or reception desks are protected.
- **Specialized Equipment** – High-value diagnostic tools such as autorefractors, phoropters, slit lamps, optical coherence tomography (OCT) machines, and retinal cameras are covered against insured risks like fire or theft.
- **Office & Retail Inventory** – This includes computers, desks, waiting room furniture, and the valuable inventory of eyeglass frames, lenses, and contact lenses kept in stock.
- **Loss of Data & Records** – In case of a covered event that damages paper patient files or electronic health records (EHR) systems, coverage can help with data recovery costs.
- **Exterior & Signage Protection** – If your clinic's exterior, signage, or storefront is damaged, repairs are covered under your policy.

Understanding Deductibles & Policy Limits

- **Deductibles** – This is the amount your clinic must pay before insurance covers the rest. Choosing the right deductible ensures a balance between affordability and protection.
- **Policy Limits** – Coverage should reflect the full value of your clinic's assets, including equipment, furniture, and inventory. Most optometry clinics opt for sufficient limits to replace essential equipment and maintain operations.

Business Interruption Coverage for Optometrists

If an insured event forces your clinic to close temporarily, business interruption insurance helps cover:

- **Lost Revenue** – Protects against income loss while your practice is closed.
- **Ongoing Expenses** – Helps cover rent, utilities, staff salaries, and other fixed costs.
- **Temporary Relocation Costs** – Covers additional expenses if you need to move to a temporary location while repairs are completed.

Why Optometry Clinics Need Property Insurance

Your optometry practice depends on expensive, specialized equipment and a well-designed clinic space to serve patients effectively. Without proper insurance, a single event—like a flood damaging diagnostic machines or a fire destroying patient records—could lead to significant financial loss and disruption. Commercial property insurance ensures that your practice can recover quickly and continue providing exceptional patient care.

Equipment Breakdown Insurance for Optometry Offices

Equipment breakdown insurance protects optometry clinics from financial losses caused by the sudden and accidental failure of essential equipment. Unlike standard property insurance, which covers damage from external events like fire or theft, this policy covers mechanical and electrical failures that could disrupt your ability to serve patients.

What's Covered?

Optometry practices rely on highly specialized technology. Equipment breakdown insurance covers:

- **Diagnostic & Exam Equipment** – Coverage includes autorefractors, slit lamps, phoropters, fundus cameras, OCT machines, and visual field analyzers, protecting against sudden mechanical failure.
- **Lab & Finishing Equipment** – If your clinic offers in-house lens edging or lab services, coverage applies to lens edgers, tinting units, and surfacing machines.
- **HVAC & Climate Control Systems** – Ensures coverage for heating, ventilation, and air conditioning systems essential for patient comfort and equipment function.
- **Computer & EHR Systems** – Protects against breakdowns in patient management software, billing systems, and network servers that store electronic health records.
- **Retail Display & Optical Equipment** – Coverage extends to digital measurement devices, display lighting, and automated lensometers, helping to avoid disruptions in eyewear sales.

Understanding Deductibles & Policy Limits

- **Deductibles** – Your clinic will pay a set amount before coverage applies. A reasonable deductible ensures coverage remains cost effective.
- **Policy Limits** – Coverage should be based on the total value of your diagnostic, lab, and retail equipment, ensuring sufficient protection against significant failures.

Key Benefits for Optometry Clinics

- **Repair & Replacement Costs** – Covers expenses to fix or replace damaged equipment, minimizing financial strain.
- **Business Interruption Coverage** – If an equipment failure prevents you from conducting exams or processing eyewear orders, lost income is covered.
- **Data & Software Restoration** – If an electrical surge damages your electronic health record system, coverage can assist with software recovery.
- **Spoilage Coverage** – Protects against financial loss if temperature-sensitive inventory, such as contact lenses or diagnostic pharmaceuticals, is damaged due to refrigeration failure.

Why Optometry Clinics Need Equipment Breakdown Insurance

Even with regular maintenance, optometric equipment is complex and prone to unexpected malfunctions. Without coverage, repairing or replacing diagnostic machines, patient management systems, or climate control units can be costly and disruptive. Equipment breakdown insurance ensures that your practice can quickly recover from these setbacks and continue providing uninterrupted patient care.

Frequently Asked Questions (FAQ)

How do I take advantage of this program?

To enroll, simply complete the attached application and email it to mpuckett@wmbeck.com and/or jbailey@wmbeck.com.

How can I determine the cost of insurance for my practice?

Pricing is based on key business details, including:

- Yearly Revenue
- Value of Contents
- Required Liability Limit
- Building Details (may be required)

Providing this information allows us to generate an accurate quote for your practice.

Do I have to start immediately to take advantage of this program?

No, you can transition at any time. If your policy expires later in 2025, the Wilson M Beck (WMB) service team can help determine the best time for you to switch.

Who provides my Certificate of Insurance for my bank or landlord?

The WMB team will issue the necessary certificates of insurance. Simply email mpuckett@wmbeck.com and/or jbailey@wmbeck.com with copies of past certificates or details about your bank or landlord.

Is participation in this insurance program mandatory?

No, participation is optional. However, this program is designed as a group policy, meaning that broader participation helps maintain lower insurance costs for all members.

How do I pay for my insurance?

Eye Care Edge will issue an invoice for your policy cost.

Who do I contact for claims?

A dedicated claims service line will be available. We have also partnered with Winmar Restoration, which has over 90 locations across Canada, to assist members with property-related claims.

Can I compare this program to my current policy?

Yes. The WMB team can provide a detailed policy review and comparison based on coverage, terms, and price. Send copies of your current policy to mpuckett@wmbeck.com and jbailey@wmbeck.com to request a review.

Will my insurance premiums increase after one year?

Premium increases are not expected, except in cases of multiple claims. However, similar to home or auto insurance, major industry-wide events like earthquakes, floods, or fires may impact rates. Standard annual inflationary increases of 2–3% may also apply.

Are there any additional discounts available?

Yes. Some insurance carriers offer discounts if you agree to a “soft” credit check. This requires providing your name, home address, and birthdate but will not impact your credit score or be recorded on your credit bureau file.

How do I determine the right amount of coverage for my practice?

The WMB team can help assess your coverage needs, including: Tenant Improvements (TTL) Business Interruption (BI) Coverage Contents & Inventory Property (if you own your location). Additionally, quarterly Lunch & Learn sessions will be available to educate members on insurance terms and best practices. The goal is to ensure that all members have adequate coverage to avoid claim disputes or underinsurance issues.