



Vision Source Gazette

Issue 27

July 11, 2014

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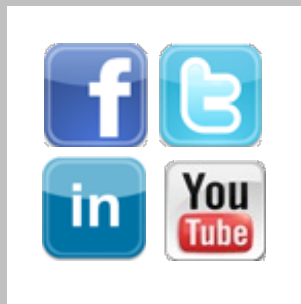
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888-558-2020 or
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Top Story

Reminder: Look for Your 2014 Member Survey



At Vision Source®, it is imperative that we deliver superior member satisfaction and valuable solutions. In that spirit, we are looking forward once again to 'hearing from you' as we ask that on **July 15, 2014**, you complete the 2014 Annual Member Survey. The survey is designed so that you can provide us helpful feedback on how we can improve, deliver what you are seeking, learn more about what you like, dislike and need in your practice. Our ultimate objective is to deliver more value to you.

Why is it important? We will take your feedback and integrate it into our 2015 business plan so that everyone at the Vision Source® Member Support Center and in the field can be equipped with the tools and services required to meet your needs better. In 2013, you provided great feedback, such as highlighting the need for us to focus on local, regional and national managed care strategies, asking us to tailor The Exchange to be more interactive and to offer CE. You requested an increased focus on e-strategy offerings and social media assistance. Thanks to your feedback, we were able to focus our energy on your priorities and have developed managed care relationships and new patient channels in an ever-growing number of markets across the country; we provided 8 hours of CE at The Exchange in Boston, reduced the number of vendor presentations and increased the number of breakout learning labs. We also launched new state-of-the-art member websites that integrate social media components and mysocialpractice.com auto blogging tools. We could not have done this without your feedback, and we appreciate your excellent suggestions.

*Please complete
our survey on
Tuesday, July 15.*

Does your input matter?

Your voice absolutely matters!

Whether you are new to Vision Source® or have been here for years, it's very important that we hear from each one of you. The data will be collected, and we will summarize the findings of the survey as we did last year.

How do you take it? The survey will be available from Tuesday, July 15, 2014, until Tuesday, July 29, 2014, and should take about 15 minutes to complete. I look forward to sharing the aggregate results with you, and we will inform you of our key initiatives as we head into 2015. I would like to encourage all of you to take the survey and respond as quickly and as thoroughly as possible.

We are committed to delivering the value and service that you expect and are counting on your guidance to help make us better.

Thanks for taking the time to complete the survey on **July 15, 2014**, and have a great summer and balance of the year in 2014.

Be well,
Jim Greenwood
President and CEO
Vision Source®

Breaking News

Fresh Day™ Sphere and Multifocal Now Available Through ABB OPTICAL GROUP and OOGP

Only Fresh Day™ sphere and multifocal contact lenses are available through these distribution channels at this time. There is a \$2 pricing premium on all product ordered through ABB OPTICAL GROUP versus direct shipping. OOGP has a similar pricing premium on sphere and multifocal 30- and 90-pack, but does match Sauflon direct pricing on bulk and bank orders.

As new product is added, you will be advised. More information can be found under Vendor News at visionsource.com, or at each vendor's page.

Vision Source® Office Thrives With ACA; Nearby Colleague Closes

Congratulations to Drs. Foster, Steele and Stone Family Optometry of Newport, Tenn., who were featured in this WBIR news report. The video shows how these

Vision Source®

independent

optometrists have

overcome the obstacles

of the Affordable Care Act while another local optometrist closes his doors. See the news clip [here](#).



Trusted Colleagues Relied on Vision Source® for Help at Opening



Vision Source
TRUSTED COLLEAGUE

This is the sixth 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 Colleagues** for this edition are **Curtis Dechant, OD**, and **Amy Fuhr-Dechant, OD** of Tucson,

Ariz., who discuss how their Vision Source® membership helped them start right. Click [here](#) to read their story.

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 #10

12 YO WM

- **CC:** feels like something in the eye
- **HPI:** ight eye, since yesterday, hurts when he blinks, was climbing a tree and got something in his eye
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **External:** vertically oriented linear abrasions on the superior cornea, small brown fibrous body embedded in palpebral conjunctiva of upper lid
- **Internal:** unremarkable

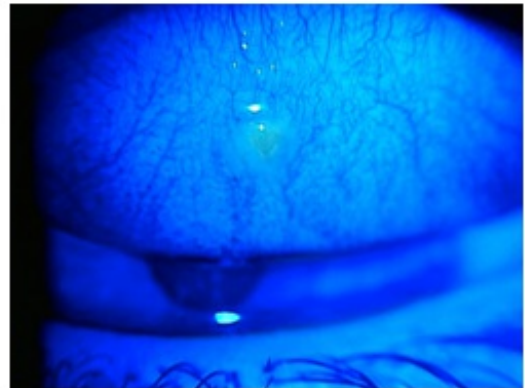


Image courtesy of Optometric Business Solutions, all rights reserved.

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

Convenience, Comfort and Competitive Pricing



"I like that the Fresh Day™ lenses are available in a toric and multifocal option and that the price point has been similar to the hydrogel material when it's a silicone hydrogel. And I love the fact that it has UPP so I know that I can confidently inform my patient

that no one should have this lens cheaper anywhere else and that I can take care of all their vision care needs."

– Dr. Artee Nanji of Arlington, Tenn.

Words from our Vendors

In this section, you will find the latest offers and promotions from Vision Source® vendors. For more details, log in at visionsource.com and view the vendor book.

Vision Source® Announces Relationship with e-Practice

e-Practice is now a Vision Source® provider of revenue cycle management service, available immediately to practices in the Northeast and Great Lakes region. Look for notices of expanded coverage. Back office functions eligible to be outsourced to e-Practice include billing/payment posting, credentialing, and patient statement printing and mailing. Save on monthly clearinghouse fees, office supplies and staff time and expect benefits from accelerated accounts receivable, improved cash flow, reduced bad debt write-offs and enhanced modifier coding to improve reimbursement from qualifying medical services. Vision Source® members enjoy industry-leading differentials. Contact Scott Anderson, client relations coordinator by phone: (508) 823-9307 x 31, email at scott@odbilling.com or visit the web at odbilling.com.

Marcolin/Viva Extends Sun-sational Offer

Marcolin/Viva extends its exclusive offer to Vision Source® practices to save on purchases of sunwear and receive free shipping. The offer is value through July 31. Visit the vendor book at visionsource.com for more information.



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.

Around Vision Source®

Practice Development

Confused About Meaningful Use?

If you feel like you are behind the curve on meaningful use (MU), Cindy Braden from Revolution EHR understands that you're not alone. She has been advising optometrists

and their staff on implementing electronic health records (EHR) in their practices for nearly a decade, and she says that there is no other topic more misunderstood than MU. She shares a series of tips and strategies to help you put MU into use now—in time to attest for 2014.

Read the whole article, *Trying to Make Heads or Tails out of Meaningful Use? You Can!*, by clicking [here](#).

MU Webinar



Cindy Braden is also holding an informational EHR efficiencies and MU webinar on Monday, July 14 at 8-9 p.m. CDT. Register for the webinar [here](#).

SIGN UP NOW FOR PRACTICES OF DISTINCTION



There's still time to sign your practice up for the Vision Source® Practices of Distinction stops in the Midwest. You'll receive 3 hours of COPE-approved CE in addition to tips and tactics that can

turn ordinary practices into practices of distinction. 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 Midwest dates and locations for the Practices of Distinction tour are:

- July 16 – Howell, Mich. — **HURRY! Registration is closing.**
- 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.

Business Development



Refer A Colleague, Get 2 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

Member Services

VSR Facilitators Exchange Coming Soon

Big plans are in the works as the annual VSRF Exchange in the Dallas/Ft. Worth area, sponsored by Essilor and Alcon, is set for Sept. 24-26, 2014. This annual training session for facilitators will feature a keynote presentation from President and CEO **Jim Greenwood**, a leadership panel opened and led by Executive Chairman and Vision Source® founder **Dr. Glenn Ellisor** and more. Nearly 100



VSR facilitators are expected to hear about this year's focus on accountable care organizations and overall practice preparedness. The staff's role is vital in increasing

Net Promoter Scores and navigating the Vision Source® intranet to find the PCP Awareness Kits and the diabetic referral form, for example. The local VSR program is your staff's training to ensure success in the new health care landscape.

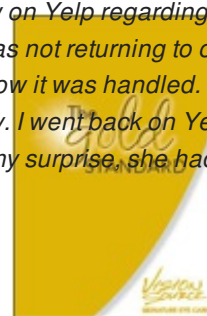
How to Provide Staff Access to Intranet

Providing access to VSR and staff members is a simple two-step process. Members can log in and, under the Members tab, select My Office(s). Select the appropriate office and then click on the office information, which will bring up a series of choices, including Personnel. Enter the staff member's name and the access allowed (access to portal only, VSR designation and/or ability to manage Vision Source® Learning). Each staff member registered needs his or her own email address, as the system does not allow two accounts to be created under one email. Remember to delete staff members if they leave employment, too. Once a staff member is registered, he or she will receive an email to complete the registration process.

Turn Negative Review Into Opportunity to Shine

"We had an unhappy patient who posted a not-so-nice review on Yelp regarding her wait time in our office. She noted in her review that she was not returning to our practice. I responded first with an apology for the delay and how it was handled. I also said that we would certainly miss her as one of our family. I went back on Yelp to show Dr. Lewis the negative review and my response. To my surprise, she had removed her review!"

"I respond to each review we get, good or bad. I own when we are short of our goals and disappoint patient and apologize. Online reviews are so important to your practices reputation. People read these and they absolutely affect purchasing decisions."



– **Felicia Mannion** of California Oaks Vision Center in Murrieta, Calif.

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

Web Presence Improves While Doctor Focuses on Patient Care



"One of the benefits of being a Vision Source® member is the marketing support we receive. We took advantage of the website conversion and chose the plus plan. The Avelient support team has been so easy and efficient to work with. Through the conversion of our original site to the Avelient site, the integration of Eyemaginations and simple changes that come up, I can just focus on being a doctor not a webmaster. On the website itself, I like the Vision Source® branding of the site combined with the ability to have custom pages that give us the ability to be unique. Additionally, we are now #1 in our market when you search for eye care. This definitely helps drive more patients our way."

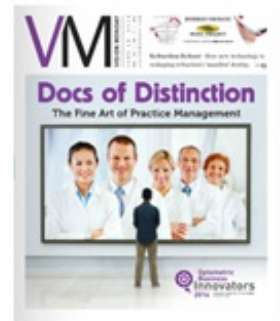
– **Dr. Jen Keller**, Park Rapids & Walker Eye Clinics in Park Rapids, Minn.

Vision Source® Member News

Recognitions

We missed acknowledging **Dr. Maria Higgins** of Frederick, Md., who was recognized in *Vision Monday's* Doctors of Distinction feature.

Congratulations to all four Vision Source® members honored. Click [here](#) to see the story in the digital edition of *Vision Monday*.



AOA Presidential Welcome

Vision Source® founder **Dr. Glenn Ellisor** (far right)

is pictured with current and past AOA presidents who are all Vision Source® members. (l-r): **Dr. Ronald Hopping**, **Dr. Peter Kehoe**, **Dr. Dori Carlson**, **Dr. Mitch Munson**, **Dr. David Cockrell**, the new AOA president; **Dr. John McCall**, **Dr. David Nelson**, **Dr. Harvey Hanlen** and **Dr. Randy Brooks**.



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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