



Vision Source® Gazette

Issue 16

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

Top Stories

Make Plans Now for The Exchange

Please register at vstheexchange.com where you can also find more information about the meeting, travel arrangements, available hotels, and have an opportunity to download the social media app (coming soon). As mentioned in previous issues, The Exchange will offer up to eight hours of free CE credit, and you can expect to see the very best deals and offers from our vendors.



To see a personal invitation to attend The Exchange from Executive Chairman **Glenn Ellisor, OD**, click [here](#).

The Vision Source® room block is filling up quickly, so be sure to register now. See you in Boston.

New UnitedHealthcare Paper Supports Optometry

It's a very good time for optometry as a profession. In January, the publication of *The Impact of Eye Exams in Identifying Chronic Conditions*, reinforces the importance of eye exams and how eye care professionals can identify and intervene in a variety of high-cost chronic diseases, such as diabetes, hypertension and high cholesterol.



The study was performed by Optuminsight using data from UnitedHealthcare commercial medical and vision benefit plans for 2011 and 2012. Clinical oversight was provided by **Linda M. Chous, OD**, chief eye care officer, UnitedHealthcare and **Thomas L. Knabel, MD**, vice president, Clinical Informatics Consulting, Optum. By removing external factors, researchers found that eye care professionals were the ones who identified multiple sclerosis, diabetes and juvenile rheumatoid arthritis in ranges of 12 percent to 15 percent of the cases.

The study also affirmed optometrists' role as an important gatekeeper to health care, especially because people visit their eye care professional typically more frequently than their primary care provider. The study concluded, "ECPs can also

re-engage members into care for chronic conditions, which may create improved health outcomes and cost avoidance."

As Vision Source® members, this is not news to us, really. We've known that comprehensive eye exams are important for the individuals as well as for the public health. At The Exchange and our regional meetings, Vision Source® member doctors are working together to influence how optometry will impact the future of health care. Studies like this, however, are satisfying because they provide the data to show what we already know: our role in the future of health care delivery is an important one.

Read the whole study [here](#).

Bobby Christensen, OD

Vision Source® Senior Vice President, Strategic Planning

Breaking News

Fresh Day™ and Fresh 30™ Lenses Coming Soon

At The Exchange, Vision Source® members will hear about an exciting new value proposition from Sauflon: Fresh Day™ and Fresh 30™ contact lenses exclusive to Vision Source®. With this launch all patients can now afford daily disposable contact lenses with silicone hydrogel technology at hydrogel prices. Multifocal and toric designs are available, too.

Private-label lenses result in 20 percent—plus greater profitability for members. Sauflon is a long-time, successful leader in other markets,



making its launch into the U.S. through Vision Source®. The product line has been fully tested and evaluated in Vision Source® practices during the past two years.

Over the past year, more than 60 Vision Source® members participated in a learning event to evaluate the performance of these lenses, which was a great success. Look for multiple, exclusive show deals when the products are launched at The Exchange, Boston 2014.

Hear from a Vision Source® member who has tried the new product.

Yesterday I wore the Fresh Day Multifocal. I am emmetropic/presbyopic, so I wore one lens only. The vision was exceptional at near and decent at distance (considering I was comparing it to my emmetropic uncorrected eye). I did not experience problems with near in low light, as I do with most other multifocal designs. I was snowmobiling from 10 a.m. until 7 p.m., then bowling after that. I wore the lens for a total of 16+ hours in very challenging environment. This lens is a hit with me, and I'm sure it will be with my patients!

Bradley Jorgensen, OD

Jorgensen, Schulz & Associates, a Vision Source® practice in Appleton, Wis.

Want to try the product? Email freshday@visionsource.com to include your

name on the list for diagnostic and Rx products as they become available.

Vision Source® Takes on a High Profile At SECO



Vision Source® is partnering with SECO this year, providing free continuing education for attendees to SECO 2014, March 12-16. Vision

Source® Vice President of Practice

Development **Walt West, OD**, will present two lectures on Wed., March 12:

- 10 a.m.: Managed Care Update 2014
- Noon: Preparing to Deploy ICD -10 in Your Practice

Vision Source® will also host a reception for members in attendance on Sat., March 15 from 6-8 p.m. in the Grand Ballroom Foyer of the Omni Hotel at CNN Center, 190 Marietta St NW, Atlanta, Ga.

For more information and to register, go to seco2014.com.

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 portal.visionsource.com.

Take Advantage of Safilo Incentive Program to Stock Your Frame Board

Safilo has developed an exciting Vision Source® Ramp Up Promotion from Feb. 1 through March 31. This promotion will allow members to build their board space with Safilo products up to 30 percent to 50 percent.



There are two levels to the program to accommodate practices of different sizes. And there are scaled rebate incentives based on incremental dollar growth over the previous year. See the vendor book at portal.visionsource.com for more details.

New Vendor Offers Retinal Imaging Instrumentation

New vendor Annidis Health System introduces

Vision Source® members to the Annidis RHA system which incorporates Multi-Spectral Imaging technology to allow eye care professionals to visualize the earliest evidence of outer retinal and choroidal disorders.

Several Vision Source® doctors have been using the Annidis RHA in their offices with positive results.

Vision Source® member **Andrew Howard, OD**, of LaFollette, Tenn., shares his experience. "I believe this technology represents a new standard of care in retinal imaging. The ability to evaluate the outer retina requires a paradigm shift as we discover 'age related' macular degeneration so early in the disease process that we are discussing lifestyle changes and treatment plans with patients who are quite young. The Annidis RHA stands alone, but as an added bonus the service and support are unmatched," Dr. Howard says. "I've never experienced a company as involved or excited about training our doctors and staff, and we have access to



experts who help us review the images. Adding the Annidis RHA was a sound investment that benefits both our patients and our practice."

Annidis Health Systems offers Vision Source® members exclusive pricing as a pre-meeting special and also at The Exchange. For more details, visit the vendor book at portal.visionsource.com.

Around Vision Source®

Marketing

Your Vision and Eye Care Safety in the Workplace

March is Save Your Vision Month and Eye Care Safety in the Workplace Month. Because so much of our daily life, at work and at home, involves digital devices, Vision Source® is focusing its message for March on computer vision syndrome (CVS). To help you educate your patients and community on CVS, Vision Source® has 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 "Computer Vision Syndrome – VS March Newsletter."

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

Practice Development

The Personal Touch Sets a Gold Standard

Susan Murphy, ABOC, LDO, of Alderwood Vision Source® says that putting *The Gold Standard* book into practice has inspired positive reactions, including this comment through Demandforce, where the practice is rated at 100 percent.



"The office staff was very organized and professional. My appointment was on time, and the staff called me by name. They had my information ready instead of having to hunt for it. The young woman doing the testing was very well trained on the equipment and was able to explain to me what the tests were about. The doctor was excellent in terms of being able to answer my questions. He was very upbeat and friendly. I felt as though I had known him for years. Overall, it was a very pleasant and impressive experience."

Murphy says that when a patient comments about being acknowledged by name,

"I know that we are living up to the Gold Standard of Vision Source[®], and we carry the title proudly. We have a staff that loves coming to work and it shows in how they treat each and every patient. Thank you, Vision Source[®], for giving us *The Gold Standard* book. It's an excellent tool for achieving world-famous customer care!"

Send an example of how your Gold Standard service is making a difference to greatcarestories@visionsource.com.

Vision Source[®] Representative Program: Making the Best Practices Better

The VSR Program is adding a tagline to its 2014 logo: "Making the Best Practices Better." The VSR program strives for this goals through communication at the staff level as well through VSR Exchanges held quarterly, which include the following:



- Educational presentations and CE from our Elite vendors
- Detailed information on Vision Source[®] resources available to staff
- Roundtable discussions
- Special topic presentations

To ensure your office has a staff member assigned to receive valuable VS information and be designated the VSR, please add him/her to the portal. Click [here](#) for instructions.

VSR Exchanges are valuable staff training opportunities. Contact your Administrator to find out who your local VSR Facilitator is. For information on the program, contact VSR Program Manager **Daphne Reznik** at 517-214-4152.

Powerful Recruiting With Local EyeSite and Vision Source[®]



Welcome to your Vision Source[®] online recruitment portal in partnership with Local EyeSite, eye care's premier jobs and recruiting website. The site is an exclusive resource for recruiting specifically within the eye care industry. This more targeted approach shares your listing with more 30 additional sites in our industry thereby providing maximum exposure.

Click [here](#) to view and learn more about our online recruitment portal.

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*.