



Vision Source® Gazette

Issue 34

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Top Story

Set A High Goal—and Then Surpass It



Just out of curiosity, I googled Vision Source® and Optometry Giving Sight—and I got 69,000 hits. There are thousands of web entries on Vision Source® member practice websites talking about the work and values of Optometry Giving Sight and why it's important to the doctor and practice staff. If you're ever looking for a reason to believe in Optometry Giving Sight, do this same exercise so that you can read these doctors' heartfelt words on why Optometry

Giving Sight matters to them.

This year's World Sight Day Challenge has taken those warm sentiments and translated them into serious funding for the organization working to end preventable blindness. In fact, the enthusiasm and support for the organization among the Vision Source® membership is so high, you've prompted us to further elevate this outstanding cause at the Member Support Center. So much so, that for the 2014 World Sight Day fundraising, we created five teams of colleagues and challenged ourselves to make an impact. All told, the Vision Source® Member Support group raised approximately \$70,000 in a four-week time period, and Vision Source® member practices have donated or pledged an additional \$50,000, bringing the Vision Source® organization-wide contribution up to \$121,644, or more than 25 percent of Optometry Giving Sight's worldwide goal for this event.

While we're hearing from members and administrators that they're proud of our involvement, the sense of pride truly flows in the other direction. Here is what some of them have sent us about the effort of Vision Source® overall.

"I'm so incredibly thankful and so proud of all of you.



888-558-2020 or
contactus@visionsource.com

What an awesome way to show your leadership and love for our cause. I can't thank you enough. I am certain the world will not only take notice but will reciprocate this great deed." – **Amir Khoshnevis, OD**

"That is so awesome! What a great result! Thank you, thank you, thank you! **Vision Source® greatly surpassed the level of support and caring for those who cannot access what is a very basic need...sight!** The member support center rocked the challenge and I can't wait to see what they come up with next year! Thank you all for emulating exactly what Vision Source® is all about! I'm so proud to be part of this incredible network of people!" – **Amanda K. Lee, OD**

"I am so very grateful to all of you. I could sense the desire and intention on launch day but never ever thought it would be so much. **You have enabled over 10,000 human beings to have functional vision. That is an equivalent of two or three doctors seeing patients for a year full time.** Can you imagine the prayers and gratitude of these people who are ultra-poor? You have given them hope to have a productive life for themselves and their families." – **Moes Nasser, OD**



The Vision Source® Member Support Center takes part in the Pie-in-the-Eye Fundraiser, which was held to raise donations for the World Sight Day Challenge. Above, Dr. Ellisor and Randy Sones participate in the fun.

Once again this year, you, the doctors, practice managers and staff, have dedicated yourselves to providing high-quality eye care in your communities and to care enough about vision and preventable blindness throughout the world to embrace this important cause. Thank you for your commitment and the enthusiasm you bring to it. World Sight Day has become a highly anticipated event in so many practices, which will only serve to bolster the excellent work the organization does.

Be well,
Jim Greenwood
President and CEO
Vision Source®

Breaking News

Alcon Updates Vision Source® Loyalty Program

The 2014 Alcon marketing and Vision Source® loyalty practice agreements, which replace the old Premier Practice Program, have been mailed out to practices. FAQs accompanied the new agreements. Alcon has a recorded informational webinar that members can review at your convenience that provides additional program highlights. This webinar can be found in the vendor news section of the library tab on the member intranet at visionsource.com. If additional information is needed please contact the Member Support Center or email contracts@visionsource.com.

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Seize Opportunities Whatever Their Size

This is the 12th 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.



Vision Source
TRUSTED COLLEAGUE



Scott Forester, 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 **Scott Forester, OD**, of Oklahoma City, Okla., who looks for opportunities—large and small—to improve his practice. Click [here](#) to read his story.

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Show Your Support—Nominate and Vote Today



Support our many female optometrists in the Vision Source® network with your nomination of [Most Influential Women in Optical](#) and our Fresh Day™ and Fresh 30™ lines and all of our elite vendors in the 6th [Annual EyeVote® Reader's Choice Awards](#).

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 #16

20 YO BF

- **CC:** "doctor directed exam of cornea"
- **HPI:** right eye, had transplant surgery about 3 months ago, doing well, vision clear
- **Medical Hx:** unremarkable
- **Ocular Hx:** keratoconus
- **External:** full thickness corneal graft with sutures present
- **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.

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.

ACUVUE Expands Parameters

Johnson & Johnson Vision Care (JJVC) introduces a new -2.75 cylinder power for ACUVUE OASYS Brand Contact Lenses for Astigmatism. This is the first and only silicone hydrogel toric lens with -2.75 cyl lenses readily available, with no need for special ordering. Vision Source® member **Shane Kannarr, OD**, of Girard, Kan., says, JJVC's improved commitment to Vision Source® should remove any barrier to prescribing the company's lenses. "For many, these lenses provide the best option for their contact lens needs. The new structure should allow offices to utilize

ACUVUE®
BRAND CONTACT LENSES



these lenses to see increased patient and contact lens sales retention. JJVC has made a tremendous commitment in the last year to private practice optometry. By moving to UPP pricing we are able to be competitive with any big box retailer. With the pricing barrier removed, we can and will thrive with our higher level of customer service."

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ReimbursementPLUS Offers New Release

With its brand new technology, the proprietary and intuitive CodeSENSE & SmartTILE technology makes every coding question and answer just a single click process. There's no learning curve for doctors or staff—making every day just a little bit easier for you, while providing you with more relevant information than you have ever had before.

Learn more about what ReimbursementPLUS offers Vision Source® members in the vendor book on the intranet.

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Looking for Allergan Samples?

If your practice isn't currently being called on by an Allergan representative, you can call customer support at 800-416-8780 for these products:



- ALPHAGAN® P (brimonidine tartrate ophthalmic solution) 0.1%
- COMBIGAN® (brimonidine tartrate/timolol maleate ophthalmic solution) 0.2%/0.5%
- LASTACFT® (alcaftadine ophthalmic solution) 0.25%
- LUMIGAN® (bimatoprost ophthalmic solution) 0.01%
- REFRESH® Brand Tears

In addition, allerganoptometry.com offers 24/7 access to savings programs for eligible patients, printable patient-education materials, co-pay information by location, practice tools, and much more.

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Need to Renew Insurance?

Arthur J. Gallagher & Co., a new insurance and risk management vendor with Vision Source®, can assist you with your next insurance renewal. To ensure that it has ample time to share with you the unique and exclusive aspects of the Vision Source® - Arthur J. Gallagher & Co. vendor relationship and review your current insurance program, a representative would like to contact you 60 days before your next insurance renewal date. Click [here](#) for more information.

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Be Prepared

Does your practice have an AED in the facility? DXE Medical Inc. is offering the ZOLL AED PLUS to Vision Source® members at a special rate. A victim's chance of survival after a sudden cardiac arrest decreases by 10 percent for every minute that passes without defibrillation. Protect your patients and your staff—as well as your practice.

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Match Eyewear Division Introduces VANNI

VANNI

Design Gallery, a division of Match Eyewear, announces the launch of this new venture with its first designer collection, Vanni Eyewear. For 25 years, VANNI has represented Italian style and design to the world of eyewear. VANNI is an independent brand of eyewear based in Turin, Italy and continually strives to seek creativity, wearer comfort, originality and rigorous

mechanical construction in eyewear design. "We are extremely pleased to be joining forces with Match Eyewear's new company, Design Gallery, to expand our distribution in the U.S. market," says Giovanni Vitaloni, VANNI's President. "Design Gallery brings us into the high-end markets and the potential to expand our reach across the U.S. through adding a sales force dedicated to the boutique end of the industry," says Phil Turnage, President of Sales.



Around Vision Source®

Practice Development

Three Dates Remain in Practices of Distinction Tour

There are only three remaining sessions for 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

The final dates and locations for the Practices of Distinction tour are:

- Oct. 22 – Watham, Mass.
- Oct. 24 – Modesto, Calif.
- Nov. 5 – Fredericksburg, Va.



For more information and to register, click [here](#) or go to practicesofdistinction.com.

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Building Your Blue Light Practice—Webinar + One Hour of Free CE

Join Gregory Naes, CEO of Eye Solutions Technologies, and Danny Clarke, OD, for "Building Your Blue Light Practice." Eye Solutions Technologies has developed the Visual Performance & Protections System that combines the best in poor vision detection with internal and external vision enhancement tools, including BluTech™ indoor and outdoor lenses. Attendees will receive an email with link to a test to complete one hour COPE medical CE credit. Click [here](#) to

register.

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Act Now to Gain Section 179 Deduction

Businesses still have significant reasons to acquire and install capital equipment before the end of 2014, because the allowable Section 179 deduction of up to \$25,000 is still available.



Plan now to maximize these important benefits. Log in to the vendor book at visionsource.com and visit the US Bank section for more information.

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Immediate Gratification



Here's a Gold Standard story from **Myra Huser** from Vision Clinic in Springfield, Mo., who explains how a deep inventory of trial lenses contributes to patient satisfaction.

"We work hard at keeping our contact lens trials stocked well. It is wonderful to supply our patients with a fresh pair of lenses on the day of their exam, especially those with high prescription or less common cylinder powers. They are always surprised when we have their exact prescription available, and we feel that we are exceeding their expectations in customer service."

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

Marketing

November Is Diabetes Awareness Month

Because diabetes is the leading cause of blindness in adults, and since optometrists are on the front line of diabetes detection, we have prepared the following:

- [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 at visionsource.com.



Vision Source® Member News



Record-breaking Pumpkin

Vision Source® may be known as the authority for optometry, but did you know that we now are known for world-class pumpkins? **Bob Liggett, OD**, not only won first place in the Circleville Pumpkin Festival, but smashed the record by over 300 pounds. His show pumpkin weighed in at an amazing 1964 pounds this year! Dr. Liggett modestly credited optimal summer weather for this season's prize entry. However, his business partner, **Jim Rocklin, OD**, revealed that Dr. Bob spends more than three hours each day tending to this scale-

breaking specimen. Check out more photos of Dr. Liggett and his award-winning pumpkin [here](#) or read the story [here](#).

Local Doctor Recognized by Patients

Joanne Gronquist, OD, of Santa Barbara, Calif., was voted as Best Optometrist in the *Santa Barbara Independent* "Best of" readers' poll. Congratulations Dr. Gronquist!

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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