



# Vision Source® Gazette

Issue 36

November 14, 2014

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## Top Story

### Promote Diabetes Awareness for Your Patients and the Network



During November's National Diabetes Awareness Month, there's a prime opportunity for Vision Source® member practices to promote the services they can provide to patients with diabetes—not only to the patients themselves but also to the community of health care providers. This education becomes increasingly important because providing diabetic eye exams is a criteria that helps accountable care organizations and other third-party population health

management groups achieve higher HEDIS scores. It's also an area where Vision Source® member practices can provide immediate and appreciable assistance to them. Networks that are relying on ophthalmologists to provide these services are often finding that it's difficult to schedule patients in a timely manner.

The attention given to Diabetes Awareness Month simply provides a larger platform and more opportunities to spread the message. The National Institutes of Health (NIH) and National Eye Institute (NEI), through their National Eye Health Education Program (NEHEP), along with Prevent Blindness, are offering free resources and calling on public health agencies to raise awareness of diabetes and diabetic eye disease.

The figures are staggering. There are about 29 million people in the U.S. currently diagnosed with diabetes, 86 million are diagnosed with pre-diabetes, according to the NHI. Diabetic retinopathy is the leading cause of vision loss and blindness in the country, affecting 7.7 million people age 40 and over, approximately 11 million are projected to be affected by 2030. According to a recent Prevent Blindness study, the estimated number of diabetic retinopathy cases in 2014 is currently more than 8 million and projected to increase to close to 11 million by 2032, and one-in-five adults reported knowing someone who has either lost sight or is currently losing their eyesight to diabetes.

### THE UNSEEN DANGER OF DIABETES



**Diabetic eye disease is the leading cause of blindness among adults.**

It occurs when small blood vessels in the retina weaken and leak, or when abnormal blood vessels grow in the retina. The result is impaired vision and, potentially, blindness.

Anyone with diabetes is at risk for diabetic eye disease. But often there are no symptoms until the disease is advanced. For that reason, we recommend that anyone with - or at risk for - diabetes have a comprehensive, dilated eye examination at least once a year. Early detection and treatment are the key to maintaining healthy vision.

*Vision Source*



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

As the Vision Source® network of independent optometrists will achieve 3,000 locations this month, we have the strength in our numbers to continue to forge even more population health management agreements like the one announced yesterday with [USMD Health System in North Texas](#). In fact, in the negotiations and contracts into which Vision Source® groups have entered with population health management organizations, it is the ability of Vision Source® member practices to show that they are equipped and prepared to provide quality service to patients with diabetes that attracts a high level of interest. The conversation opens the door to educating the greater health care community about optometry's role in the diagnosis and maintenance of patients' ocular health that will lead to better overall health.

I encourage you to continue this awareness campaign, not only in November but throughout the year. If you have not already, be sure to cultivate relationships with the PCPs in your area. Optometrists and PCPs will be referring patients more and more as these statistics climb.

Be well,  
**Jim Greenwood**  
President and CEO  
Vision Source®

## Is Your Optical Performance a Nightmare?

### This Just In...

From the anchor desk, **Dr. Walt West** interviews **Electra** the optician, who works at the practice of Dr. Doofus. With Dr. Doofus not in touch with the management and performance of his optical, Electra is making decisions with his money that aren't in the best interest of the practice, but seem to benefit her personally. While the result of Electra's actions aren't intentional, Dr. Doofus is the one who suffers. Click [here](#) to view the video.



Dr. West Interviews Electra the Optician

## Breaking News

### Vision Source® Adds to Leadership Team

Vision Source® has added two key players to its senior leadership team: **Satish Dave**, chief information officer, and **Nick Morse**, chief financial officer.

Satish Dave joins the team on Dec. 1. Most recently, he worked with MedSolutions, and his background also includes technology leadership, business transformation and operational experience with GE Insurance and Appleton Papers. Satish holds a bachelor's degree in electrical engineering from NIT, Raipur and a law degree from Nagpur University, and he is pursuing a strategic management certificate with Harvard Extension School.



Nick Morse was most recently with Apex Healthcare Solutions. Morse's background also includes financial, operational and corporate development experience with Kindred Healthcare and Houlihan Lokey. He earned a B.S. in finance from The Kelley School of Business at Indiana University. He is a finance committee member of Case Management Society of America and a member of Healthcare Financial Management Association.

**Jim Greenwood** says, "Vision Source® is honored to add these gifted and experienced leaders to our team. In a time

where our company is experiencing rapid growth and the health care landscape is undergoing tremendous change,



it is essential that we continue to recruit talented individuals to serve the Vision Source® independent optometrists and help us deliver the industry's most innovative and effective solutions. We look forward to their leadership and guidance in the years to come."

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## Vision Source® Announces Another Relationship With Integrated Health Team

Vision Source® announced this week that its North Texas area members are joining forces with USMD, a physician-led integrated health system, to provide an enhanced level of collaborative care for USMD patients. Vision Source® President and CEO, **Jim Greenwood**, said, "There is a significant need to improve population health in Texas, and this innovative collaboration ensures that we address the rising demand for preventative care and solutions for the management and treatment of chronic diseases such as diabetes."

USMD develops, operates, and manages entities that deliver diagnostic, therapeutic, and hospital-based healthcare to patients. All USMD primary care clinics have earned Level 3 re-accreditation from the Patient-Centered Medical Home (PCMH) Program, a recognition program that is part of the National Committee for Quality Assurance (NCQA). The award highlights USMD's evidence-based, patient-centered processes that focus on highly coordinated patient care and long-term patient relationships.

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## Year-End Benefits Material Available

The end of 2014 is almost here. For many participants in Flex Plans or Health Savings Accounts, Dec. 31 marks the deadline for use of their benefits. To encourage participants in these plans to use their available dollars for eye care and eyewear, we've 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 \(.doc file\)](#)



## ICD-10 Coding Challenge

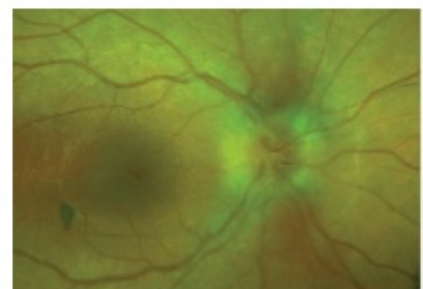
### How Would You Code This Case?

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 #18

11 YO WF

- **CC:** blurred vision
- **HPI:** both eyes, ongoing, for several months, getting worse
- **Medical Hx:** unknown auto-immune disease, undergoing testing with pediatric rheumatologist
- **Ocular Hx:** unremarkable
- **External:** unremarkable
- **IOP:** OD: 14, OS: 16
- **Internal:** swelling of the optic disc OU w/ blurred margins, flat avascular pigmented area inferior temporal to



\* 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](mailto:ICD10@visionsource.com). You will automatically receive an acknowledgement and the correcting coding for the case.

## Fresh Day™ and Fresh 30™ Success Stories

### Time Running out for Fresh Day™ Rebates



Remind your patients that the last chance to use their Fresh Day™ rebates is Dec. 31, 2014. Encourage them to submit their rebate now before they miss out on this savings opportunity!

## 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](http://visionsource.com) and view the vendor book.

### Alcon Marketing and Vision Source® Loyalty Program Webinars

We are excited to announce that Alcon will be hosting two webinars as part of the Alcon marketing and Vision Source® loyalty program. If you have signed up for this program your attendance at these two webinars will satisfy the previous webinar requirements originally stated in the member agreement. It is important that both ODs and staff attend. The webinars will be prerecorded to allow you and your staff flexibility in scheduling and made available through the Vision Source® member intranet. You can access the webinars by clicking on a webinar link that will be found on the homepage of your Vision Source® member intranet at [visionsource.com](http://visionsource.com).

- **Webinar length:** 25-30 minutes
- **Webinar Topic:** Alcon's colors product. Illaria Urbinati, world renowned stylist to the stars, will be sharing her insights on fashion trends as well as best practices on communicating AIR OPTIX COLOR contact lenses to your patients.
- **Registration:** ODs and staff will be required to register before reviewing the prerecorded webinar. You can watch individually or as a group. As part of the registration process you will be prompted to enter the number of people, including yourself, that are going to watch the webinar. Remember it is important that as many of your staff as possible view the webinar.
- **When will webinars be available to view?** The first webinar will be available beginning Monday, Nov. 24, and the second sometime shortly thereafter. We will communicate at a later date when the second webinar will be available for viewing.



Webinar Host, Illaria Urbinati,  
stylist to the stars



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## Elite Vendor Safilo Extends Its Exclusive Offer

Vision Source® members exclusively are eligible for an extension until Dec. 31 of Safilo's Add a New Collection promotion. This exclusive Vision Source® offer includes exceptional savings to members who add a minimum of 12 pieces per collection on a variety of brands—and this includes free shipping on every order. Take advantage of this limited-time offer. Visit Safilo's vendor page at [visionsource.com](http://visionsource.com) for more details.

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## Enhanced Relationship Produces Immediate Impact

"The arrangement between Johnson & Johnson Vision Care (JJVC) and Vision Source® has helped my office become more competitive while at the same time lowered my cost of goods. The larger practice rebates received from JJVC puts Vision Source® practices at a tremendous competitive advantage. Our office has also seen an immediate benefit from JJVC's Unilateral Pricing Policy with almost 100 percent retention of contact lens sales. It's exciting to see what the future holds for this partnership, because we have already seen an incredible benefit to my practice."

— **Brandon Hunter, OD**, Leawood, Kan.

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## Complimentary CE Course Offered



Eye Solutions is providing a complimentary CE course titled "The Science of Blue Light: Protecting Your Patients in A Digital World." Click [here](#) to access the course and enter the password **bluelight**. After reviewing the COPE course, complete the registration and take the test. Before you receive your score, you will be asked for a coupon code **BT - VSBTCE4**, which expires Dec. 31, 2014. If you score above 70 percent, you may request a COPE CE certificate.

Get started with BluTech Plano Lenses with AR with an exclusive rebate offer for Vision Source® members who make kit purchases. For more info, please contact Greg Naes at [greg.naes@youreyesolutions.com](mailto:greg.naes@youreyesolutions.com)

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## Marcolin/VIVA Board Upgrade Program Update

Due to executive leadership changes at Marcolin/VIVA the decision has been made to discontinue the Board Upgrade program immediately. Any offices that have contacted Marcolin/VIVA about this program prior to Nov. 14, but have yet to be visited by a VIVA/Marcolin representative, will still be eligible for this program. If you have any questions contact Dan Walker at [dwalker@visionsource.com](mailto:dwalker@visionsource.com).

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## FedEx & UPS Shipping Refunds Available

Vision Source® has partnered with 71 Pounds to get your shipping refunds you deserve. Did you know that if FedEx or UPS deliver late—even by one minute—you are entitled to 100 percent money-back refund? Learn more and sign up at [71lbs.com/visionsource](http://71lbs.com/visionsource).

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## Drive Results with Email Marketing featuring Dr. April Jasper



Dr. Jasper will share ways in which email marketing can help increase patient appointments, strengthen retention and even reactivate lost patients. She will cover tips and tricks for email marketing and ways in which Demandforce has automated her patient communications to deliver results and practice revenue. Join in on the webinar on Thursday, Nov. 20 at 4 p.m. PST. Click [here](#) to register.

## Around Vision Source®

### Marketing



### Improve Your Social (Media) Skills: Webinar Wednesday, Dec. 3

Progressive Vision Source® practices today are using social media effectively to increase top-of-mind awareness and referrals, attract new patients, decrease attrition and strengthen patient relationships. Join Jack Hadley, creative director for My Social Practice, for a webinar to learn how to implement the five must-haves that keep your social media simple, quick and

effective. Whether you're just getting started with social media or you're an experienced pro, this webinar includes great ideas you can start using in your practice immediately.

**Who:** Jack Hadley, Creative Director for My Social Practice

**What:** Webinar: 5 "Must Haves" for Social Media

**When:** Wednesday, Dec. 3, 2014 8 p.m. CST

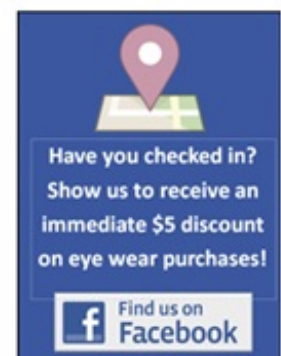


Register by clicking [here](#).

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### The Facebook Check-in

Encourage your patients to check in on Facebook by printing this [sign](#) and placing it at the front desk. Why you would offer a discount if they are already in your practice? When people check in on Facebook, they are letting their entire network know that they are doing business with you. Instead of thinking about it as a discount, know that you are actually paying them to advertise for you. Word of mouth has always been the best form of advertising, and now with social media, it's even better. A Facebook check-in will, at a minimum, show your Facebook profile photo, and the patient may decide to add a selfie with text saying, "Check out my new glasses." So with or without a discount, encourage your patients to use social media. Due to HIPAA, you can't take picture of the patients without a release, but your patients can certainly take pictures of themselves.



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### New Name for Yellow Pages Agency

The Company of Others (formerly Connect FKM), the approved vendor for print and online yellow pages, has merged

with KDA Group, one of the largest directory services agency in the country. This merger will mean better service and more clout for Vision Source® members. Cissy Arnold, vice president and national account representative for Vision Source®, will continue to serve members and will be joined by Cora Arnold, vice president and managing director for KDA.

Those offices with existing print or online yellow pages programs through The Company/FKM will be contacted by a representative of KDA Group when it is time to renew. Should you have any questions, contact Cissy Arnold at [carnold@thecompany.com](mailto:carnold@thecompany.com) or 512-732-4803 or 281-546-0674 or Cora Barran at [cora.barran@kda.com](mailto:cora.barran@kda.com) or 310-862-2288.

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## Read Vision Source® OD and *The Insider* on Screen

The digital edition of Vision Source® OD and *The Insider* are available by clicking [here](#).



## Practice Development



## Sharing Ideas With Vision Source® Colleagues

This is the 14th 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 **John Novak, OD** and **Brooke Bader, OD**, of Avon, Ohio, who describe how they've benefited from tips and ideas shared by fellow Vision Source® members. Click [here](#) to read their story.



John Novak, OD, and Brooke Bader, OD

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## Gold Standard Care Recognized

**Joseph Studebaker, OD**, of Englewood, Ohio, received this note from a patient about the gold standard service

received at his practice.



*I am always pleased with the service at Northwest Optometry but I was particularly happy with this recent visit. Our family is in the midst of an insurance change and I had to pay the full amount for my eye exam. I opted not to get extra testing but Dr. Studebaker, after completing my exam, offered to do a specific test at no cost because A) he was aware of the insurance situation and B) he was more concerned that I had the test done then worry about being paid for it. This was a gesture I greatly appreciated. It's a refreshing change to experience that because often in healthcare, the reverse happens...extras that are charged for but not always necessary. And like usual, the staff were all great in their interactions with me. Thanks to all.*

How has *The Gold Standard* book helped you raise the bar? Email [greatcaresstories@visionsource.com](mailto:greatcaresstories@visionsource.com).

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## Practices of Distinction Wraps a Successful Year

The Practices of Distinction tour wound down with a final presentation on Nov. 5 in Fredericksburg, Va., which drew about 85 doctors and office staff members.

Sponsored by Alcon, with support from Essilor and Marchon, the program was delivered in 21 cities throughout the U.S. More than 2,000 people attended.



Dr. Hans Kell, Hannah Beth Eaken and Dr. April Jasper wrapped up the Practices of Distinction tour in Fredericksburg, Va., on Nov. 5

## Vision Source® Member News

### Combining World Sight Day Challenge with Other Events Boosted All

Gaylord Eye Center, a Vision Source® practice in Gaylord, Mich., tied the World Sight Day Challenge into its Patient Appreciation Day and Frame Sale with its launch of Coach, Versace and RayBan. Office manager **MeLissa Olson, CPOA**, sent the practice used internal and external promotions and social media to boost attendance. "We also lucked into a last-minute newspaper wrap advertisement that got us into homes in a three-county area for only \$100. (This came about thanks to a last-minute cancellation and my Facebook connections!)" Staff also mentioned it to every patient for a month or so prior to the event. For the event itself, the entire office was decorated with a "world" theme.



The doctors committed to donate \$5 for every frame sold that day (for a total of \$210), and patients were offered a discount toward their eyewear purchase that doubled their donation, up to \$50. So if a patient contributed \$25, the practice offered a \$50 discount on eyewear. Those donations—made by nearly every patient— totaled \$890, bringing the total contribution that day to \$1,100. "Patients are already asking to be on the mailing list for next



year. We definitely think that this year's event was a success. It will be hard to beat!"

## 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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