

The Quarterly

THE MAGAZINE FOR THE ULTIMATE EYE DOCTOR COMMUNITY

Special
Issue



5 TO WATCH

Eyecare Practices
Making Their Mark

 IDOC



Leading with Technology and Trust



DR. JAMES WOOD
OD, Wood Eyecare Centers

Technology has always been more than a tool for James Wood, OD. When he examines the scope of his practice, he sees it as a compass guiding how he practices. Long before innovation became an eye care buzzword, he was investing in widefield imaging and exploring new ways to give patients a more engaging experience.

That drive traces back to his early years. After working in optometry and medical practices, corporate optometry and private care, he and his wife, Susan Wood, OD, opened Wood Eyecare Centers in 1992. Today, with three locations across Georgia, the couple leads a thriving practice built on delivering “unique, enjoyable, excellence” to patients of all ages.

That mantra extends beyond technology. Dr. Wood believes that in private practice, the Unique Selling Proposition isn't corporate advertising

or discount deals, but the overall experience. From remembering patients' names and hobbies to sending handwritten notes, the Woods have built a culture where genuine connections set the practice apart. “When you overlay that personal touch with a thorough, efficient exam, patients experience the comprehensive nature of their journey with us.”

Wood Eyecare has always been about putting patients first and letting innovation enhance the experience. That's why in 2004 it became one of the first in its area to introduce widefield imaging—a technology many considered niche at the time. “I wanted our patients to feel like their care was modern and meaningful. The more they can see and understand eye health, the more confident they are in their care.”

Innovation has become a hallmark of Wood Eyecare. Over the years,

Dr. Wood has invested in tools like MPOD testing, virtual reality visual fields, anterior segment photography, IPL and thermal gland expression, DMST, advanced color vision testing, and even virtual assistants. “To be clear, we haven’t always hit home runs. Some investments were more challenging than others, but keeping momentum requires persistence.”

And while primary eye care remains the practice’s core, Wood Eyecare has steadily expanded medical offerings to offset dependence on vision plans and diversify revenue. Specialty care such as dry eye, myopia control and headache management has become key to keeping patients “in the fold” while differentiating the practice in a competitive market.

Through it all, his philosophy remains steady: If technology or expanded services can improve care and give patients a better experience, he’d rather lead than follow. “It’s gratifying when patients notice. They often comment on how current our technology is, and that feedback gives us confidence we’re on the right track.”

But technology alone doesn’t keep a practice thriving. Behind the scenes, Dr. Wood has leaned on IDOC to help manage growth. Take Books & Benchmarks (B&B). Transitioning from a part-time bookkeeper to a fully online financial system was a pivotal moment.

With IDOC’s support, Wood Eyecare not only gained accurate and accessible data, but also confidence

in the numbers. The partnership has allowed Wood Eyecare to focus its energy where Dr. Wood thrives—leading, innovating and building patient relationships. “This service enables me to spend my time elsewhere. I appreciate having easy access to our financial history and data no matter where I am. We can generate virtually any report and feel confident it’s accurate thanks to frequent interaction with the team at B&B.”

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Another valuable service is IDOC Vantage, which helps align contact lens prescribing with patient needs and practice goals. “Since we were already doing a hefty amount

with Bausch + Lomb, it was great to see this program come along. The rebates and savings make the program attractive, but the real value is the seamless integration with EdgePro analytics. With the MY IDOC Vantage tab, I can see our contact lens sales history with a click of a button. That visibility is powerful.”

A stalwart in his local eye care community, Dr. Wood continues to be an industry leader. Today, as an IDOC IMD for Atlanta, he’s building connections and sharing lessons learned from decades of innovation and ownership. “We’re always on the lookout for equipment, products and technology that can provide better patient care. Sometimes we stumble, but we’re always moving forward. Patients notice, and that’s what matters most.”

For Dr. Wood, leadership is about taking thoughtful risks, embracing tools that elevate care and never losing sight of the patient experience. That belief continues to build not only a thriving practice, but a lasting legacy.

