



Vision Source Gazette

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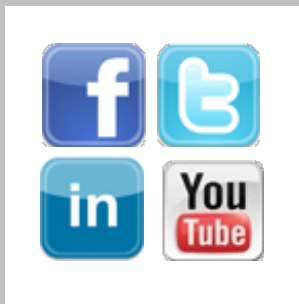
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Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Story

The Equal Opportunity Profession

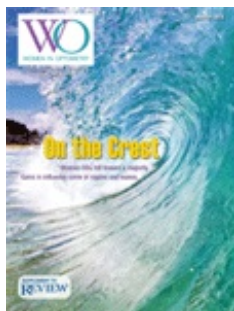


One of the more interesting social and educational trends of the past two decades has been the rapid escalation of women becoming health care providers. That's especially true for optometry—as reflected not only by the percentages of women graduating optometry school, but also by the composition of the Vision Source® membership. Nearly one-third (32 percent) of all Vision

Source® member doctors are women, and our new members are certainly reflective of this trend.

In the context of a changing demographic, I feel that it is important to reinforce that Vision Source® is working to provide the tools, programs and innovative solutions that our members need, regardless of whether they are male or female, working in urban, suburban or rural settings, whether they have multiple locations or one. The Vision Source® mission statement clearly states why we exist, "Enriching lives by enabling independent optometrists to reach their full potential."

We are excited to share that Vision Source® has become a sponsor of the magazine, *Women In Optometry*. Professional co-editors of the magazine are Vision Source® members **April Jasper, OD, FAAO**, and **Katie Gilbert-Spear, OD, MPH**. I'm also pleased to announce our support of its inaugural meeting and networking event to be held on June 27, 2014, in Philadelphia. Watch your emails for invitations coming soon.



Our interest in the publication and the discussions surrounding this issue are an example of our commitment to the profession and serve to reinforce the fact that we stand ready to meet our members where they are in their professional lives. The ultimate goal is to ensure that we are doing everything in our power to realize the aforementioned mission.

Be well,
Jim Greenwood

Vision Source® President and CEO

Breaking News

Trusted Colleagues

This is the second installment in our Trusted Colleagues series, profiles of high-performing offices that



Vision Source
TRUSTED COLLEAGUE

exemplify the best practices of Vision Source® membership—networking with colleagues at local meetings and The Exchange, engaging with elite vendors and delivering the gold standard of patient care.

In the Vision Source® spirit of collegiality, these members have also agreed to answer any questions you may have about their experience and included their email addresses.

Our Trusted Colleagues for this edition are the husband and wife team of **Branning Hollis, OD**, and **Mona Kardani, OD**, from Valrico, Fla. [Click here](#) to read their story.



Refer A Colleague, Get Two Months Royalty-free

Share the benefits of membership in Vision Source® with colleagues and classmates and enjoy a benefit for yourself. The Refer-A-Friend program has been extended, enabling you to receive two months, royalty-free for each qualified doctor who joins through your referral.

[Click here](#) for more information or to register a referral or go to referafriend.visionsource.com.

Vision Source® Reception At AOA

If you're attending Optometry's Meeting, June 25-29 in Philadelphia, mark your calendars for Friday, June 27. Vision Source® is hosting a members' reception that evening and co-sponsoring the Incoming President's Celebration that follows. The celebration will honor incoming AOA president and Vision Source® member **David Cockrell, OD**, and features music by Bad Habits, The Eye Docs of Rock. Here are the details:



Where: Hard Rock Café, 1113-31 Market St. in Philadelphia

When: Friday, June 27

7-9 p.m. – Vision Source® Members' Reception

9 p.m.-midnight – Incoming President's Celebration

ICD-10 Coding Challenge

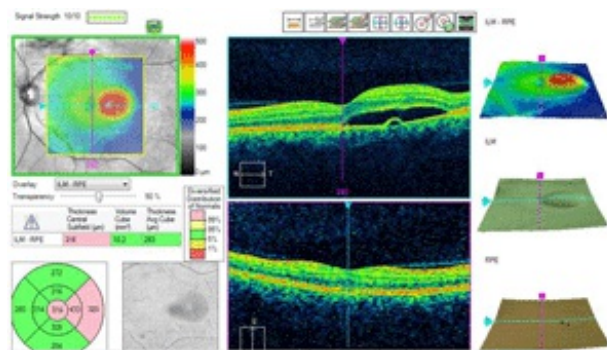
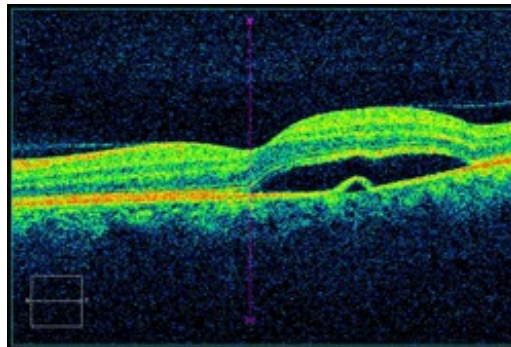
It's week #6 for the ICD-10 Challenge, and the numbers of offices participating is increasing each week. Vision Source® encourages you to look for these coding challenges, share them with your billing staff and use this as a two-minute lesson to begin to understand the scope and scale of the ICD-10 coding changes that will

take effect Oct. 1, 2015. About 19 percent of respondents are getting the right answer.

Case #6

53 YO WF

- **CC:** "bubble in vision"
- **HPI:** left eye, happened suddenly, two days ago, not getting better, saw a flash of light also
- **Medical Hx:** a lot of stress of planning son's wedding next month
- **Ocular Hx:** unremarkable
- **External:** unremarkable
- **Internal:** elevated area at the superior temporal edge of macula (see OCT images below)



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.

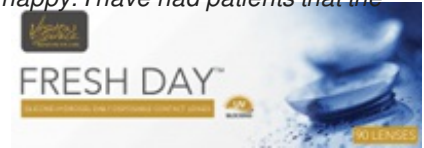
Fresh Day™ and Fresh 30™ Success Stories

"Comfort" Becoming Familiar Patient Refrain

Vision Source® member **Michael Rebarchik, OD**, of Sussex Eye Center in Lewes, Del., says, "One patient last week told me the Fresh Day sphere is the first lens she has ever used that she could not feel on her eye at any point in the day. Another patient a few days later told me she knew it sounded weird but she felt as if her eyes were more comfortable wearing the Fresh Day sphere as opposed to wearing nothing at all! Finally today another patient today told me these are the most comfortable lenses she has ever worn in her entire life.

"The multifocal continues to blow me away. Most patients are successful with the first lens. For those I have changed, I have never needed more than +0.50D

difference from the original Rx to make them happy. I have had patients that the lens did not work for, however I would say my success rate with the lens is approximately 90 percent, which is way above any multifocal lens I have fit in the past.



"I think this family of lenses is fantastic, and Vision Source® should do whatever we can to keep Sauflon in close partnership."

New Offers from Sauflon and Fresh Day™

Sauflon offers:

- \$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.

Visit the vendor book found on the [member intranet](#) for more information.

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](#).

Just in Time for Summer: A Hot Offer from Safilo

After the tremendous success Safilo experienced with Vision Source® members in Boston, the company is offering one hot promotion through June 30. The promotion is designed to make it easy to add Safilo collections for those members who haven't purchased select collections or who have had no activity within those collections for a year or more. Opening orders for as few as 12 pieces per collection can be obtained at tremendous discounts and free shipping. Visit the vendor book found on the [member intranet](#) for more information.



Are You Ready For New Transitions Patients?



The Transitions – Vision Source® Direct Response TV campaign ended April 30 and new patients driven by the program should begin showing up in offices soon.

As a reminder, all respondents to the TV campaign will be sent "try on" Transitions decals, a coupon for \$25 savings and directions to go to visionsource.com to find a Transitions provider. Get ready for these patients by clicking [here](#) for a refresher course on the program.



Select From ADP Menu of Services

ADP offers a variety of payroll and employee management solutions:

- Cash management tools that help you make smarter use of your financial resources
- Integrated solutions that help with compliance challenges
- Optional employee solutions that can help you boost productivity by attracting and engaging team members

Visit the vendor book found on the [member](#)

[intranet](#) for more information.

Around Vision Source®

Practice Development

Buy A Ticket—Support the Vision Source® Foundation



The Vision Source® Foundation has joined tix4cause.com, the ticket website with a heart. Every ticket purchased on tix4cause can benefit the Vision Source® Foundation at no additional cost to you! To find out more, go to tix4cause.com.

The Practices of Distinction Tour is Coming



The Vision Source® Practices of Distinction tour is coming to 20 cities nationwide this year. This 6-hour program (luncheon included) features tips and tactics to help transform your office into a practice of distinction and includes 3 hours of COPE-approved CE. Here's a look at the featured presentations:

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

Upcoming dates and locations for the Practices of Distinction Tour:

- May 30 – Atlanta, Ga.
- July 16 – Howell, Mich.
- July 29 – Columbus, Ohio
- July 30 – Indianapolis, Ind.

- July 31 – Bloomington, Ill.
- August 1 – Green Bay, Wis.

For complete information on all cities, venues, agenda and to register, visit practicesofdistinction.com.

VSR Update: Get Staff Involved

You can provide individual staff members in your practice with access to educational resources, such as VS Learning and vendor book information, which will be helpful for their roles. [Click here](#) for instructions on granting access to staff members, and also how to designate your VSR staff member in.



VSRs receive email correspondence often several times a week, including *The Gazette* and relevant messaging for staff from the local VSR Facilitator. Please contact your administrator if you are uncertain about your VSR region, you do not have a VSR in your office yet or your VSR is not receiving our communications.

Vision Source® is growing its network of VSRs across the nation so information specific to your region can be sent to your staff going forward. You can also contact VSR Program Manager **Daphne Reznik** with questions at dreznik@visionsource.com.

Marketing

New Grad Optometry News

Newgradoptometry.com, launched in late March and founded by Matthew Geller, OD, has been featuring some of our members in its articles, such as [How to Design a One-of-a-Kind Optical Dispensary](#) by Courtney Dryer, OD, of Charlotte, N.C.



Also, [9 Simple Steps to Get Started as a New OD](#) gives a shout out to Vision Source®.

Feel free to read and share these articles and newgradoptometry.com with your peers.

How to Design a One-of-a-Kind Optical Dispensary - by a new graduate who opened gold

Gold Standard Service

Here is an example 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.



9 Simple Steps to Get Started as a New OD

Compassion Provides Relief for Troubled Patients



"We had a patient who had a balance on her account, as well as on her two daughter's accounts. I called her to inform her that we needed payment on the accounts, and she kept putting us off. I finally told her we would send to collections if no payment was made.

She broke down and started to cry because it was too much to handle. She had been dealing with a very nasty divorce, and her ex wasn't paying bills and her daughters were not being seen because of the unpaid bills at various offices. I just listened and when she was done, I offered to call her ex (normally we would not get involved in personal matters) and speak to

him to get him to pay his half of the balance.

She called back the next day and was so grateful that we not only listened to her but also helped her in a way no one else would. She said everyone else was insensitive to her hardship and very rude. This was the small light that she knew would be the way to everything eventually being okay."

**Syal Patel, of Norman Vision Source[®],
Norman, Okla.**

Member Website Testimonials

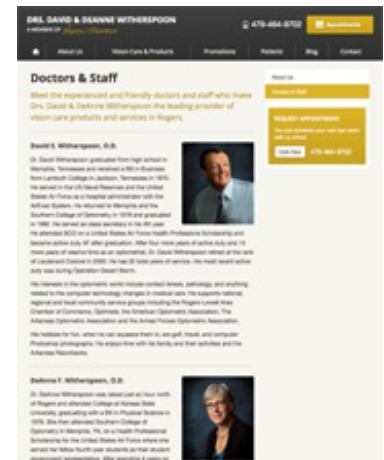
Here's what some Vision Source[®] members are saying about their new websites.

"Thank you so much for all your help! You personally made this the easiest transition of a website that I have ever done."

— [Missy Shanklin, Drs. David & DeAnne Witherspoon](#)

"The website looks GREAT!"

— [Lori Wielonsinksie, Carmine Vision Care](#)



"My husband is with Smile Source as well, and we have both been so impressed by your intake process. The screens are simple and very easy to understand. Thank you!"

— [Dr. Becca Jackson, Childers and Jackson Family Eyecare](#)

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*.



