



# *Vision Source* Gazette

Issue 25

June 13, 2014

## In This Edition

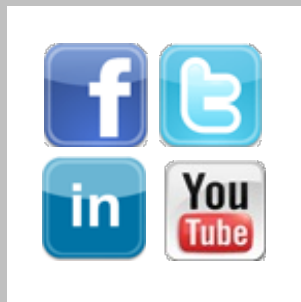
- Top Story
- Breaking News
- ICD-10 Coding Challenge
- Fresh Day™ and Fresh 30™ Success Stories
- Words from our Vendors
- Around Vision Source®
- Give Us Your Feedback

## Issue 25

- Download a PDF
- View in Web Browser

## The Gazette Archives

- Issue 24
- Issue 23
- Issue 22



Contact Vision Source® at  
888-558-2020 or  
[contactus@visionsource.com](mailto:contactus@visionsource.com)

## Top Story

### Exclusive Private-label, SiHy Daily Disposable Contact Lenses at Hydrogel Prices

*Does it get any better than the Fresh Day™ initiative?*

We are very pleased to tell you that the Fresh Day™ exclusive product launch is off to a great start! Over the past few months, nearly 1,000 Vision Source® members and thousands of patients throughout the United States have experienced the breakthrough technology of the Fresh Day™ silicone hydrogel, *daily* disposable family of contact lenses. As most of you are experiencing, along with your satisfied patients who have tried the brand, these lenses are providing excellent all-day comfort, the health and convenience of daily disposables and the affordable price to the patient for as little as \$430 for an annual supply.

The Fresh Day™ program is one of the top Vision Source® initiatives for 2014. **Why is it one of our top initiatives?** Well, the answer is simple. As Dr. Ellisor said in his presentation at the Exchange meeting in Boston (and sent to you in a [video](#) via email earlier this week), *"This is a defining moment for our organization. This is the time we show the industry 1.) we are unified as a Vision Source® family and 2.) the power that Vision Source® ODs represent."* The long-term success of independent optometry is enhanced when the best clinicians in the profession can depend on one another to adopt new technologies and workflows. When 3,000 unique practices appreciate the fact that the word "depend" is embedded in the word "independence," value is created for all constituents.

Vision Source® is on a mission to help its members reach their full potential, and your willingness to explore and adopt new ideas and technologies when clinically appropriate will help us fulfill this mission. This will ultimately improve your pricing, profits and programs as we move forward. It is important to note that there

are roughly 250,000 patients being treated by you and your Vision Source® colleagues each week, and providing many of these patients with an opportunity to try Fresh Day™ can enrich their lives and your practice.

What differentiates Vision Source® from all the other ECP alliances is our ability to come together collectively and act as one on key initiatives. Over the past few years, this has included other efforts that you have led as a united group, such as TruClear™/Essilor, Optos, Safilo and market-specific managed care opportunities that have been successful due to your focus and participation.

For contact lenses, this initiative includes the **risk-free, satisfaction-guaranteed, make-no-payments-for-90-days** Fresh Day™ product line in sphere, multifocal and toric designs, with Fresh 30™ spheres, and coming soon, Fresh 30™ multifocal and for astigmatism. These innovative products are cutting-edge technology that nobody else has, and they are great for you patients and great for your practice.

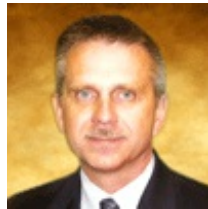
*"This will ultimately improve your pricing, profits and programs as we move forward."*

The Fresh Day™ brand is only available at Vision Source® locations will allow you retain more of your patients in your office. And, with the incredible pricing we receive for our commitment and volume, Fresh Day™ and Fresh 30™ can be your most profitable contact lens product lines in your practice. All Sauflon products will be available at ABB OPTICAL GROUP and OOGP in the coming weeks to make your ordering even easier for your practice. Stay tuned for more information on this announcement.

Please contact our Vision Source® National Account Manager Sauflon, Rick Gonzales at [rgonzales@saufon.com](mailto:rgonzales@saufon.com) to get started today, and he can tell you more about the new \$50 rebate and the *free lenses for doctors, family and staff program* and, based on Vision Source® member feedback, how the Dx products are now transitioning to 10-packs for all Fresh Day™ products. Click [here](#) for more information about the lenses, the manufacturing and the Sauflon organization.

Thank you to all the members who have already taken part in the Fresh Day™ product revolution into your practice, and we look forward to hearing even more about your (and your patients') incredible experiences with the products.

Be well,



**Glenn Ellisor, OD**  
Executive Chairman  
Vision Source®



**Jim Greenwood**  
President and CEO  
Vision Source®

## Breaking News

### Trusted Colleague: Fast Track to Improvements



*Vision Source*  
**TRUSTED COLLEAGUE**

This is the fourth 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.

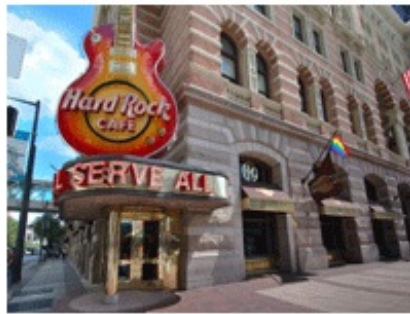
In the Vision Source® spirit of collegiality, these members have also agreed to answer any questions you may have about their experience and included their email addresses.

Our Trusted Colleague for this edition is **Travis Taylor, OD**, from Salem, Ore., who bought an outdated practice in 2012 and energetically went to work to improve its revenue and reputation. Click [here](#) to read his story.



## 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](#).



Cocktail Reception Presented by Women In Optometry  
Please join us for cocktails and hors d'oeuvres

**Where**

The Union League of Philadelphia  
140 South Broad Street  
The Grant Room  
Philadelphia, Pennsylvania 19102

**Attire**

Business Attire

## 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 #8

55 YO WM

- **CC:** red haze in vision
- **HPI:** right eye, for 1 day, moderate, getting worse, blurred vision, floaters
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **External:** unremarkable
- **Internal:** vitreous detachment near disc OD, mild diffuse red haze in vitreous OD

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

## Fresh Day™ and Fresh 30™ Success Stories

### Monthly Lens Patients Making a Switch

*"I have been very impressed with the Fresh Day toric, and the entire Fresh Day line of lenses. Patients have done extremely well with the comfort of the lenses—many times commenting that it is the most comfortable lenses they've ever worn.*



*"I have also had several patients switch from a monthly multifocal lens to the Fresh Day Multifocal and felt the optics and their vision were much better with the Fresh Day Multifocal lens. Those patients do not hesitate to purchase a year's supply.*

*"On top of the great comfort and vision, the Fresh Day lenses are proving to be a great profit center for my practice. Getting a SiHy one-day at hydrogel pricing is a perfect example of the competitive edge that Vision Source® provides its member doctors."*

– **Ethan Huisman, OD**, of West Des Moines, Iowa

## 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](#).

### Marcolin/Viva Embodies New Motto

*"We don't compete with our customers, we help our customers compete."*



As a result of the merger between Marcolin and Viva, a new, fully focused frames company has emerged with no ownership affiliation with the Visionworks optical chain and Davis managed

vision care. As a member of Vision Source®, you have the opportunity to take advantage of their portfolio composed of 27 brands including Tom Ford, Guess, Kenneth Cole, and Harley-Davidson to name a few. Vision Source® members have access to one of the most compelling and exclusive economic offers available. Vision Source® encourages you to take advantage of it. Click [here](#) for

more details.

## Eyes of Faith Discounts Offered

Vision Source® practices have an exclusive opportunity to increase profitability with a limited-time, 50 percent discount on Eyes of Faith's 10-frame Classic Pack. The company also provides POP and logo plaques that educate your patients on the philanthropic mission of the Wear & Share movement.

**50% discount 100% impact**

**Vision Source exclusive:**  
50% off Plus Free Shipping  
on 10-Frame Classic Pack

Don't miss this exclusive opportunity to increase your profitability with a generous 50% discount and free shipping on Eyes of Faith's 10-Frame Classic Pack. Plus, your patients will get more 100% of the Wear & Share impact, with one pair of glasses heading into the resource bank for needy patients. Eyes of Faith will also make sure your patients know you offer meaningful frames that unite their style and vision by including their Eyes of Faith POP and logo plaques.

Join the Wear & Share movement! Eyes of Faith's Vision Source members save 50% off the 10-Frame Classic Pack in the current vision Month. Share your vision. To be able to provide a pair of glasses to someone who needs them is worth carrying the eye alone. <http://www.eyesoffaith.com/publication/750000449-00>

**Key Dates:**  
The Vision Source exclusive offer stops here and includes classic Eyes of Faith® styles 1000, 1007, 1008, 1009, 1010, 1012, 1013, 1014, 1015, and 1016 in quantities of 100, all shipments, plus free shipping, until 6/30/14, or while supplies last. Although styles are first, all frames are subject to Eyes of Faith's one-year manufacturer's defect warranty.

**Call 866.777.3000 to order today, and don't forget to ask about ongoing discounts for valued Vision Source members!**

[ecfoptical.com](http://ecfoptical.com) Eyes of Faith

## Welcome to Waveform

WaveForm is the newest Vision Source® supplier, offering Wavefront technology for both eyeglass lenses and contact lenses, including support for iZon aberrometers. See the [vendor page](#) for more information.



## Menicon America Creates Exclusive Offer

Menicon America, Inc. has put together an exciting offer exclusively for Vision

Source® members—one that combines the newest standard in gas permeable lens care with an e-commerce model that is in tune with today's way of doing business. In order to receive these exclusive benefits, you must sign-up for the Menicon solutions WebStore through [info.meniconamerica.com/vs](http://info.meniconamerica.com/vs).



For complete overview of our products and the WebStore, a downloadable pdf can be found [here](#).

## Eye Solutions' Macuhealth Shines in Study

Results from a May article in *Retina*, Supplementation with Three Different Macular Carotenoi Formulations in Patients with Early Age-related Macular Degeneration, provide several examples of how doctors might use this in their daily discussions with patients. For example, a doctor could say, "According to a recent publication in a highly prestigious journal, Macuhealth has been shown to build up your internal rust protection better than anything else while being the only formula proven to improve your daily visual function—specifically your contrast sensitivity which when low can cause night vision problems such as glare/safety issues when driving, tired eyes when watching TV or reading, and overall visual fatigue." Read the entire article under Vendors News on the [member intranet site](#).



## 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](http://referafriend.visionsource.com).



## Member Services

### Gold Standard Story

How has *The Gold Standard* book helped you raise the bar? Send us an email at [greatcarestories@visionsource.com](mailto:greatcarestories@visionsource.com).

*"A new customer stopped in the store to price a new pair of eyeglasses. She said she had already been shopping online and at a few local shops. Our optician gave her the same treatment as any of our customers: frame selection, lens options and pricing. She put the order on hold to think about it.*



*"Two days later she came back with her mother. The customer said, 'Your prices are \$200 more than the online store, but your service is excellent. I will purchase the eyeglasses from you because of that.' She also made an appointment with one of our doctors for her mother and brought her son in to get eye the following week. Because of our high standards, we not only obtained one customer but also her family."*

— **Nicole Miele**, VSR Facilitator with **Al Morier, OD**, Albany, N.Y.

### Support at your Fingertips

Did you know that simply clicking on "Contact Support" in the upper right hand corner of the Member web site will connect you to the Member Support Center and Vision Resources to help answer questions, solve problems and find the right resource to address your needs?

Clicking on "Contact Support" opens an e-mail which is addressed to [portalhelp@visionsource.com](mailto:portalhelp@visionsource.com). Simply type in the question, issue or request and send it. You will receive a confirmation e-mail with a ticket number that will allow Vision Source® to track the request through to completion. So remember, help is just a click away.

## 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.



Here's what your colleagues are saying about the 2014 Practices of Distinction program and speaker **April Jasper, OD, FAAO:**

*Dr. April Jasper is a fabulous speaker and an inspiration for*

*those of us who struggle with the constant life/work balance and our attempt to excel doing it all! I would highly recommend spending time with her!*

*It's wonderful to have a colleague like Dr. Jasper who can get you to think about how you can still raise the bar—even when you think your office runs very well and you have nothing more to learn. I enjoyed the program today and would definitely recommend it.*

*I love to hear another doctor say "This is what we do in my practice, and this is what works." I loved Dr. Jasper's presentation.*

For complete information on all cities, venues, agenda and to register, visit [practicesofdistinction.com](http://practicesofdistinction.com).

### Make Your Trunk Show a Success

The latest addition to the *Practice Success in a Box* series, Trunk Show Success, is now available. It includes a 21-page manual covering all aspects of a trunk show—from planning through post-event evaluation—and an accompanying video from **Walt West, OD**, vice president of practice development.

Click [here](#) to download the manual and [here](#) to view the video. The manual and video are also archived in the Practice Management section of the member intranet.

### Reminder: VSR Instructions for Adding Staff

Don't forget to add your staff to the intranet, providing them access to important



resources such as vendor information, PCP Awareness Kits, the Marketing Toolkit, Practice Success in a Box and Vision Source Learning. Is your staff member a VSR? Check the box to let us know. Instructions are on [this link](#) to get your staff actively participating in your practice success through portal utilization. Many of our 100 VSR programs throughout the U.S. are focusing sections of their agenda to discuss implementation of resource use in your practice. Make sure to designate a VSR so your practice is in the loop.

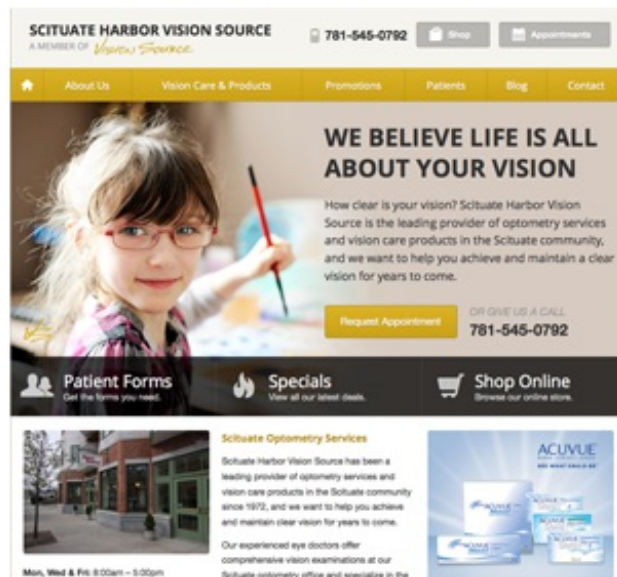


**VISION SOURCE**  
**REPRESENTATIVE**  
MAKING THE BEST PRACTICES BETTER

If you're unsure of who your VSR Facilitator is or want more information on participating, contact your Administrator or VSR Program Manager **Daphne Reznik**: [dreznik@visionsource.com](mailto:dreznik@visionsource.com).

## Marketing

### An Easy Upgrade for Practice Website



*"Just last week a representative from Avelient contacted me regarding its new e-forms and whether I would be interested in having this option added to our website. I was enthusiastic because to allow patients to complete registration forms prior to their appointment streamlines the check-in process tremendously. Once again, working with Avelient was seamless. Within two hours, the new e-form was live in our practice. Also, I must say that several patients have commented on the very professional look of the new website, and one new patient chose our practice because of our website. That's music to my ears."*

– **Denise Price**, Scituate Harbor Vision Source<sup>®</sup>, Scituate Harbor, Mass.

## 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*.



©Vision Source L.P. 2014. All Rights Reserved.