



Vision Source[®] Gazette

Issue 22

May 2, 2014

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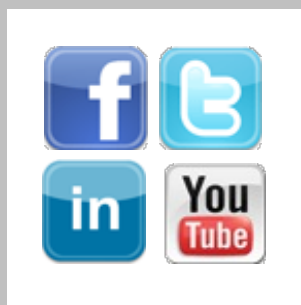
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Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Story

Managed Care Materials at Your Fingertips



While in Boston for The Exchange 2014, we enjoyed leading a Saturday morning session regarding the organization's managed care initiative. As we facilitated dialogue with four different groups of participants, it became apparent that we should **equip our membership** by consolidating all of the available materials into one spot within the [member intranet site](#).

We have assembled proven, field-tested tools that will allow you to take immediate action. The development of a collaborative care relationship with a **single internal medicine or family practice physician** can have a **material impact** on the health of their patients.



The purpose of this article is to explain the items that are available and provide you with a roadmap to find and then put these tools into action easily. There are four main parts to the materials:

1. **Primary Care Physician Locator:** We have purchased a nationwide list of all primary care physicians (PCP) on your behalf. This database, which includes contact information for all PCPs, is stored on our member intranet site. We recommend that you take a moment and download a listing of all the PCPs **located within three miles of your practice**. For those of you practicing in rural areas, this distance can certainly be extended. This information is free and easily can be exported to Microsoft Excel.

2. **Awareness Kit:** We have assembled everything you need to help the primary care doctor become more aware of your practice. There are four aspects to raising awareness.

- **Letter template:** This letter has been used successfully, and it does a good job of introducing your capabilities and staff.
- **Downloadable map to your office:** We recommend leaving multiple copies with the receptionist so he or she can distribute to these maps to patients for eye exam referrals.
- **A thoughtfully designed basket:** Break the ice create enhanced awareness for your practice. This basket comes with food and Vision Source® promotional items.
- **A PowerPoint presentation:** Use this PowerPoint if the opportunity arises to explain your services, the value proposition of optometry and the importance of preventive care. We encourage you to consider hosting **lunch and learn sessions** or perhaps a breakfast meeting to discuss this material.



What did you think about the 2014 *Vision Source* Exchange?

The Exchange Draws Rave Reviews

Listen to why Vision Source® members were thrilled
with The Exchange 2014 and their membership.

Click [here](#) for info and registration for 2015
Exchange.

3. **Net Promoter Score**

Tracker: During the breakout sessions, we also discussed the importance of being prepared to answer the question, "*What is your patient experience rating or net promoter score?*"

Outsiders will be impressed by your knowledge of this important metric and by your commitment to continuous improvement with respect to customer service.

Vision Source® Vice President, Practice Development **Dr. Walt West** has created an easy way to begin measuring your score, if you are not already keeping track of this metric.

4. **Clinician-to-Clinician Post-exam Report:** You can immediately begin using this *clinician-to-clinician post-exam report*, a document prepared to communicate results consistently with the patient's primary care physician office. This document can be readily configured for your practice and Bobby suggests that you have pads available in each of your exam rooms so that the document can be completed and sent at the conclusion of the patient visit.

As you discuss the clinical capabilities of your practice, it will be beneficial to share the fact that you regularly treat patients who have a need for a primary care clinician. As such, if the medical practice you are speaking with is accepting new patients, you will likely be in a position to refer a number of patients as the relationship matures.

Be prepared to share a listing of the **medical plans** in which you are a participating provider and discuss the **functionality of the diagnostic equipment** that is available in your practice. These points allow you to communicate the panels you serve on and the clinical capabilities you offer for patient care accurately.

All of the above tools are available today as part of your membership through the [member intranet site](#). Every member has access to this site. Log in to your account, or click [here](#) to visit the page directly. If you do not remember your login information, contact the Member Support Center for additional assistance.



Boston Strong—Literally

Ryan Powell, OD, shown with his parents, **Jeff Powell, OD** and **Marg Jane Powell**, also Vision Source® members, ran in his second Boston Marathon last month. His 2013 run, his first marathon attempt ever, was stopped at 25.82 miles. He dedicated this year's run to Martin Dorchester, the 8-year-old boy who was killed in last year's bombing while waiting to cheer on his dad at the finish line, and a Kansas City friend and courageous cancer fighter, Denise Henning.

In summary, we are looking forward to working with you to innovate and disrupt existing health care delivery systems and historical perceptions and patterns for collaborative care. Thanks to the efforts of more than 3,500 independent optometrists acting as one, Vision Source® is going to make a difference in the health of America. Together, we are going to help solve a significant problem and improve patient outcomes, ***providing the right care by the right clinicians at the right time!***

Jim Greenwood

Vision Source® President and CEO

Bobby Christensen, OD

Vision Source® VP Clinical Strategies

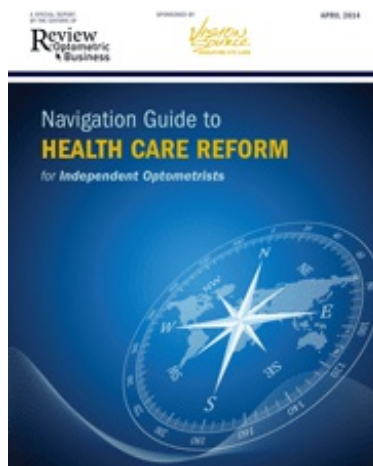
Breaking News

Did You Miss The Transitions® DRTV Webinar?

If you were unable to attend the webinar on Wednesday, April 30 describing the Vision Source® – Transitions Direct Response TV campaign, click [here](#) to see a recorded version.



Navigation Guide to Health Care Reform



Vision Source® long ago recognized the challenges and opportunities for optometry in the changing health care landscape. As the leading eye care alliance, we believed it was our responsibility to raise the level of discussion on health care reform with optometrists both inside and outside the Vision Source® network.

It was in that spirit that we commissioned the editors of Review of Optometric Business to research, write and publish the *Navigation Guide to Health Care Reform for Independent Optometrists*. This guide was recently included

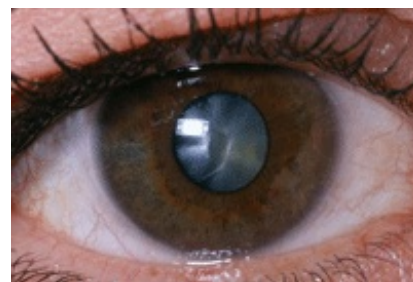
with the April issue of Review of Optometric Business. If you missed it, you can download a digital version by clicking [here](#).

ICD-10 Coding Challenge

Case #5

65 YO WF

- **CC:** blurred vision
- **HPI:** both eyes, moderate, has slowly gotten worse over the past year, glasses not helping
- **Medical Hx:** hyperlipidemia
- **Ocular Hx:** unremarkable
- **BVA: OD:** 20/70, **OS:** 20/40
- **External:** unremarkable
- **Internal:** mild brunescence of the lens OU, cortical spoking in the lens OD



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

New Offers from Sauflon and Fresh Day™

Sauflon is now offering:

- \$50 patient rebates on annual supply purchases with rebates available at sauflonusa.com and [here](#), as well as on member websites
- **100% satisfaction guaranteed on all of its products or your money back**
- Dx products in 10 packs (spherical and multifocal), per Vision Source® member requests
- Sponsorship of ANY local, regional or state meetings
- Free trials for doctors, staff, family members, etc. If interested in trying the lenses personally, please email info@sauflon.com or call 800-682-3240.

Webinar Opportunity

The Sauflon and Vision Source® – A Fresh Day™ Revolution webinar will be held during a total of four sessions on Tuesday, May 6, and Thursday, May 8, at 5 p.m. and 7 p.m. PST. Please [register](#) for the date and time that works best for you.

Build Your Practice on Newest Options

Burt W. Dubow, OD, FAAO, senior partner at Insight Eye Care, a Vision Source® practice in Waite Park, Minn., says all four of the doctors in the practice have been prescribing the new Fresh Day™ silicone hydrogel daily disposables from Sauflon, sold exclusively through Vision Source®.

"We have truly enjoyed using this new technology and giving our patients the very best in comfort and safety in a daily contact lens. Our patients have been very receptive to our recommendations and very understanding of our reasons for prescribing the best, latest and most advanced product for their eyes. We've prescribed quite a few of the spheres and multifocals with excellent success. Our practice has been built on giving our patients the newest and best in instrumentation, spectacle lenses and contact lenses for many years. The Fresh Day lenses offer us the opportunity to continue this tradition of focusing on patient success and satisfaction while, at the same time, giving us the best profit margin for our efforts as well. All in all, a great combination!"



Words from our Vendors

In this section, you will find the latest offers and promotions from Vision Source® vendors. For more details, visit the vendor book at the [member intranet site](#).

Sign up Now for Xperio UV Patient Rebate Program

The Xperio UV Patient Rebate Program is for Vision Source® practices only, but you must opt-in to the program in order to receive the rebate forms. More than 400 Vision Source® practices have already enrolled. Enroll today at xperiouv.com/visionsource. For any questions, please email support@visionsourcexperiorebate.com.

Who	What	When	Where
Vision Source patients only	Patient rebate on Xperio UV lenses \$15 UV & \$30 PAL	May 1, 2014 – September 30, 2014	Vision Source practices that have opted in*

Why?
A Vision Source Exclusive Offer

- Protect patients' overall health
 - The eyes are the only internal tissues of the body directly exposed to UV light
 - 90% of cataracts and macular degeneration are caused by UV damage
 - 1.2 million people go blind every year from prolonged UV exposure
 - UV accelerates the appearance of cataracts
- Help improve practice profitability & patient satisfaction
- Tie in with Xperio UV national TV advertising

*Opt in between April 1, 2014 - August 1, 2014 at www.xperiouv.com/visionsource

Macula Risk PGx for Medicare Patients with Arctic DX

Arctic continues to provide Macula Risk testing services for your Medicare patients. The company does not require ABN forms from patients, and it does not intend to bill Medicare patients for these testing services. Over the past four years, Arctic has been providing Macula Risk as a Medicare insured service. Unfortunately Medicare reimbursement for molecular diagnostic testing services (including Macula Risk) has been interrupted but the company continues to negotiate for the payment of these claims. Please be advised that Arctic will continue to accept Medicare testing requests as usual. Arctic remains optimistic that reimbursement

will be reinstated. Regardless, your Medicare patient will have no out-of-pocket fees associated with the test.

My Social Practice Helps with Social Media Marketing

My Social Practice provides a comprehensive social media marketing solution for Vision

Source[®] doctors. Social media will strengthen patient relationships resulting in higher sales, enhance the SEO of your website through social SEO and engagement, increase referrals and build your brand within your community. The solution includes blogging, newsletter and email marketing, in-office campaigns, daily social media content, training and much more. My Social Practice presented at The Exchange and many Vision Source[®] practices signed up for service. Learn more by contacting Adrian Lefler at 801-919-1991 or adrian@mysocialpractice.com.

The 5 Things Every Eye Doctor Should Know About Social Media Marketing



Included in this eBook:

FREE DOWNLOADS
you can start using today!

4 Key to Implement ACTION ITEMS

Vision Source

MySocialPractice

Introducing **iD LifeStyle 2[™]**

HOYA created iD LifeStyle 2[™] and has been optimized for use with Vision Source member programs. The iD LifeStyle 2[™] was an innovative advancement in lens technology, and the iD LifeStyle 2[™] member program offers members exclusive benefits to their practice.

CLARITY
New to iD LifeStyle 2[™]

CLARITY
New to iD LifeStyle 2[™]

New Program for Vision Source Members!
HOYA is looking forward to meeting with you and helping to grow your business with the best lens technology available to your patients. To find out who your HOYA Territory Sales manager is, email sales.support@hoyavision.com with your practice address.

HOYA
HOYA Vision Systems, Inc.

Get to Know HOYA

Schedule a lunch & learn with your HOYA Territory Manager to learn about its Vision Source[®] member program as well as its new products, Recharge EX3 and iD LifeStyle 2. HOYA is looking forward to meeting with you and helping to grow your business with the best lens technology available to your patients. To find out who your HOYA Territory Sales manager is, email sales.support@hoyavision.com with your practice address.

Vision Source **ZOLL**

THE CLOCK IS TICKING.
If sudden cardiac arrest is not treated in minutes, it quickly leads to death. In fact, a victim's chance of survival decreases by 10% for every minute that passes without defibrillation.

EVERY SECOND COUNTS.
Take advantage of this exclusive Vision Source offer today. HOYA and ZOLL are offering the ZOLL AED Plus for all Vision Source members. By placing an AED in your facility, you're not only protecting your patients and staff, you're protecting yourself too.

ZOLL AED PLUS PACKAGE
List Price: \$2,495
Vision Source Member Offer: \$1,345

- New ZOLL AED Plus
- Adult CPR-D-Mode w/CPR Feedback
- Standard Type 120 Lithium Battery (part of kit)
- Rescue Ready Kit
- Carrying Case & Training DVD
- Battery/First Aid/Defibrillation 3-in-1 Refresher
- 2 Year Warranty
- 24-Hour Support Program
- AED Wall Cabinet
- 24-Hour AED Management (2 Year)
- Free peak cost of ownership \$0.00 (lowest in the industry)

CONTACT US
Call: 800-441-4444
Email: adrian@mysocialpractice.com
Fax: 801-919-1991

Fast Action with DXE Medical Saves Lives

If sudden cardiac arrest is not treated in minutes, it quickly leads to death. A victim's chance of survival decreases by 10 percent for every minute that passes without defibrillation. So take advantage of this exclusive offer from DXE Medical for Vision Source[®] practices to bring an AED into your facility.

U.S. Bank Extends Offer from The Exchange

U.S. Bank is extending its finance rate offer to Vision Source[®] members through May 31, 2014. Whether you made purchases at the show, or are looking to finalize your purchase today, let the exclusive finance partner of Vision Source[®] assist you with your financing today.



MODO Adds Styles

MODO Eyewear has added eight new styles to their environmentally-friendly Eco Born Biobased capsule collection. Each style is available in six colors. The collection features four women's and three men's styles, with one unisex frame. Vision Source® members also receive 30 percent off the recent style additions.

Styles shown are Eco Biobased Orinoco, Light Blue and Eco Biobased Volga, Orange.

Introducing New Suppliers

ABS Smart Mirror offers an iPad app, featuring frame selection, lens simulator with augmented reality and proven measuring solution for the most advanced progressive lenses. Click [here](#) for more details in the Apple App Store.

Legre Eyewear has more than 120 styles including frames crafted from acetate, steel and combination, which offer a high-end look and feel at middle price point.

My Vision Express features EHR, practice management software, optical POS and numerous integrations with industry partners. It also includes the ability to schedule appointments, take orders and payments, file insurance claims, manage inventory, conduct exams, and other office related tasks. Visit My Vision Express' vendor page for a press release announcing this new relationship.

The collections from **Zig Eyewear** include ZIGGY, inspired by David Bowie's 1970's alter-ego, as well as Ziggy Stardust and The Jean Reno by Cedrine O. collection, inspired by internationally-renowned French actor Jean Reno.

Essilor's Carrier Explains Coastal Strategy in VMAIL Interview

Essilor of America president John Carrier, in an exclusive interview with *VMail*, discussed why Coastal is a good fit for Essilor and how the acquisition will enable Essilor, which already owns two other e-tailers to expand its online presence and the company's multichannel capabilities. Carrier said, "The internet complements traditional distribution channels, which remains the one able to provide added value in taking measurements and supporting wearers. We are vigilant that the development of online sales in the optical industry does not come at the expense of wearer's safety and the quality of the correction or product performance." Read the entire interview [here](#).

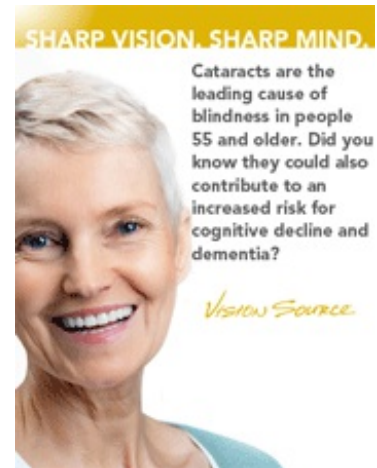
- **8 1/2 x 11 Flyer (.pdf file)**

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

You can also order customized flyers, counter cards and posters from FedEx Office or Office Depot through links to their sites on your Member Portal.

Gold Standard Service

Here are two examples of gold standard service delivered in Vision Source® practices. How has *The Gold Standard* book helped you raise the bar? Send us an email at



greatcarestories@visionsource.com.

A Warm Welcome

Cindy Rouse from Advanced Eyecare Specialists, a Vision Source® practice in West Palm Beach, Fla., recalls a moment of unexpectedly stellar service. *"A couple on vacation from another country entered our office shopping for sunglasses. One of our technicians greeted them with enthusiasm and a welcoming smile while speaking to them in their native language.*

"They shopped with the technicians for an extended amount of time—finally making a decision and purchasing designer sunglasses. As they were leaving, we thanked them for coming to visit us. Their parting comment, with a smile and a wave was, 'It is all about the experience!'"

Provide Honest Health Advice

Laura Vasilakos, OD, of Scituate Harbor (Mass.) Vision Source® recalls seeing a recent new patient who was interested in multifocal contact lenses. *"She is a 51-year-old homemaker who stated she enjoyed baking, almost daily. During her examination, I noted that there was some thinning in her peripapillary and papillomacular nerve fiber layers around both of her optic nerves, making her a glaucoma suspect. During the explanation of my findings as well as her prognosis, she asked if there was anything she could do to prevent glaucoma from occurring. I stated that it is believed that the lack of blood flow to the optic nerve may contribute to glaucoma; so increasing her blood flow by exercising would be recommended. Since she was also overweight (based on BMI), she took my recommendation seriously. When I saw her a few weeks after the initial examination, she was excited to say that she joined a gym, started spinning, had more energy and reduced her baking routine. She wanted to thank me for being honest with her and her health choices."*

Website Customization Made Easy

"Avelient has been wonderful to work with. My representative takes care of every little thing I want to tweak on my site within 24 hours. He added a link in our home page to see reviews when I asked. He has also allowed me to send him a link to office photos and he has taken care of their placement on the site.



Office photos and patient reviews provide added customization.

"I know you can log in and adjust your information as you would like, but he does this so much more efficiently than me. I also believe the websites look more cutting-edge, and I get compliments on my site from my patients."

Cheryl Barton, OD

[Woodbine Eye Care](#), a Vision Source® practice in Pace, Fla.

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*.

