



Vision Source[®] Gazette

Issue 24

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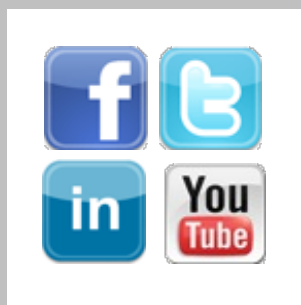
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Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Story



Rising in Recognition

Vision Source® ranks second in Vision Monday's 2014 Top 50 List

Every year, *Vision Monday* releases its highly anticipated listing of Top 50 U.S. Optical businesses—and for each of the previous years, Vision Source® hasn't been on that list.

This year, however, Vision Source® debuted on the list—in second place. With our collective \$1.96 billion in members' 2013 revenues from more than 2,800 locations, Vision Source® appeared just behind Luxottica Retail and ahead of Walmart stores.

It's important to note why Vision Source® chose to participate in this year's survey. We want to recognize and celebrate the collective success of the independent optometrists who comprise our membership. In fact, it's a natural outgrowth of the vision of **Dr. Glenn Ellisor**, who realized earlier than most that for independent ODs to thrive in this highly competitive arena, they would need a formal network. The network he envisioned would allow them to operate their practices as independent business owners but still be able to rely on the bargaining strength and professional camaraderie of a unified organization. The network he envisioned would place Vision Source® practices foremost into patients' minds when they think of eye care in their communities. Being on the same list as other optical businesses provides Vision Source® with a new platform from which we can gain greater visibility.

We are encouraged to know that our expanding network is continuing to set the standard for independent optometry, and we remain firmly committed to our mission. This ranking validates that Vision Source® and our members are well-positioned to respond to a rapidly evolving healthcare landscape.

A unique opportunity exists for large groups of independent optometrists to make a difference, to solve important challenges facing integrated health systems and most importantly, improve health outcomes. The optometrists who represent the fabric of Vision Source® are being connected to the health care delivery systems of tomorrow, the innovative organizations that are striving to effectively manage population health. These organizations are in search of cohesive networks of excellent clinicians who deliver a consistently outstanding patient experience.

Vision Monday also featured Vision Source® in its May 28 issue. This story highlighted the company's history, mission, wide spectrum of member offerings and a full review of why and how Vision Source® members are reaching their full potential. Read the story [here](#).

Be well,
Jim Greenwood
Vision Source® President and CEO

Breaking News

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.

Join us at the Hard Rock Café, 1113-31 Market Street in Philadelphia on Friday, June 27. The Vision Source® Members' Reception starts at 7 p.m. and will be followed by the Incoming President's Celebration, which runs from 9 p.m. to midnight.

Women In Optometry Event Precedes Vision Source® Reception

As proud, new sponsors of *Women In Optometry*, Vision Source® encourages members to attend, *What's Your Professional Style?* on June 27 from 5 p.m. – 7 p.m. at The Union League in Philadelphia.

Vision Source® members and the magazine's professional co-editors, **Dr. April Jasper** and **Dr. Katie Gilbert-Spear** will be presenting, as will Vision Source® member **Dr. Dori Carlson**. The session will engage women ODs in discussions about their professional, leadership and personal style. The Power Practice consultant **Dr. Cheryl Engels** and fashion stylist **Ilaria Urbanati** round out the panels. Learn more and register [here](#).



OD Shows There's More than One Way to Expand



Vision Source
TRUSTED COLLEAGUE

This is the third installment in our Trusted Colleagues series—profiles of high-performing offices that 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 Colleague for this edition is **Thomas Truitt, OD**, from Marysville, Ohio. Click [here](#) to read his story.

July is Fireworks Safety Month

Forty-five percent of fireworks-

related injuries occur to children under the age of 14. Studies show that every year, 400 Americans lose their sight in one or both eyes due to fireworks. To help inform your patients and your community of the need for protection and safety around fireworks, we've prepared the following flyers and web-appropriate images for you to use in announcements to your community, on your website and on your Facebook page or other social media outreach.

CELEBRATE SAFELY



A sparkler burns at 1800 degrees °F. Imagine what it can do to a child's eye.

Vision Source

- [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 Intranet.

ICD-10 Coding Challenge

How Would You Code This Case?

Take advantage of these regular ICD-10 challenges to bolster your understanding of the new coding system to take effect in 2015. Your financial future depends on understanding how to use these new codes.

Case #7

40 YO WM

- **CC:** eye redness
- **HPI:** both eyes, for 1 week, moderate eye pain, redness, achiness, photophobia, blurred vision, floaters
- **Medical Hx:** unremarkable
- **Ocular Hx:** prior treatment for Iritis
- **IOP:** 40 OD, 41 OS
- **External:** circumlimbal flush OU
- **Internal:** 2+ cells in A/C, 2+ flare in A/C, PAS, 0.50 cup to disc ratio OU



Images courtesy of Optometric Business Solutions, all rights reserved.

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.

Fresh Day™ and Fresh 30™ Success Stories

Frustrated Patient Meets Success... Finally



Scott Pearl, OD, a Vision Source® member in Pembroke Pines, Fla., recently shared his success with the Fresh Day™ Multifocal contact lenses. He wrote, "One patient has been unable to get good acuity with any multifocal lens. She's been waiting for

this to arrive. She got excellent distance and near vision with the Fresh Day Multifocal. Another patient is 10 years post-LASIK and is essentially plano with small cyl. He wanted them for activities and boating only. He was thrilled with the vision."

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](#).

AIR OPTIX® Color Contact Lenses Are Coming



Around Vision Source®

Marketing

Far Better Than the ER

Here's a gold-standard moment from Vision Source® – Kingwood that illustrates the education that's still needed in communities to help patients understand that their local Vision Source® office is a far better alternative for emergency care than the local ER. Office manager **Katie Young** explains:

"A patient of ours called needing to be seen for a medical visit; she thought she had pink eye. We scheduled the patient the same day. When she came in, we checked her in and explained there would be a \$40 specialist co-pay. She decided to leave and go to another clinic, wanting to only pay her PCP co-pay of \$25.

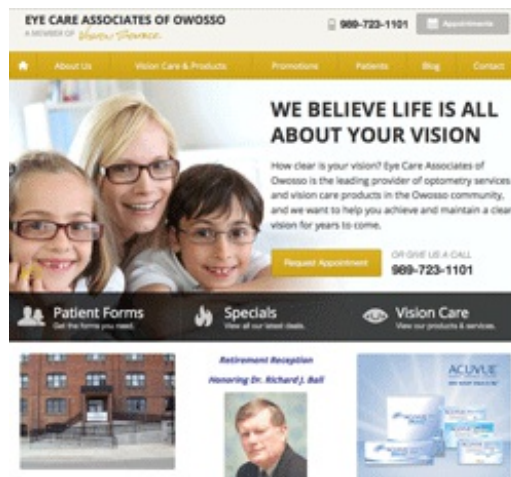
"I called and spoke to that patient's mother explaining the situation. During the conversation, I learned that the patient was turned away at the other clinic she went to and was told to go to the ER. It was at the point that I told the patient's mom to have her daughter come back to our office and that we would see her free of charge. It was more important to have a patient seen immediately. As it turns out, the patient had a very serious and rare infection that could have damaged her vision. The patient and her mom were very grateful."



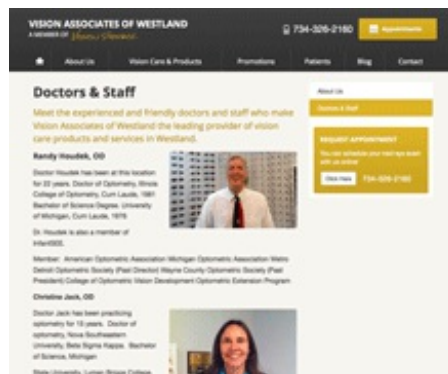
How has *The Gold Standard* book helped you raise the bar? Send us an email at greatcarestories@visionsource.com.

Website Ease and Great Looks Draw Accolades

Here's what several Vision Source® members say about the new practice websites.



"Just took a moment to view our new website... It looks fantastic!"
– Monica Blankenship, Eye Care Associates of Owosso



"Thank you for making the transition very easy. Looking forward to working with you." – **Randy Houdek, OD,**
 Vision Associates of Westland



The Avelient representative was *"very professional and patient."*
– Susan Krenz,
 Rock Falls Vision Source®

Business Development

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.



Practice Development

The Practices of Distinction Tour Moves To Midwest

The Vision Source® Practices of Distinction tour swings into the Midwest in July and early August. This six-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

Midwest dates and locations for the Practices of Distinction tour are:

- July 16 – Howell, Mich.
- July 29 – Columbus, Ohio
- July 30 – Indianapolis, Ind.
- July 31 – Bloomington, Ill.
- Aug. 1 – Green Bay, Wis.

Program leader and Vision Source® member, **April Jasper, OD**, had this to say about Practices of Distinction:

"We will cover how to profit within the three pillars of your practice and learn different marketing ideas for each of these pillars of the practice as well. You will leave inspired and with an action plan that you can implement in your practice immediately. I can assure you that this event is something you will want each and every one of your team to attend."

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

Vision Source® Member News



Service Gets Acknowledged

Kudos to **Keshav Bhat, OD**, a Vision Source® member from Matthews, N.C., was profiled in a story about his trip to Grenada with VOSH N.C. The article appeared in April in *Carolina Weekly*. You can read the whole story, *A vision for giving back*, [here](#).

Practice Supports Tornado Victims

Derek Long, OD, a

Vision Source® member from Maumelle, Ark., was featured on *Good Day Arkansas* after his community was recently hit by a tornado. Dr. Long offered to replace contact lenses and eyeglasses free of charge for individuals who lost theirs in the



storm. You can see the whole clip [here](#).

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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