



Vision Source[®] Gazette

Issue 19

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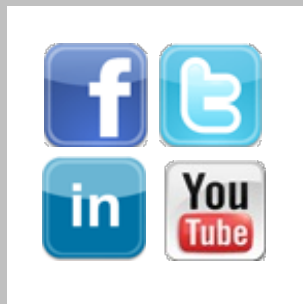
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Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Stories

Vision Source® Voice Rings Clear

In the extraordinary pushback to the Superior Vision announcement that essentially cut eye care professionals out of contact lens sales, Vision Source® stood up to defend our member doctors as well as independent optometrists. The news changes quickly, and even this morning, an announcement came out that Superior Vision was re-evaluating its contact lens program. The reaction would not have been as swift or as complete if it hadn't been for the voices of independent ODs and their committed representatives, such as the Vision Source® Member Support Center.



Here's how quickly Vision Source® reacted. We immediately conveyed our concern on behalf of our member doctors to ABB OPTICAL GROUP, which had been selected as the distributor for Superior Vision's plan. ABB OPTICAL GROUP has walked away from the deal, a decision we applaud. Vision Source® members and management strongly feel that optometric physicians should be able to provide options in their practices for patients to purchase their contact lenses conveniently and safely.

This decision was all about doing the right thing for independent optometry, and once we knew we were on the same page with you, our members, representing North America's largest network of independent optometrists at Vision Source®, we pushed hard for the right decision, and ABB OPTICAL GROUP obliged.

This is a clear victory and a testament to our Vision Source® model. This situation showed that together, we can do anything as a group of independent clinicians once we lock arms. As we move forward, we will undoubtedly face battles again—over products, over rights and over services. We are so proud of how our Vision Source® network stepped up on this ordeal and was able to do what is best for patients and optometry.

Vision Source® encourages Superior Vision to go further than to re-evaluate its contact lens program. It needs to be rescinded, and independent optometrists should maintain their ability to provide contact lenses for their patients.

Bobby Christensen, OD

Vision Source® VP Clinical Strategies

A Fresh Start With Contact Lens Strategy



One of the many exciting announcements you'll hear at The Exchange in Boston is about our contact lens strategy going forward. Last week, we sent a [special Gazette](#), encouraging you to sell through existing and limit any new inventory purchases in advance of this announcement. Elite Vendor Alcon and our Vendors Sauflon and

VISTAKON will provide Vision Source® member doctors with extraordinary offers, so you'll want to have room on your shelves and in your budget.

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. I'd caution you, too, about deals from any other contact lens company that is not a Vision Source® Elite Vendor or Vendor. Any other deal, pricing, brand, policy or offering is not supported by the Vision Source® Member Support Center.

By supporting the Vision Source® vendor strategy of using products from Elite Vendors first and Vendors second, you'll help hone the competitive advantage that comes from being part of the Vision Source® network.

For any questions, please [click here](#) or visit the vendor book at portal.visionsource.com for more information on these contact lens companies. You can also call the Vision Source® Member Support Center at 888-558-2020. We'll see you very soon in Boston.

Jim Greenwood

Vision Source® President and CEO

Breaking News

Last Chance to Take Advantage of Benefits for Vision Source® Members at Vision Expo East

View all Vision Source® member benefits and register at visionexpoeast.com/visionsource. Here are some highlights:



- First 100 ODs to register will receive 3 hours of free CE
- 10 percent discount on all CE for ODs* and staff
- Free Exhibit Hall pass
- Vision Source® program: *Practices of Distinction* from 2 p.m. – 5 p.m. on Fri., March 28
- Free Vision Source® party at BB King's from 8 p.m. – 9 p.m. on Fri., March 28

*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.

The Exchange Is Less Than Three Weeks Away



Vision Source® is excited about what is 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.

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

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 is available [here](#) or search for **VS2014** and download the app. The app will guide you through the meeting and alert you about last-minute changes.

Also "like" our [Vision Source North American Meeting Facebook page](#) or "follow" our [Vision Source Twitter page](#) to stay updated with information about The Exchange 2014 and also have the opportunity to get in touch with others attending.

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

ICD-10 Coding Challenge

Oct. 1 Deadline for ICD-10 Conversion Looms



By Walt West, OD, FAAO

The American Academy of Professional Coders suggests that proficiency with the ICD-10 code set is a 90 percent accuracy rating. Allow me to explain what this means to your practice revenue.

First, let's establish the fact that if the coding for a patient is inaccurate, you don't get paid, at least not in a normal amount of time. So, if you are 90 percent accurate, that means that after Oct. 1, 2014, 10 percent of your practice revenue is lost or, at best, delayed. Only 80 percent accurate? Then 20 percent of your practice revenue is lost or delayed.

You get the picture. Can you afford the loss of 20 percent, or even 10 percent, of your practice revenue?

So far, the responses to the ICD-10 coding challenge appearing in the *Gazette* are averaging approximately 20 percent accuracy.



Dr. West's ICD-10 presentations draw a crowd.

Many large, well-managed and proactive hospitals, clinical labs and diagnostic providers have spent hundreds of thousands of dollars preparing over the past two years for ICD-10 conversion. Even with that forethought and planning, they are preparing to put themselves in a position to run their businesses for six months with no revenue.

Don't put off ICD-10 training any longer. [Click here](#) to get started today.

Case #3

15 YO WF

- **CC:** red eyes
- **HPI:** started in right eye, spread to left, moderate, thick discharge from both eyes, matted shut in AM, mild photophobia, no pain
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **BVA:** OD 20/20, OS 20/20
- **External:** injection of the bulbar conjunctiva, injection of episcleral vessels, papillae of the palpebral conjunctiva, thick mucous on lashes

- **Internal:** unremarkable

How would you code this case using the ICD-10 Code Set? Email your answer to ICD10@visionsource.com. You will automatically receive an acknowledgement and the correcting coding for the case.

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

Fresh Day™ and Fresh 30™ Success Stories

Immediate Comfort

Kimberly Tinge, OD, a Vision Source® practitioner in Highland, Ill., has been using the FRESH DAY™ FOR ASTIGMATISM daily disposable contact lens. She says, "One dry eye patient who 'had no interest in changing' immediately ordered a one-year supply. She even called back the next day to say how much that material has improved her comfort. My dry eye patient felt that the optics are superior to anything she had ever worn. I have not yet had an eye that the lens didn't fit correctly, nor have I seen any rotation at all."

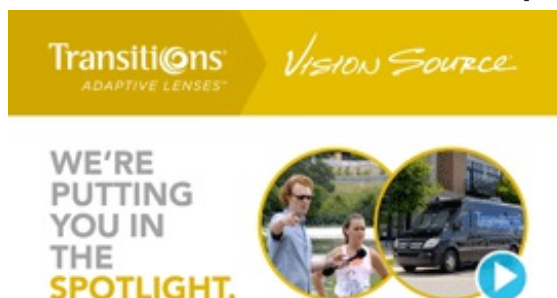


Want to try the product? Email freshday@visionsource.com to include your name on the list for diagnostic and Rx products as they become available.

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.

Transitions® – Vision Source® TV Partnership Extended!



The Transitions®-Vision Source® TV partnership, originally scheduled for March 17-31 has now been extended through April 27. As a reminder, 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](#).

Special Offer from Bollé®

Vision Source® members receive 10 percent off all Rx orders in 2014. Bollé B-Thin and Serengeti® VARIO Drive lens designs offer the widest prescription range available in RX Sun—99 percent of prescriptions, +6.00D to -8.00D. Visit the

vendor book at portal.visionsource.com for more information.

Introducing New Supplier NEW MILLENNIUM EYEWEAR



This premiere provider of eyewear offers an extensive diversity of brands that will enhance your boards. The company's main focus is with the independent optometrist. See the vendor book at portal.visionsource.com for more information.



Around Vision Source®

Marketing

Webinar Next Week on the New Vision Source® Member Website

The new member website webinar is in a few more days. 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® and Avelient for a webinar on Wed., March 26 at 8 p.m. CST. The experts at Avelient will walk through the new website and its features, illustrating how simple it is to use.

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

Member Services

Gold Standard Moments

Here's a story illustrating the principles of *The Gold Standard* book. It comes from **Denise Price** and **Gordon Price, OD**, whose Scituate Harbor Vision Source® location in Massachusetts has had its share of winter snowstorms this year.

"Because we are tough New Englanders, it is hard to keep some of us down due to inclement weather. One of our female patients decided to do her daily walk around Lighthouse Point, and the weather conditions were blizzard-like. Because the snow was collecting on her eyeglass lenses she chose to remove them in place in her coat pocket.

"Along the walking route, she reached into her pocket for a Kleenex, and her eyeglasses must have fallen out without her noticing. When she got home, she was in a panic because her only pair of eyeglasses was gone. She called our office and our optician, Jim, looked up her order history. Her frame was discontinued, and she was wearing a progressive lens.

"To minimize her inconvenience, Jim edged a pair of single-vision distance lenses, placed them in one of our value line frames and provided this to patient at no charge until her new glasses were finished at the lab. She was able to remove her glasses to read, so she was thrilled. Jim allowed her to keep this pair of eyeglasses when her new ones were



dispensed.

"Do I even have to tell you how happy this patient was? We know that she will tell others about her great customer service experience at Scituate Harbor Vision Source®. This example certainly sets us aside from the commercial retailers."

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

Stop by the VSR Booth



Want to know more about the VSR program, which has the motto, Making the Best Practices Better? Will you have staff with you in Boston who would like an opportunity to network?

Visit booth #235 to get more information from some of our fabulous VSR Facilitators and on Thursday, special guest Administrators. Always feel free to [email](#) the VSR Program Manager, **Daphne Reznik**, to learn more.

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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