



Vision Source Gazette

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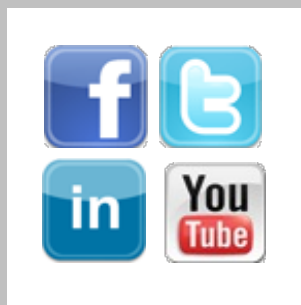
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Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Story

Build on a Foundation of Strong Relationships

Coincidentally, Vision Source® announced two initiatives that, while unrelated, illustrate the strength of relationships.



Collaborative Care Agreement

The first is big news in Arizona and nationally. Vision Source® Phoenix area members have joined Arizona Care Network, a clinically integrated accountable care organization (ACO) led by physicians and supported by Abrazo Health and Dignity Health Arizona who manage over 100,000 patient lives. Patients in the greater Phoenix area will have access to nearly 30 clinicians in 14 participating optometric practices in the Vision Source® network. Vision Source® Administrator **Stuart Bark, OD**, played a lead role in developing that relationship.

We are honored to begin this new relationship with Arizona Care Network and the opportunity to provide its members with state-of-the-art eye health and vision services in a warm and welcoming clinical environment. This innovative solution for collaborative care will help address the need for quality eye care screenings, management and treatment for a rapidly growing senior population faced with the risk of diabetic retinopathy and glaucoma.

Developments such as this are only possible because Vision Source® member practices have a reputation for quality care and accessibility—two factors that are very important to referring physicians and ACOs.

We are in the midst of an industry shift that has created a wonderful opportunity for independent ODs. We are equipping the Vision Source® network to educate primary care physicians (PCPs) who practice within three miles of our 2,800 member locations. We are on this path because virtually all PCPs have a need for a collaborative care arrangement with a quality optometric clinician.

Customized Relationship-building Kits

That's where the second announcement comes into play: we now offer customized relationship-building kits that can be taken to PCP offices by Vision Source® members. These gift baskets contain a wide variety of items, including snacks, a map, custom logo products and a copy of *The Gold Standard* book. I strongly encourage you to replicate this business process as it has proven to be very successful for many of your professional colleagues. Think of the gift baskets as a way to say 'thanks' to your existing referral sources or to introduce your practice to more doctors in the community.

We are also prepared to provide you with a listing of all PCP practices within three miles of your location. To access, follow these instructions:

1. Log in to the [Member Portal](#).
2. Go to **Resources > Marketing > PCP Referral Program**.
3. Click on your office location for a list of PCPs around your office.
4. Click on the adjacent image of the basket to connect to VisionSourceGear.com and order the number of baskets you need.

By pulling on the rope together, your collective effort in this regard will help elevate the entire profession through enhanced awareness of your clinical capabilities and

further differentiate you and your fellow Vision Source® members from the field.

Jim Greenwood

Vision Source® President and CEO

Breaking News

33 Days Until The Exchange



With only 33 more days until The Exchange, Vision Source® staff are excited about what they have in store for everyone attending. Get the opportunity to learn about essential information from Vision Source® vendors, gain CE credits, attend expanded content sessions and hear from keynote speakers: work/life balance expert **Dan Thurmon**; the RESULTS Guy™, **Tony Jeary**; and Professor **Nathan Efron**, who will speak about the *Miracle of Daily Disposable Lenses*, a program sponsored by Sauflon.



Dan Thurmon



Tony Jeary



Nathan Efron

A special website has been set up for The Exchange (vstheexchange.com) where you can register for the meeting, get hotel information, view the agenda and download the social media app that launched this week. The app will guide you through the meeting and alert you about last-minute changes.

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!



Receive Free or Discounted CE at Vision Expo East

The first 100 Vision Source® ODs to register will receive three free hours of CE. There are still a few spots available. In addition, any doctors beyond the first 100, as well as your staff, receive 10 percent off CE. Vision Source® members also receive a free Exhibit Hall pass and free entrance to the Vision Source® *Practices of Distinction* program and the Vision Source® party.

Vision Source® Practices of Distinction

On Friday, March 28, from 2 p.m. – 5 p.m., Vision Source® will be offering the program *Practices of Distinction* free for Vision Source® members.

The topics covered will be

- Health Care Reform: The Good News for Your Practice
- Proven Strategies to Increase Contact Lens and Optical Profit
- Profit, Patients, and Free Time: How You Can Get More

Refer an OD and Win

The [Optometrist Referral Program](#) is a unique program designed to encourage optometrists to come to Vision Expo East for the first time based on your referral. You and the colleague you refer will receive a gift of your choosing (a \$100 value).

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

Webinar: The New Vision Source® Member Website

Are you on the fence about using the new member websites provided by Avelient? Not sure about what the new sites offer or how to use them? Join Vision Source® for a webinar on Wed., March 26 at 8 p.m CST. The experts at Avelient will walk us through the new website and its features and show us how simple it is to use.

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

ICD-10 Coding Challenge

Case #2

Before we get to Case #2 in the ICD-10 Coding Challenge, the results from the ICD-10 Coding Challenge #1. Of all the Vision Source® members who participated in the premiere ICD-10 Coding Challenge, only 21 percent got the right answer.

The ICD-10 Coding Challenge continues with second challenge in our series leading up to Oct. 1, 2014, when the conversion to ICD-10 is mandatory.

Case #2: 78 YO WM

- **CC:** eye irritation
- **HPI:** both eyes, moderate, constant, for several months, artificial tears help, feels like something in the eyes
- **Medical Hx:** Hypertension
- **Ocular Hx:** Cataract surgery 7 years prior OU
- **BVA:** OD 20/30, OS 20/30
- **External:** lower lid skin and lashes turned in and rubbing against cornea and conj OU, mild inferior SPK OU, mild injection and edema of bulbar conj OU, ring of whitish haze in periphery of cornea OU
- **Internal:** PCIOL in position

How would you code this case using the ICD-10 Code Set?

Email your answer(s) to ICD10@visionsource.com and the correct answer(s) will be sent to you via instant reply.

[Click here](#) for information and ordering of the comprehensive Vision Source Optimum ICD-10 Program.

Fresh Day™ and Fresh 30™ Success Stories

A "Particular" Patient Makes Convincing Switch

"Fresh Day™ lenses offer peace of mind, effortless fit and great compliance at a great price, both for the patient and our office.

The Fresh Day lenses instantly became our go-to lens for all our spherical fits as soon

as we saw a very positive response from one of our very particular patients. This is a woman who has used every trial in our office and even some we don't carry in our office, with no relief of her dry eye symptoms. As soon as she tried on a Fresh Day lens, she gave a few uncomfortable blinks but almost instantly a smile crept across her face and she has been wearing Fresh Day lenses ever since.



This kind of response has kept this lens as a mainstay in our practice. Our patients have been very happy with the lens and have even told others about 'these lenses from Europe' and how great they are."

Vincente Calderon, OD

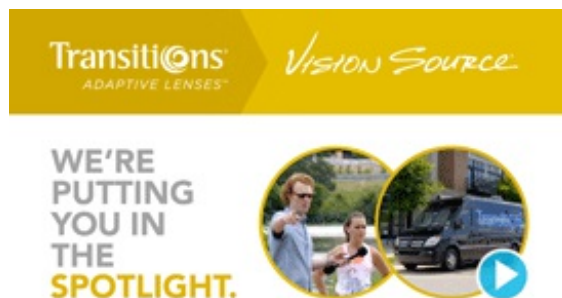
Icare & EYEwear, a Vision Source® practice in Bronx, N.Y.

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](#).

Office Depot Provides Access to Branded Marketing Materials

Visit the Vision Source® marketing portal at visionsource.com.myp3portal.com to create personalized marketing communications from Office Depot. Create brand-consistent communications including business cards, stationery, brochures, posters, flyers, ads and even postcards with mailing services. [Click here](#) for more information.



Exclusive New Offer for Vision Source Members
Visit us at SECO 2014 - Booth #1255



TearScience Brings Special Offer to SECO

TearScience (Booth #1255) is offering Vision Source® members a special offer on the LipiView® Interferometer and the LipiFlow® Thermal Pulsation systems. [Click here](#) to see how these systems work.

Lead Source Bundle Can Boost Your Reach

The Company (formerly Connect:FKM) and Yodle have joined forces to bring Vision Source® members a well-rounded, highly discounted lead-generation bundle that includes print Yellow Pages, Internet Yellow Pages and search engine marketing. The Lead Source Bundle offers these products at up to 80 percent off compared to off-the-shelf prices and allows you to be where potential patients search. For more information please [click here](#).



A Double Discount from Marcolin

To complement the release of the new design direction of Cavalli, Vision Source® members can receive a double discount on all Robert Cavalli eyewear orders between now and March 31, 2014.

Around Vision Source®

Member Services

Use Approved Distributors to Ensure Discounted Pricing

The Vision Source® Member Support Center would like to remind practices that the Approved Distributors are OOGP and ABB OPTICAL GROUP. To ensure that your practice is receiving the Vision Source® discounted price and quarterly rebates, please purchase your products from OOGP, ABB OPTICAL GROUP or directly from the contact lens vendors. If you have any question or concerns, please call or email your administrator, district manager, or Member Services manager.

Support the Vision Source® Vendor Strategy

[Click here](#) to view a document which outlines the Vision Source® Vendor Strategy.

Courteousness Counts

Dallas Wilkinson, OD, of Vision Source® Hot Springs in Hot Springs, S.D., relates the kind of gold standard service that patients notice. "As our tech of 18 years was walking out of an exam room, she was stopped by an older patient. He said to her, "It's always nice to have you here. You are always so happy and we appreciate that." All of our staff are very courteous and friendly!



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

Don't Get Scammed on EMV

Chip-based smartcards for payment are making their way into the U.S. marketplace, but it will be years before the magnetic-stripe cards currently in use go away. So don't be in a hurry to purchase a new credit card terminal—no matter what you're being told.

EMV, the acronym for Europay, Mastercard and Visa, was developed in 1994 to make payment cards more secure. Keep in mind that as health care professionals, you are in an industry with the absolute lowest fraud rate.

[Click here](#) to read more about EMV from **Scott McBrayer** of PMI.

Marketing

Women's Eye Health Month Materials Available

April is Women's Eye Health Awareness Month. Because women are more than three times more likely to be affected by dry eye syndrome, we're focusing on that condition this month and have prepared the following:

- [8 1/2 x 11 Flyer \(.pdf file\)](#)
- [8 1/2 x 11 Flyer \(.doc file\)](#)
- [Facebook image \(.jpg file\)](#)
- [News Release \(.doc file\)](#)

All are now on the [member portal](#). There are also 22" x 28" posters that can be ordered through the FedEx Office link on the [visionsource.com member portal](#) or the [Office Depot portal](#). These materials can be personalized for your



office.

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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