



# Vision Source® Gazette

Issue 10

October 18, 2013

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## Top Story

### Expressing the "Why" of Vision Source®



As I close in on my first year of serving Vision Source®, I continue to be amazed at the passion members have—and express—for the profession of optometry and the mission of Vision Source®. Recently, **Joe Pfeifer, OD**, Administrator for Western Washington, shared with me an email he sent to **Paul Jensen, OD**, a Vision Source® member in Renton, Wash. In the letter, Joe references a TED Talk video that Paul recommended on how great leaders inspire action by focusing on the "why."

In his email, Joe expresses the "why" of the Vision Source® mission as well as anyone I've heard.

*I was going through my old emails last week and came across a link you sent me to a TED talk by Simon Senik about "[How Great Leaders Inspire Action](#)."*

*I have viewed this talk multiple times and wanted to say thank you for sending it to me.*

*I have tried forever to put into words "why" Vision Source® was important but always found myself talking about the "what" and "how" of Vision Source®. My conversations always drifted into the fact that we have the best discounts (what) because we have a great team to negotiate (how) but never talked about (why).*

*I believe that Vision Source® has survived and flourished because we are a group of like-minded independent private practitioners who have combined our talents and enthusiasm to foster and promote the survival of our beloved mode of practice. I believe our mode of practice fosters better patient relationships and loyalty, we utilize technology for the benefit of our patients, we have more loyal committed staff and we are concerned and dedicated to community involvement and the visual welfare of those individuals we take care of.*

*I believe that the leadership of Vision Source® (Glenn Ellisor, Jim Greenwood, Bobby Christensen, the executive team, staff, VSRs and administrators) sincerely feel that they can make a difference for us with the changes we are facing*

*with implementation of the ACA. Changes are happening all over the United States and locally.*

*Thanks for helping me clarify "why" I'm still delighted to be a part of Vision Source®.*

Joe's email is another confirmation of what I believed from Day 1 of joining Vision Source®: This is a network of leaders—both in the profession and in their practices. That's one of the key reasons "why" I'm excited about our future and consider it a privilege to be on the journey with all of you.

Be well,

**Jim Greenwood**

Vision Source® President and CEO

## Breaking News

### Last Chance to Provide Your Feedback

Today is the final day to access the [2013 Annual Member Satisfaction Survey](#). Your input matters. You can provide us direct and helpful feedback on how we can improve, what you are seeking, what you like, dislike and yearn for in your practice to maximize your membership from the Vision Source® Member Support Center in 2014. If you haven't done so already, please click on the link now and spend 10-15 minutes providing us with your valuable feedback.

### Leading the Way in the Era of ACA

**Bobby Christensen, OD**, Vision Source® Senior Vice President, Clinical Strategies, published an article recently in the online edition of Review of Optometric Business. The subject was the opportunity for optometry in the era of the Affordable Care Act (ACA). Below is a response from one Vision Source® member **Gregg S. Sunner, OD**, in Ankeny, Iowa.

To read the original article, [click here](#).

*Bobby, I just got through reading your article on ACA and what it means and can mean to our profession in the future and, not surprisingly, I was impressed with your assessment of this mandate.*

*What really excited me though, was the expression of your optimism of optometry's future in this 'new system.' While so many of the professions are continuing with the 'woe is me' stance, it was nice to hear a positive take on this forefront of change that we are facing. We all know that it's just human nature to resist change,...and yea,...these changes are MAJOR, but I'd hope that optometry, through AOA and Vision Source® leadership, will evolve with all of this and continue to be a viable, healthy and revered profession now and in the future.*

*It is through your 'flavor' of leadership and insight that keeps so many of us focused on what's ahead...keeping our heads 'out of the sand'...so that we can continue to do what we do well and still enjoy our life's chosen profession!*

## Vision Source® Practices Get on Board With World Sight Day Challenge



**Darell Brautigam, OD**, of Morrow, Ga. (*above left*); and **Gideon Mincey, OD**, of Atlanta (*above right*) were two of the hundreds of Vision Source® practices that took on the World Sight Day Challenge.

In Atlanta alone, more than 4,000 people received access to eye care over the course of the five days (both through onsite eye care and gift certificates distributed). A total of 28 doctors volunteered to provide the eye care, including these Vision

Source® members and their staff:

**Andre Lenoir, OD**, of Morrow;

**Tara Fowler, OD** of Roswell;

**Michael Rothschild, OD**, of

Carrollton; and **Takeia Locke, OD**, of Atlanta.



*At right, the staff of Lifetime Vision Clinic, a Vision Source® practice in Auburn, Neb., shows support for World Sight Day.*

*Below, the team from the Vision Source® Member Support Center in Kingwood gather together in honor of World Sight Day.*



## Words from our Sponsors

In this section, you will find the latest offers and promotions from Vision Source® vendors.

### Free Shipping Offer from A&A



## Optical

Buy 12 premium pieces at no discount between now and Dec. 31 to qualify for free shipping in 2014 from A&A when you order three premium frames or more. Visit the vendor book at [visionsource.com](http://visionsource.com) for more information.



## Introducing a Superior Way to See the World



Transitions Optical, Inc. has launched its most responsive everyday adaptive lenses ever:

Transitions® Signature™ VII lenses with Chromea7™ technology. Available Jan. 7, 2014, Transitions

Signature VII lenses will replace Transitions® VI lenses in the Transitions® family of products as the optimal lens for maximum indoor clarity and responsiveness to UV outdoors.

Transitions Optical developed Transitions Signature VII lenses using a new proprietary methodology—Life360™—representing various temperatures, weather conditions and geographies. They were tested in more than 200 different real-life conditions. Transitions Signature VII lenses are more responsive to UV in more situations. The lenses use the patented Chromea7 technology, which is an exclusive dye formulation that allows the lenses to be more reactive to indirect sunlight and reflected sunlight, and to become even darker on hot days.

In wearer tests, Transitions Signature VII lenses had high patient satisfaction, both indoors and outdoors, with 8-out-of-10 clear lens wearers rating Transitions Signature VII lenses better than their regular clear lenses. Plus, Transitions Signature VII lenses were preferred 2-to-1 over Transitions VI lenses.

Your launch kit is just a few clicks away! Learn more and order your free launch kit (after completing an online quiz) by visiting [TransitionsSignature.com](http://TransitionsSignature.com).

## CooperVision Year-end Offer Continues



The CooperVision exclusive contact lens year-end event is in full swing. Purchase 100 box bulk of AquaClear Sphere,

AquaClear 100 Sphere or Proclear 1 day lenses between Sept. 1 and Nov. 30 of this year to receive special terms and a

special patient rebate and counter card. Learn more by logging into the vendor book ([visionsource.com](http://visionsource.com)).



## Essilor Provides Content for New visionsourcelearning.com

The old vslearning portal is retired, and Vision Source® members will soon be able to access the new [visionsourcelearning.com](http://visionsourcelearning.com) site, powered by Essilor's ECP University. The relationship with Essilor, its products and its labs is strengthened through this partnership. Essilor is able to help more Vision Source® members grow through better staff training and the new site streamlines the systems needed to access best-in-class training. *See more details on the new site under Member Services.*

## WestGroupe Profit Plus Program—Glamorous Destination



## Drawing

WestGroupe offers not only a substantial discount to Vision Source® practices that participate in the Profit Plus Program, it is also giving away a minimum of two and a maximum of six trips to Las Vegas or South Beach to members who sign up for the program. The four-day, three-night trips will include airfare, lodging at a 4-star hotel, car rental and \$500 spending money. WestGroupe will also make a contribution to a state optometric organization in the name of a winning administrator.

Members who have already signed up automatically earn six chances in the drawing. Those signing up in August earn five chances, four in September, three in October, two in November and one in December.

Travel must take place within the 2014 calendar year. The number of trips will be dependent upon final practice participation. A minimum 250 additional practices are required to meet contest thresholds. Visit the WestGroup page in the vendor book at [visionsource.com](http://visionsource.com) to register and enroll in the WestGroupe Profit Plus Program.

## TearScience Presents Webinar

TearScience is presenting an exclusive webinar for Vision Source® members, *Improving Dry Eye Patient Care, The Next Big Opportunity in Your Practice*, on Tuesday, Oct. 22 at 8 p.m., EDT. The guest speaker is **Suzanne Offen, OD, FCOVD**, of Offen Eye Associates, a Vision Source® member practice in Westfield, N.J.

More than 25 million Americans collectively spend \$3.8 billion annually to manage their dry eye symptoms. Unfortunately, traditional therapies have left these patients frustrated and seeking more effective options. This 30-minute webinar will explore how the latest technology can help you identify and treat the underlying cause of 86 percent of dry eye, Meibomian Gland Dysfunction. TearScience® will offer a special promotion for Vision Source® members.



To register and join the event, [click here](#) and then click **Register** or **Join Now** and use the password: *lipiflow*.

To join the teleconference only, dial in to +1-415-655-0001 and use the access code 664 569 487. For assistance, email [marketing@tearscience.com](mailto:marketing@tearscience.com).



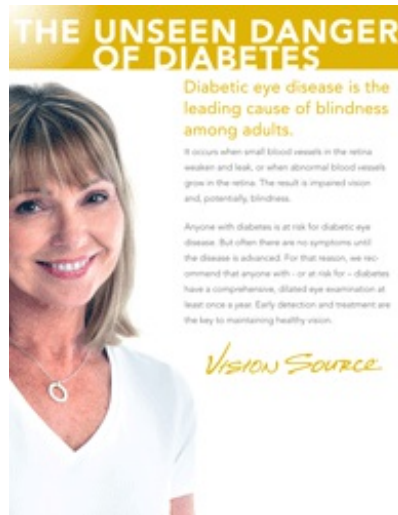
[Click here](#) to watch a two-minute video from TearSciences. Vision Source® member **Dr. John Todd Cornett** of Amarillo, Texas, explains how the LipiView® Interferometer works.

**Around Vision Source®**

## Marketing

### Diabetes Awareness Month Material Available

November is Diabetes Awareness Month. Diabetic eye disease is the leading cause of blindness in adults. To inform your patients, especially those at risk, and your community of the need for comprehensive eye examinations, we've prepared the following:



- [8 1/2 x 11 Flyer \(.pdf file\)](#)
- [8 1/2 x 11 Flyer \(.doc file\)](#) – Click just below the logo to reveal a text box where you can add your practice information.
- [Facebook image \(.jpg file\)](#)
- [News Release \(.doc file\)](#)

You can also order personalized counter cards and posters through FedEx Office or Office Depot.

**Demandforce Users:** This flyer is available in your portal under Templates from Partners called "Diabetes – VS November Newsletter."

**Websystem3 Users:** Click "Campaigns" on the blue menu bar and then select "Prewritten Campaigns."

### Be Seen

Did you know the Vision Source® Marketing Tool Kit offers professionally designed print advertisements? Whether you need a full color or black and white advertisement for your local paper or high school football program, we've got you covered. Print advertisements are available in standard full page, half page, and quarter page sizes via Office Depot. Simply [click here](#), username is vs.storeid.your practice ID# (for example: vs.storeid.3333), password is visionsource, click Ads, select the size in color or b/w, select the main image, verify your contact info, continue through purchase, and a link to download a pdf of your ad will be emailed to you.



## Member Services

### The New visionsourcelearning.com Website Launches



The site for staff education, [visionsourcelearning.com](#), has been relaunched and in the process of being rolled out. The former vslearning site contained 27 web-based courses. With the content provided by Essilor's ECP University, the site now offers more than 100 e-learning courses (including more than 28 ABO/NCLE credit hours)

Vision Source Learning provides opportunities for the professional growth and business development of the entire office through online training. We would like to thank you for your ongoing support.

**Questions?** Contact or call us at 888-558-2020.

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including six courses that are exclusive to Vision Source®.

On the new site, all electronic training courses and records are stored in one place. All Vision Source® members have access to the 100+ ECP University courses from Essilor without paying individual subscription fees. Members can purchase bound materials from ECPU directly from the site.

A tutorial video for doctors and staff members is accessible by [clicking here](#). The video demonstrates how you should access, log in and use the site.

## Gold Standard Service

*The Gold Standard* book inspires exceptional service. Here's a report from one practice. Do you have an example of Gold Standard Service? Send your story to

[GreatCareStories@visionsource.com](mailto:GreatCareStories@visionsource.com).

*Our office was closed and as one of our employees was driving away, she noticed someone pull into the parking lot. She backed up, got out of her car and asked the man if he needed something from May Vision Center. He did and she opened the door and took care of him. He happened to be returning from a long drive to see his mother-in-law who had had a heart attack. We were glad we could make his day. Here's the note he sent:*



"I stopped by yesterday just a few minutes after your 4 p.m. closing time. Before I could drive away, your receptionist approached my car and asked me if I needed something. She unlocked the door and let me in to pick up some replacement parts for a pair of sunglasses that I previously bought from you. This willingness to stay a few minutes late and help me after 'official' hours was very much appreciated, really made my day. Nice customer service!"

— **Lori Kindschy, CPOT**, Vision Source® – May Vision Center, Waunakee, Wis.

## Website Transition a Snap

Every week, more Vision Source® member practice websites are making the conversion to the new design. Here's a response from Vision Source member **Brett Hagen, OD**, in Spokane, Wash.

"I was pleasantly surprised how easy and prompt the transition was to our new website. This new look and feel combined with Demandforce makes information easy to find and appointments a snap to request.

The staff and doctors love the results so far, and patients have commented favorably. Mobile platform is similarly spectacular—check 'em both out:

[garlandvisionsource.com](http://garlandvisionsource.com)."

## Professional Development

### Education on UV Is Important Year-round



[This training video](#) focuses on the importance of UV protection and the benefits of the Vision Source®-exclusive VISO XC® Plus UV treatment. All of the training videos in this series can be found in the new member portal under

Videos.

## Vision Source® SpringBoard Is Underway

Practices participating in Vision

Source® SpringBoard programs are encouraged to share their experiences and results with their administrators so that this feedback can be shared.



- Launch webinars for *Maximizing Contact Lens Profitability and Patient Care* were held on Sept. 16 and 17, and launch kits have been sent to all administrators. Participants who have not received theirs should contact their mentor.
- The *Maximizing Optical Profitability – Vision Source® Track* launch webinars took place on Oct. 1 & 2. Any practice interested in enrolling in wave 2 can email [springboard@visionsource.com](mailto:springboard@visionsource.com).
- The *Macular Degeneration Management and Patient Growth* track is underway. Any practice interested in enrolling in wave 2 can email [springboard@visionsource.com](mailto:springboard@visionsource.com).
- The *Optical Profitability – Essilor Track* is full. Vision Source® will let members know when the program is open to new practices.

## We Value Your Feedback



Thank you to all Vision Source® members who have already completed our [2013 Annual Member Satisfaction Survey](#). If you have not done so already, please take the survey today.