



Vision Source® Gazette

Issue 12

November 15, 2013

In This Edition

- Top Story
- Breaking News
- Words from our Sponsors
- Around Vision Source®
- Give Us Your Feedback

Issue 12

- Download a PDF
- View in Web Browser

The Gazette Archives

- Issue 11
- Issue 10
- Issue 9



Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Story

New Member Support Center Drives Improved Customer Service



As we strive to build upon the best practices that you consistently exemplify as illustrated in *The Gold Standard* book, we are thrilled to announce that Vision Source® continues to develop the industry-leading infrastructure needed for its member doctors and practices. Another sign of that commitment is illustrated here—literally as a sign. The

new Vision Source® Member Support Center (formerly known as corporate/headquarters) will open on Nov. 25 and be visible to all Houston residents who drive on U.S. Route 59/69. This "sign" will be constant reminder of the journey we are on to improve patient experiences in your Vision Source® practices.

From a practice enhancement call (PEC) to see that you are maximizing your savings, to fast and thorough answers to your day-to-day questions regarding vendor programs, managed care programs or education needs, to one-on-one marketing consulting, the Member Support Center team members are here to help or guide you in the right direction. We have team members dedicated to vendor relations, practice and professional development, member services, marketing, IT, finance, legal and clinical strategies.



Vision Source

No other ECP alliance can begin to match the depth and breadth of these support services. And Vision Source® continues to invest in these areas for one simple reason: we want our member doctors and practices to focus on providing their patients with the optimal patient experience and highest level of quality care. Managing a business is a complex undertaking, so where we can help, please let us do so.

In service to you,
Jim Greenwood

Vision Source® President and CEO

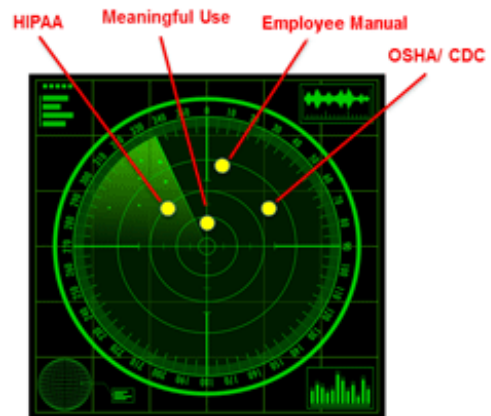
Breaking News

What Should Be On Your Radar?

Regulatory compliance bogeys and an increase in audit activity across the country mean that practice owners need to be on their guard.

Your practice needs to have the following:

- Employee Manual (varies by state)
- HIPAA Compliance Manual (varies by state)
- OSHA/CDC Manual



For manuals customized for your practice that meet state and federal guidelines at Vision Source® pricing, go to [Mandatory Compliance Manuals](#).

Vision Source® Experience Today in Nashville

Today's Vision Source® Experience session in Nashville was attended by 240 Vision Source® doctors and staff. The 2013 program comes to an end next Tuesday with a final session to be held in Houston.

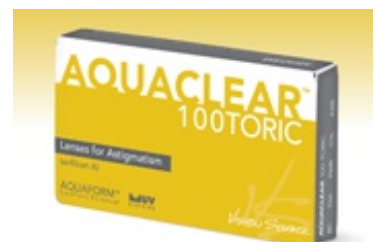


Words from our Sponsors

In this section, you will find the latest offers and promotions from Vision Source® vendors. For more details, visit the vendor book at visionsource.com.

CooperVision Expands Offerings

AquaClear™ 100 Toric lenses are now available with a -2.25D cylinder power, in sphere powers of -6.00D to +6.00D in 0.25 S steps; -6.50D to -10.00D in 0.50D steps; cylinder powers of -0.75D, -1.25D, -1.75D, and -2.25D; and axes from 10 degrees to 180 degrees in 10 degree steps.





CooperVision also has launched the Biofinity® XR contact lens brand, allowing practitioners to fit with confidence a greater number of monthly replacement lens patients, including those with significant hyperopia and myopia. Biofinity XR lenses are now available in powers from +8.50D to +15.00D (0.50 steps) and -12.50D to -

20.00D (0.50 steps). The current Biofinity line (your AquaClear brand) continues to be available in +8.00D to -12.00D powers.

Marcolin to Acquire Viva

Marcolin has agreed to acquire Viva International and its related brand portfolio, including the Guess phenomenon. While the acquisition is being completed, Marcolin reminds Vision Source® members that it's the perfect opportunity to reconnect and discuss the current global portfolio of impressive brands including Tom Ford, Balenciaga, Roberto Cavalli, Diesel, Kenneth Cole, Timberland and many others. Contact a Marcolin sales representative or call 1-888-MARCOLIN to learn more about how you can leverage the many promotions the company has in place.



Section 179 Savings and Year-end Financing Specials



The allowable Section 179 deduction is expected to be reduced to \$25,000 in 2014 and bonus depreciation is scheduled to expire, so it's important to plan now to maximize these important benefits in 2013. In addition,

U.S. Bank offers year-end finance specials featuring a 5.39 percent rate and 100 percent financing available. Don't delay making purchases now that can provide tax benefits as well as improve your patient care. Visit the U.S. Bank page in the [vendor book](#) to fill out a financing application. Applications are subject to credit approval, and other terms apply.

Transform Your Practice with Demandforce



Demandforce is an online marketing and communications solution that will help your practice:

- Automate marketing and appointment communications
- Enhance your online reputation to attract new patients
- Track all results and ROI to drive your bottom line



Join us on Dec. 4 at 11 a.m. PST for a [1-hour webinar](#) that will cover how Demandforce can transform your practice as well as learn about all its new features including Postcards, Bing Review Syndication, Recurring Campaigns and Intuit Local.

Marketing

November is Diabetes Awareness Month



November is Diabetes Awareness Month, and this past Thursday was World Diabetes Day—to honor the birthdate of Frederick Banting, who co-discovered insulin in 1922. Charles Best was his partner in the discovery. World Diabetes Day is internationally recognized and is now an official United Nations Day.

Vision Source® doctors and their colleagues in the optometric profession are on the front lines of diagnosing diabetes. Remind your patients and your community of the importance of annual eye examinations for people with or at risk for diabetes. Marketing support materials are

available online through FedEx Office and Office Depot.

New Vision Source® Member Sites Draw Raves

Dr. Mike Rothschild from Carrollton, Ga., offers his review.

What an improvement! Our new and improved website is certainly adding some excitement to our practice and getting a lot of attention for our practice. The transition from the old site was painless, and the simple process of switching over got us reinvigorated in improving our web presence. At first glance, the new site just looks more welcoming and adjusts itself to any screen size, including my phone. I am most excited about the blog page, and we are using that to actively promote our practice. We will send emails with links to our blog and put links in the blog to other places. We know this will make our website more active and send us to the top of the search lists. Thank you Vision Source®.



Improve Your SEO by Blogging/Linking

Dr. Rothschild mentions two great points: blogging and linking. Both of these things are no-cost tactics that improve the SEO (search engine optimization) of your website. Blogging allows you to make periodic updates to your website, include important, searchable keywords and answer questions being asked by internet viewers—three things that search engines, such as Google, love. Social sharing is also important to the search engines so teasing blog topics through posts on Facebook and other social media outlets and linking those posts back to your blog is great for SEO.

Gold Standard Moment

The Gold Standard book inspires exceptional service. Do you have an example of

Gold Standard service? Send your story to

GreatCareStories@visionsource.com. Here's one that came from **Amanda**

Crosby, NCLEC, ABOC and a VSR Facilitator at Ochoco Vision Source® in
Prineville, Ore.

"We really do not like to make our patients wait. Our technician is out greeting patients and getting them started before they ever have a chance to sit down. Once in a great while if our patients have to wait a few minutes, our technician or front staff always makes sure that patients are aware that we are running a few minutes late and offers them a refreshment. Our staff always does an awesome job of making the patients comfortable and keeping them well informed."



Happy Thanksgiving

The Gazette will not be issued the day after Thanksgiving—but will reappear on Friday, Dec. 6.

Your Feedback Counts



Please take a moment to answer this [two-question survey](#)—even if you've done so before. It provides us the feedback to improve *The Gazette*.

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