



Vision Source® Gazette

Issue 32

September 19, 2014

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Top Story

Know the Score

What's your Net Promoter Score (NPS)? **Dr. Oliver Lou** from Cedar Park, Texas, knows his—and it hovers around an enviable 95. To him and to other Vision Source® members who have implemented tracking the NPS, this metric serves to reinforce what you're doing well and help you make corrections where they are needed.



As Dr. Lou explained, it keeps the entire staff on its toes. "We want to keep it high, and we're proactive," he says. "If the staff comes across a situation where something is not going as smoothly as it should, the staff goes into service recovery mode right away. We try our best to fix it while the patient is still in the office—which hopefully means that they leave as a practice promoter." You can read about his success in the Trusted Colleague piece [here](#), in which he explains how the NPS helps him quantify the practice's service goals

On that level, the NPS can do wonders for a practice, focusing the entire staff. On a larger level, the NPS of a number of Vision Source® practices across a region can do wonders for the group. In today's health care environment, payors want to know the level of patient satisfaction. Managed care and accountable care organizations regularly ask Vision Source®, "What is your patient satisfaction score, and, over time, have your scores improved?" The precision of being able to say, for example, "The NPS for the Vision Source® practices in this area is 85," is much more meaningful to the payor's administrator than saying, "We have a really loyal patient base." I believe that Vision Source® practices have a loyal patient base; I think that's a factor in your overall growth and success. But the NPS can quantify it.

Our member survey indicates that only one-in-five of our members currently use NPS to measure the patient experience. This is a critical indicator for practice health, a leading indicator for growth **and** an imperative for discussions with medical groups and health systems who need to know that their referred patients will be treated in a warm, welcoming and respectful manner. Simply saying the patients will be well cared for is **not** enough...We need to demonstrate a collective and relentless passion for measuring and improving the patient experience.

We need to talk the talk **and** walk the walk.

Click [here](#) to learn more about implementing the NPS in your practice.

Be well,
Jim Greenwood
President and CEO

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



Vision Source
TRUSTED COLLEAGUE

Trusted Colleague Sets the Bar High with NPS

This is the eleventh 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.



Oliver Lou, OD

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 **Oliver Lou, OD**, of Cedar Park, Texas, who who says that tracking his Net Promoter Score helps his staff quantify the delivery of superior service. Click [here](#) to read his story.

Breaking News

Essilor Extends Vision Source® Offers

Viso rebate extended to single vision and other branded product



Practices can now collect the Viso rebate when an Eyemed patient selects a Viso coating on any lens. Now it is even easier to maximize your EyeMed rebate potential with rebates on Truclear, Transitions on Truclear and Viso treatments for an incredible practice opportunity. Reference the [vendor book](#) for full pricing and rebate details.



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.

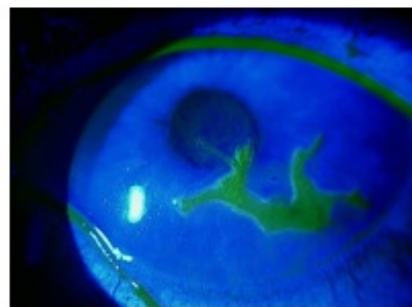
Case #15

60 YO WF

- **CC:** "pink eye"
- **HPI:** left eye is worse than right, for about 3 weeks, getting worse, antibiotic drops from PCP are not helping, painful, light sensitive
- **Medical Hx:** high blood pressure

- **Ocular Hx:** unremarkable
- **External:** large branching epithelial defect with dendrites inferior to pupil margin OS
- **Internal:** unremarkable

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.



* Image courtesy of Optometric Business Solutions, all rights reserved

Fresh Day™ and Fresh 30™ Success Stories

Patient Satisfaction and Profitability Both High: A Win/Win

"I have been very impressed with the Fresh Day™ for Astigmatism 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 say they 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, log in at visionsource.com and view the vendor book.

CooperVision and Sauflon Transition News



As previously mentioned, continue ordering your CooperVision products through CooperVision (800-341-2020) and your Sauflon products through Sauflon (800-682-3240). Your new Customer Service Manager for Sauflon is Daniel Gaspar. You can find him in the office at 800-682-3240 ext. 1016 or via cell at 516-353-1018.

Back Order Issues to Be Resolved Soon

There is a backorder of up to one-to-three weeks on certain SKUs of Fresh Day™ lenses, but be assured that CooperVision is currently building an inventory in order to avoid this situation in the future. The lenses currently effected are

- **TRIALS:** Two Fresh Day™ Multifocal trials: +3.25 HI and -6.00 LO
- **REVENUE:** Five Fresh Day™ sphere packs (-.75, -8.50, +1.00, +1.50, +0.75) and six Fresh Day™ Multifocal (-2.50 LO, -3.00 LO, -4.75 LO, -5.00 LO, +1.25 LO, +1.75 LO)

For complete information, click [here](#).

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Are you Social Media Savvy?

My Social Practice provides a cost-effective content and staff training service to help you engage your social media fans. Daily e-mails and blog starters provide vision-related content and direction to your office staff. No experience necessary! We frequently hear that doctors feel that social media is important but that they just don't have anyone to manage it or know where to begin. My Social Practice will conduct the training required in order to put your best foot forward, engage your fans and grow your practice.



Dr. Harry Landsaw and **Dr. Steve Rice** have been using My Social Practice for the past year and say the results are excellent. Click on their names to view My Social Practice services in use. For more information, click [here](#) or watch this [video](#).

Around Vision Source®

Marketing

Mark Your Calendar for Wednesday's Webinar

Getting the Most from Your Free Vision Source® Office Website

Wednesday, Sept. 24, 2014 at 8 p.m. CDT

Join the Vision Source® Marketing Team and Avelient, the developer behind your free office website, for an informative webinar on Wednesday, Sept. 24, at 8 p.m. CDT. Learn about the technology available inside of your website that lets you track the source, location and estimated dollar value of all your new online appointment requests. See if you are getting new appointments from nearby cities, direct mail campaigns, Yelp.com, Google Adwords, HealthGrades.com and more. Also, learn how you can



- Add a reviews pages to your website
- Make certain your practice name, address and phone number are correct and consistent on all online directories
- Get all of your Google items working correctly

Click [here](#) to register.

Did You Miss the August 27 Webinar "Maximize Your Online Presence"? Click [here](#) to watch the recorded version.

Practice Development

Regulatory Compliance Update

By Walt West, OD, FAAO, Vice President, Practice Development

Optometric Business Solutions has created a very simple training video and Fraud and Abuse Compliance Manual for Vision Source® that is now available. After you and your staff watch the compliance training video and adopt the policies in the manual provided with the program, your practice will be in compliance by having acknowledged the need for accurate reporting of physician services and ethical conduct in the business of health care. In addition, it demonstrates that your practice is making every effort to understand and remain in compliance with the federal and state fraud and abuse statutes that are, at best, nebulously defined at the present time.

Click [here](#) for the manual, as well as other regulatory compliance and meaningful use material at Vision Source® pricing.

Service Recovery Moments

Here's a Gold Standard story from **Jeanne Grobe** from Lakeline Vision Source® in Austin, Texas, who explains how the practice turns an unexpected delay into an opportunity to make a great impression.

"Occasionally we run late with our patient schedule. If a patient has been waiting longer than 15 minutes for his or her appointment time, the front desk staff puts a \$5 Starbucks gift card on the patient's clipboard. The tech acknowledges and apologizes for running late—but the doctor presents the patient the gift card. We keep track of the gift cards given and evaluate who is running late and why."

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



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Practices of Distinction Tour In the Home Stretch

There is still time to register for the final stops of the Vision Source® Practices of Distinction tour. 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

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

- Sept. 25 – Dallas
- Sept. 26 – Tulsa
- Oct. 1 – Denver
- Oct. 22 – Waltham, Mass.
- Oct. 24 – Modesto, Calif.
- Nov. 5 – Fredericksburg, Va.



The Practices of Distinction program is winning raves from attendees. Here's what a few had to say:

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, click [here](http://practicesofdistinction.com) or go to practicesofdistinction.com.



Practices of Distinction Featured Speaker

April Jasper, OD, FAAO, has been a member of Vision Source® since 2003 and an administrator since 2007. She graduated with the highest honors from Nova Southeastern University in 1995.

She completed her residency in hospital-based optometry, ocular disease and contact lenses. Dr. Jasper currently lives and practices in West Palm Beach, Fla.



World Sight Day: October 9

Email your fundraising plans and photos to **Heather Suggitt** at hsuggitt@visionsource.com. If you haven't started, it's not too late! Click [here](#) to order wristbands and T-shirts and read more about how your office can participate in the fundraising for World Sight Day 2014.



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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