



Vision Source® Gazette

Issue 17

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Top Story

Vision Source® Vendor Strategy Redefined

In 2014, you will note that we have made changes to our vendor strategy to maximize your profitability and success. These strategic vendor decisions are made after extensive due diligence and careful evaluation of the optical marketplace. In addition, members and administrator experts play a key role in product and program validation. As stewards of the business representing you, we strive to deliver best in industry pricing, innovation and support from our vendors while ensuring that Vision Source® members maintain or enhance their marketplace advantages in the future.



2014 Elite Vendors provide Vision Source® members the best pricing, innovation and support in industry.

Alcon is our sole Elite contact lens vendor.

Safilo is our new sole Elite frame vendor.

Essilor remains our sole Elite lab vendor.

Marco, Optos and Zeiss Meditec are our Elite capital equipment vendors.

2014 New Vendors provide significant new vendor programs.

Sauflon – Our new exclusive brand (private label) contact lens company is launching with the tagline *Affordable Innovation* in the U.S. at Vision Source®.

A global contact lens leader is providing Vision Source® members these private label silicone hydrogel products at hydrogel prices:

- Fresh Day™ daily silicone hydrogel spherical, astigmatism and multifocal lenses
- Fresh 30™ monthly silicone hydrogel spherical, astigmatism and multifocal lenses

These products were tested by Vision Source® members and achieved excellent clinical, patient and sales results. These products are to be launched at the Exchange (To get on the list for Dx kits and to be able to order Rx product, please email freshday@visionsource.com).

Vistakon – The #1 contact lens manufacturer in the world is now offering Vision Source® members its best pricing and member/doctor rebate program.

Vistakon is increasing its investment and focus on the independent eye care provider. For example, consumer rebates will only be redeemable at independent

eye care providers.

Other notable 2014 Vendors that provide excellent exclusive Vision Source® pricing and programs:

Viva/Marcolin, Westgroupe, Match, Riserva and Optovue

The Steps To Success / What Do We Do As Members?

- When clinically appropriate, support the Vision Source® vendor strategy and prescribe products made by our Elite Vendors first.
- Use products from our Vendors when Elite Vendor products aren't appropriate.
- Provide Elite Vendor and Vendor sales representatives with an opportunity to brief you and your staff on their products and exclusive Vision Source® pricing; determine where these products can help your practice and fit, sell and reduce all inventories of other brands so you can be ready for new vendor deals, products at The Exchange Boston 2014.
- In supporting the overall Vision Source® model, we highly encourage you to use the aforementioned Elite Vendors and Vendors that are creating a competitive edge for you, are investing in your success and all offer you great differentials vs. your competition

Your support of our vendor strategy enables us negotiate better on your behalf and to provide Vision Source® members more value. Thank you for helping us fulfill our mission:

Enriching lives by enabling independent optometrists to reach their full potential.

Jim Greenwood

Vision Source® President and CEO

Breaking News

Register Today for The Exchange



Reserve your space for The Exchange by registering at ystheexchange.com. At this site, 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 will expect to see the very best deals and offers from our Vendors. Hope to see you there!

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!

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

SECO2014
Atlanta, GA | March 12-16
THE FULL SPECTRUM OF EYE CARE

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.

Benefits for Vision Expo East Announced

International Vision Expo East has partnered with Vision Source® to bring members exclusive benefits:

- The first 100 ODs to register will receive 3 hours of FREE CE (there are still spots left)
- 10 percent discount on all CE for ODs* and staff
- FREE Exhibit Hall pass
- FREE Vision Source® Program: Practices of Distinction
- FREE Partner Party – Join your fellow Vision Source® members!



View all Vision Source member benefits and register at visionexpoeast.com/visionsource.

**The 10 percent discount is not applied to ODs who receive three free hours. Additional hours are available at standard rates. The 10 percent discount*

for ODs is available after the first 100 members claim their free CE hours.

Complimentary and discounted CE packages are limited to Vision Source members and their staff. Total Office Package pricing, Boot Camps and Workshops are not available for the 10 percent CE discount.

Fresh Day™ and Fresh 30™ Success Stories

Doctor Likes New Option for Daily Disposables

"I believe that daily contact lenses are where the market is going. Fresh Day™ is a good product. Patients have said that they get a great end-of-day comfort, and I am anxious to order Fresh Day™ Multifocal and

Fresh Day™ for Astigmatism. Overall, it's wonderful to have a daily disposable contact lens with silicone hydrogel material at such a low price point."

Ashley McFerron, OD

Canby Eyecare, a Vision Source® practice in Canby, Ore.

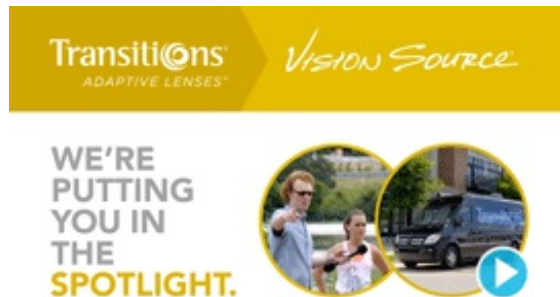
Want to try the product? Email freshday@visionsource.com to include your name on the list for diagnostic and Rx products as they become available.



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.

Exclusive Transitions® – Vision Source® TV Partnership Starts In March



Vision Source® is partnering with Transitions Optical to bring you the opportunity to reach more patients than ever before. Transitions will promote Vision Source® through national direct response TV, engaging consumers in the benefits of Transitions® Adaptive™ lenses and, in turn, driving them to member practices. To prepare your practice for this exciting opportunity, we've prepared a video with all the details. View it by [clicking here](#).

ADP® Is At Your Service

ADP delivers the insight, experience and support Vision Source® members need to help manage their workforce and back office administration. Whether you're just starting out, experiencing rapid growth or sustaining a mature company, ADP has business solutions to help you succeed.



IN THE BUSINESS OF YOUR SUCCESS®

Moes Nasser, OD, a Vision Source® member, chose to partner with ADP in June 2011 for payroll and HR services. Now he can process payroll, access employee information and offer his employees direct deposit, even while traveling.

Learn how Vision Source® members can receive special pricing on payroll by visiting the [ADP landing page](#).

Terms, conditions and restrictions apply.

Vision Source® Introduces Fatheadz and Dea



Fatheadz is a premier line of XL eyewear, with contemporary frames and smart styling designed for larger-headed men. The Preferred Stock lineup was crafted with the latest technological advances to provide durability, comfort, and style.

Dea women's eyewear includes 16 intriguing choices, with eye sizes up to 60mm. Dea Preferred Stock has extended temple lengths to offer a spacious all-day comfort and an industry-leading, two-year warranty combined.

New Supplier Added

Vision Source® has added CNS Frame Displays, for dispensary displays and furniture systems, as a new supplier. See the vendor book at portal.visionsource.com for complete details.

Around Vision Source®

Member Support Services

Vision Source® Team Expands

Jon Turlington joined the Vision Source® team as the Senior Application Developer last month. He brings with him more than 10 years of experience in application development, architecture, and management. He will be able to provide lasting software infrastructure that helps our members thrive.



Signage Is Up



The new Vision Source® Member Support Center sign is up on the new office building. 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® Representative Program: Making the Best Practices Better

The VSR Program has a new tagline and logo: "Making the Best Practices Better." The VSR program strives for this goal through communication at the staff level through VSR Exchanges held quarterly.



The VSR Exchanges include:

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

Interested in making the best practices better? Click [here](#) for instructions on how to designate a staff member to the program and get started.

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.

Marketing

The Vision Source® Marketing Toolkit Survey

In order to improve on the Marketing Toolkit launched last year, Vision Source® is looking for feedback that will help improve the program through the [Marketing Toolkit Survey](#). This short, 15-question survey will help the Vision Source® Member Support Center gain more insight about your usage of the Marketing Toolkit, and, as a result, create a program that's best for you.

Please answer the [Marketing Toolkit Survey](#) by March 3, 2014, so that we can make the necessary changes as soon as possible.

Webinar: The Vision Source® Marketing Toolkit

Do you have questions about the Marketing Toolkit? Not sure what the Marketing Toolkit offers or how to use it to create marketing material? Join Vision Source® for a webinar on Wed., Feb. 26, at 8 p.m. CST. The experts at FedEx Office will present tips and tricks on using the online marketing tool kit available through its site.

[Click here](#) to register for the webinar and receive log-in and call-in instructions.

Marketing Toolkit Makes Design Easy

"I worked with Karen Ostrum from FedEx when I ordered stationary, business cards and appointment cards. She was extremely helpful and it was an easy process. I worked with Karen and was able to redesign the stationary by including our practice logo and she was great to work with and achieved excellent success. I am extremely happy with the end product and look forward to ordering more materials in the future."



Lowell Lebovitz, OD

The Vision Center, a Vision Source® practice in Pittsburgh

Seeing Patients As People



Staff delivers a Gold Standard moment

Mark E. Leary, OD, with a Vision Source® practice in New Bern, N.C., tells this story:

"A patient of ours was recovering from a hysterectomy when we called to verify her glaucoma follow-up appointment. She had forgotten about it and couldn't make it in the following day as scheduled. This upset her since she also works in a health care environment and hated to reschedule at the last minute.

She later told me that she was comforted by the friendly staff who helped her reschedule, and she was even more comforted and impressed when the very next day she got a get-well card from our office. This was a great job by the office staff in owning that situation and taking care of our patients."

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

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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