



Vision Source Gazette

Issue 30

August 22, 2014

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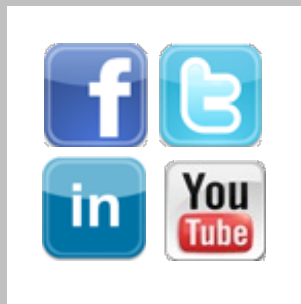
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Contact Vision Source® at
888-558-2020 or
contactus@visionsource.com

Top Story

What's Your NPS? And Why Should You Know?



If you don't know what your patients or customers are thinking, you won't know how to improve. That applies to Vision Source® as an organization just as it applies to your practices. One way to take this measure of your practice is to track the Net Promoter Score (NPS.) The NPS crystalizes patients' perception of your practice with a simple question: Would you recommend us to a friend or colleague? On a scale of 0-10, only the percentage of patients

who rate their likelihood of recommending your practice at a 9 or 10 are your "promoters." The 7s and 8s are neutral. They neither help nor hurt your practice. Patients who respond in the 0-6 range are detractors, and the percentage of those are subtracted from the percentage of promoters results in the NPS. Click [here](#) for information in the member intranet site includes more detailed instructions for implementing the NPS into your practice, and I encourage you to review it if you're not already doing this regularly. Once you begin collecting patient feedback on a consistent basis, you will see how it can be used to coach and manage your staff, using *The Gold Standard* book as a tool. Remember that the creation of patients who are raving fans (also known as promoters) will turbocharge the growth of your practice.

Beyond being able to make improvements in your own practice, the NPS is important to Vision Source® as an organization. Managed care and accountable care organizations regularly ask Vision Source®, "What is your patient satisfaction score, and, over time, have your scores improved?"

When we can report that member practices are using the NPS as a patient feedback loop and rating system, it reflects the commitment to improve the patient experience. We know that you provide a comprehensive, full scope of care. We know that your leadership and professionalism is paramount in the profession. With NPS scores, we can also back up what we already believe: that you and your staff place a high value on the overall patient experience.

By the way, [here](#) is a story on NPS from 2009, just to show it's not new to eye care.

Be well,
Jim Greenwood
President and CEO
Vision Source®

Independent ECP Net Promoter Score

Promoters (9-10)	62%
Passives (7-8)	22%
Detractors (6 or below)	16%

Average net promoter score 46%

Source: Jobson Medical Information, Consumer Perception of Independent and Retail Chain Eye Doctors, August 2008

Vision Source® Initiatives Drawing Attention

Alan Glazier, OD, of Rockville, Md., is one of our newest Vision Source® members. Recently, he summed up why he joined. "In our state, we run the risk of not being involved in the medical care of patients under the new accountable care models evolving. After 30 years of fighting ophthalmology for the privilege of using TPAs, this would be a

devastating blow. Recently, I got wind that Vision Source® is making headway in the fight to ensure optometry's participation under the new health system. I

decided it was time for me to join as a result, and in my opinion, Vision Source® is the organization best positioned to bring optometry together and ensure inclusion as gateway eye care providers under the new health model."

What move are you considering to ensure you are included as health care evolves? Join hundreds of colleagues in a topic-specific group "OD Prep for ACA" in [this discussion](#) on your future.



**Dr. Glazier, Founder
and CEO of
ODs on Facebook**

Two Great Companies Come Together—Sauflon + CooperVision = CooperVision

Now that CooperVision's purchase of Sauflon is officially complete, the work of combining both companies is underway. For the time being, however, there are no immediate changes in ordering your products from either company. Please continue to contact your CooperVision representative at 800-341-2020 for all CooperVision business and your Sauflon representative at 800-682-3240 for all Sauflon business. Our goal is to make this transition as seamless as possible for you, the Vision Source® member. So with that said, keep fitting your exclusive Fresh Day™ and Fresh 30™ contact lenses, and let us know how we can help you in any way.



A couple of members have asked if they should return Fresh Day™ and Fresh 30™ products. **Answer:** There is absolutely no reason to return the products, and we highly recommend that you keep fitting them just as you have been in 2014. It's business as usual; pricing and programs are the same and all deals will be honored.

The feedback and performance of Fresh Day™ and Fresh 30™ have been nothing but spectacular. Keep sharing this feedback with your administrator and CooperVision representatives. We are thrilled about these products at CooperVision and welcome them into our portfolio of products. Currently you can order Fresh Day™ and Fresh 30™ directly from Sauflon or through **ABB OPTICAL GROUP** and OOGP.

Look for future communications as we progress to one company. I look forward to seeing many of you soon during your regional and statewide meetings.

Ron Domingo

Director Corporate Accounts
CooperVision

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Welcome Todd Andrews, New Senior Vice President and CFO



On Sept. 2, **Todd Andrews** becomes Vision Source® senior vice president and chief financial officer. Andrews brings with him many successful years of financial and operational experience from various health care-related companies, including most recently Windsor Healthcare, MedQuest Associates, Sava Senior Care and his own consulting business, Perceptiv Advisory Services. Andrews is a graduate of Stanford University and received his MBA from University of California at Berkeley.

Andrews and his family, a wife and two teenage daughters, have travelled to Swaziland twice to volunteer at New Hope Centre, a home and school for parentless children. He serves on the board of directors for USC Verdugo Hill Hospital and La Canada Flintridge, an education foundation. In his free time, he enjoys playing golf, cooking and watching college football.

Please warmly welcome Todd Andrews to our Vision Source® team.

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Deadline Approaches for Website Conversion

Beginning on Sept. 1, Vision Source® will no longer pay for any Eyehub websites that have not converted to Avelient. To take advantage of the updated look and continue with free website services, begin the conversion today by simply clicking [here](#) or (on the image to the right), signup and fill out the quick online form. You will be surprised at how easy and quick this process is. Here's what **Missy Shankin** of David & DeAnne Witherspoon Optometry in Rogers, Ark., says.

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

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FREE CE for Vision Source® Members at VEW

Vision Source® members attending the 2014 Vision Expo West, Sept. 17-20, in Las Vegas will once again enjoy exclusive offerings including

- 3 hours free CE and 10 percent discount on additional courses for the first 100 registrants,
- Free admission to the Practices Of Distinction program on Friday, Sept. 19, from 1 p.m. to 4 p.m., and
- Vision Source® members' reception on Friday, Sept. 19, from 6 p.m. to 8 p.m.

For more information and to register, click [here](#) and have your Vision Source® office ID at hand.

ICD-10 Coding Challenge

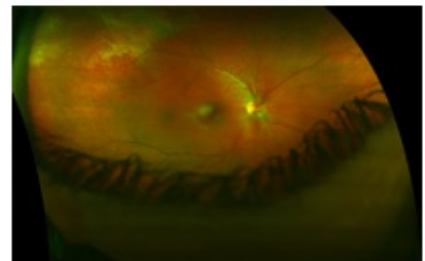
How Would You Code This Case?

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 #13

19 YO WF

- **CC:** got hit in the eye with a soccer ball
- **HPI:** right eye, happened today, another player accidentally kicked ball at her eye, moderately sore, vision a little blurry inferiorly
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **External:** unremarkable
- **Internal:** area of blanching and mild hemorrhaging superior temporal retina OD, no detachment noted with BIO



* 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

Refit With Confidence

"I continue to be impressed by the Fresh Day™ family of contact lenses. The pricing of the sphere lens allows me to refit patients into a superior product with little to no changes to their bottom line. The multifocal is a home run. My success rate is very high and most patients achieve great vision with no more than one change in

prescription. The toric lens is a great option as well, and I am very excited for the upcoming launch of -1.75 and -2.25 cylinder powers."

– Michael Rebarchik, OD, of Lewes, Del.



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.

Safilo Extends Its Add a New Collection Exclusively for Vision Source®

Only Vision Source® members are eligible for the extension of Safilo's Add a New Collection promotion. The offer includes tremendous savings to members who add a minimum of 12 pieces per collection on a variety of brands and free shipping on every order. The promotion ends Oct. 31. Visit the [vendor book](#) for full details.

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Landrum Offers HR Help

Partnering with Landrum gives Vision Source® members the ability to focus on growing their business while knowing their employment and human resources needs are protected. Landrum is a full-service human resource management company providing expert services in human resources, payroll, benefits administration and risk management/workers' compensation administration. Vision Source® members are eligible for a 10 percent discount on Landrum service fees. Landrum is one of the first Professional Employer Organizations (PEO) fully accredited by the Employer Services Assurance Corporation (ESAC), providing financial assurance for more than \$30 billion dollars in annual employee wages ([view video](#)). For more information, visit landrumhr.com or call 850-723-0688.



Around Vision Source®

Marketing

Company Store Helps Promote Brand

Lowell H. Lebovitz, OD, FAAO, co-administrator for Western Pennsylvania, recently went through an office remodeling, incorporating the Vision Source® brand and the office brand into his Pittsburgh practice. He worked with visionsourcegear.com, providing the representative, Kristen, with multiple art work options. "I told her that our final goal was to make both dress and golf shirts for myself and office staff (and a few friends and relatives)."

"She was helpful, recommend and easy to work with. Our final prototype came out and it is a work of art. I recommend visionsourcegear and Kristen to members who wish to include both Vision Source® and individual brands." Visit visionsourcegear.com for more information.



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Secure Your Online Presence

How digital marketing has evolved and what you need to do now



Join the Vision Source® marketing team and approved SEO/PPC vendor Yodle Brand Networks for an informative webinar on what's happening in the digital landscape and how you can enhance your online presence.

Add the webinar to your schedule on Wednesday, Aug. 27 8 p.m. CDT. Click [here](#) to register.

Practice Development

Trusted Colleague Finds Value in VSR



Vision Source
TRUSTED COLLEAGUE

This is the ninth 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 **Dennis Bales, OD**, of Solvang, Calif., who explains how he's built his reputation as a primary care provider providing comprehensive eye care to his community. Click [here](#) to read his story.



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Take the Initiative

"We had a patient who was in a car accident and was injured very badly. In both eyes, his prescription was a -6.00D, with 1.25D of astigmatism. He couldn't wear his contacts because of his injuries, and his eyeglasses were broken. When we found this out, we pulled his chart, found a frame similar to his old frame, called the lab to see if they could make his lenses and deliver them that night (which they did). We called his parents and told them what we had done, asking them to stop by and pick up his new free eyeglasses. The parents were so thrilled and surprised it brought us all to tears. Doing something so little to us meant so much to all of them."

— **Bridgette Halder**, optician at Northwoods Family Eyecare, Chippewa Falls, Wis.

How has *The Gold Standard* book helped you raise the bar? Email greatcaresstories@visionsource.com.



Business Development

The Business Development Team Expands

Gregg Groenemann has been promoted and four new managers have joined the business development team.



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Rachelle Hall
Area Manager for Texas, Oklahoma, Arkansas and Louisiana
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Starts Aug. 27

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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