



# Vision Source® Gazette

Issue 38

December 12, 2014

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## Top Story

### Vision Source® Sets Milestone Adding 3,000th Location

*Robust growth continues as independent optometric clinicians adapt to an evolving healthcare landscape*

Vision Source® announced this week that it has achieved a company milestone by adding its 3,000th location. The optometrist whose practice officially became the 3,000th location is **Ben Gaddie, OD**, from Louisville, Ky.



Dr. Gaddie is the owner and director of the Gaddie Eye Centers, a full-service multi-location practice that was started by his father more than 40 years ago. He is also a noted lecturer and renowned advocate in the industry. "I chose to join Vision Source® because of its commitment to independent optometry as well as the leverage given to my practices," stated Dr. Gaddie.

This leverage comes not only from the impressive savings that Vision Source® brings to its member practices, but is also derived from the collegiality and professional support that Vision Source® members extend to each other and the profession.

Dr. Gaddie is among the many respected practitioners who have joined the network. Many other notable independent optometrists have recently joined Vision Source®. Here are just a few:

- **Ron Hopping, OD**, owner of Hopping Eye Associates in Houston, and 2012-2013 president of the American Optometric Association. Dr. Hopping is one of 15 current and former American Optometric Association presidents who are Vision Source® members.
- **Alan Glazier, OD**, who owns Shady Grove Eye and Vision in Rockville, Md., and leads the popular social media site ODs on Facebook.
- **Kelly MacDonald, OD**, a partner in Drs. Helfman, Lasky & Associates in Nashua, N.H., and a past president of New Hampshire Optometric Association.
- **Leah Ramos, OD**, and **Shane Swatts, OD**, at Eastern Virginia Eye Associates in Chesapeake, Va. They specialize in corneal refractive therapy and have both previously worked with the National Football League.
- **Tausha Barton, OD**, Diplomate of the American Board of Optometry and a former clinical and didactic instructor at the West Side VA and Hines VA Hospitals.

We are excited about the company milestone, but even more excited about

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

continuing the tradition of assembling the very best, independent optometrists in America. These clinicians will further bolster the strength of Vision Source®, an organization that is already making a difference with respect to the population health management strategies and the effectiveness of an expanding list of leading medical groups and integrated health systems. No wonder Vision Source® attracts attention. According to our recent survey, we estimate that Vision Source® practices are caring for approximately 12.5 million patients each year.

With these and all the other ODs who have joined the network in 2014 and previously, it's easy to see why we are proud of the mark we have already made and enthusiastic for all that is to come. Blessings for a safe holiday season.

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

### Have You Completed the Managed Care Initiative Survey?

We would like to thank all the members who have completed the Managed Care Initiative Survey. The information gathered from this survey allows us to provide accurate answers to questions asked by managed care organizations. They want to know if appointments are available and whether patients seeing Vision Source® doctors rate the experience as excellent (net promotor scores). Accurate data showing how many patients have cataracts, diabetes and other health issues helps us show these groups that we can be the gatekeepers for healthy vision as well as a major contributor to overall population wellness.

When we can tell them that all 3,000 Vision Source® practices responded to the survey and this data spans all states, our credibility in these negotiations is improved dramatically. I personally ask all practices that have not completed the 12-question Managed Care Initiative Survey to go to [visionsource.com](http://visionsource.com) and click [here](#) for specific instructions. Please don't worry about absolute accuracy. Provide your best estimate from practice statistics and patients seen during the past six months. Thank you for completing the survey.

**Bobby Christensen, OD**, Vision Source® Senior Vice President, Clinical Strategies



*Dr. Robert Janot of Sulphur, La., won an iPad. His name was drawn from the entries of those who submitted their survey answers early.*

## The Optical Dream

Dr. Doofus Joins Vision Source®

**Dr. Doofus** now sees the value in being a Vision Source® member and looks forward to increasing his patient satisfaction, increased revenue and profitability in 2015 by improving performance in optical sales. He and his optician, **Electra**, are excited to learn new techniques by participating in the Vision Source® Optical Dream program. Dr. Walt West explains what is required to register and talks about the incentives, which include several trips to Paris! Registration begins in the mid-January. Watch the video [here](#) and look for more details to come on how your practice can register for the Optical Dream.



## Breaking News

### 2015 Exchange® Registration Is Now Open

*Reserve your spot now for the Vision Source® Exchange® in Phoenix, April 29-May 2*

The 2014 Exchange® in Boston attracted more than 3,000 doctors, staff, friends, family and vendors, and the 2015 Exchange® in Phoenix promises to be even bigger and better. So make your plans early to come.

#### Highlights:

- **General Session and Learning Labs**
- **Up to 8 hours of free CE credit**
  - In 2015, attendees can earn up to 8 hours of CE credit at no cost. As before, classes start on Wednesday in the afternoon. Then on Thursday, Friday and Saturday morning, Food for Thought, one-hour breakfast CE sessions will precede the General Session or Learning Labs.
- **100,000 square feet of exhibits**
  - In addition to advanced clinical equipment, the latest in frame designs, the newest contact lens technology and much more, the meeting features show-only specials that offer tremendous savings.
- **Chance to connect With colleagues and friends**
  - From the kickoff (under the stars at the Arizona Center) to the closing party at Rawhide, a recreation of a 1880s Old West town, and in between, you'll have plenty of opportunity to talk business or not with friends and colleagues.



Register now for The 2015 Exchange®. Click [here](#) to register or copy and paste this link into your browser:  
<http://registration.experientevent.com/ShowVSM151/>



Vision Source  
TRUSTED COLLEAGUE

## Making Eye Care a Mission



This is the 15th 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 **Robert Prazer, OD**, of Wexford, Pa., who created "Vision Care from the Heart" to give back

to his own community. Click [here](#) to read the story.

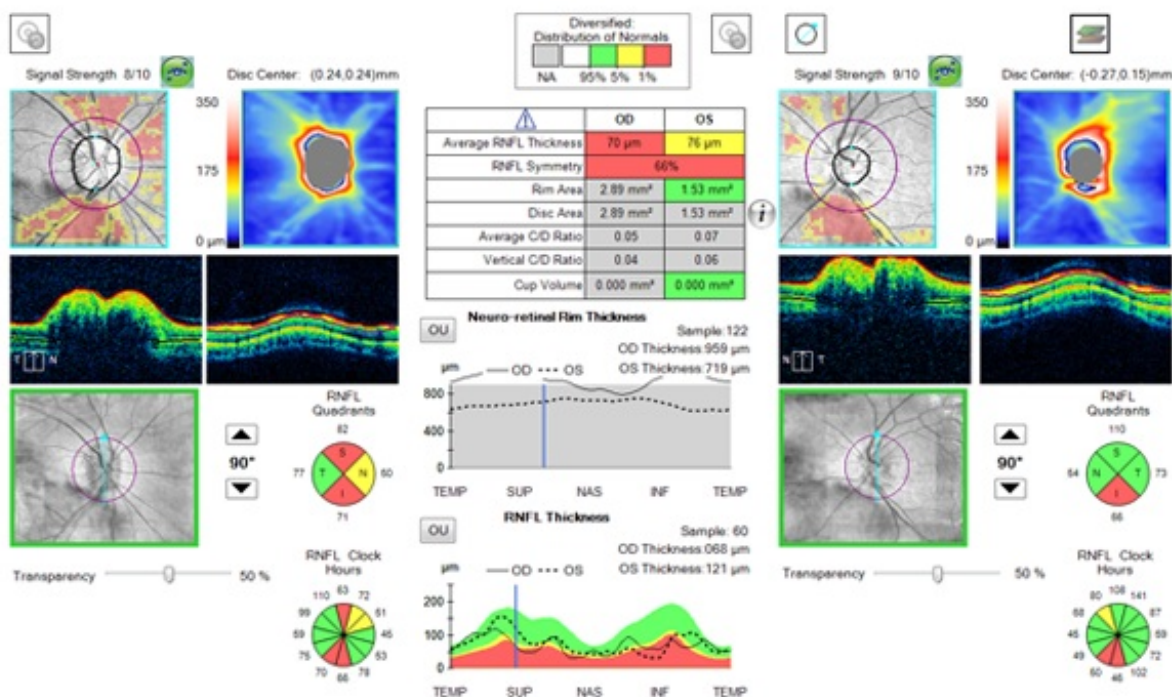
## ICD-10 Coding Challenge

### 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 #19

34 YO WM



\* Image courtesy of Optometric Business Solutions, all rights reserved



- **CC:** exam for new eyeglasses
- **HPI:** glasses help, but vision a little worse, since last visit, both eyes
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **BVA:** 20/20 OD, 20/20 OS
- **External:** unremarkable
- **IOP:** OD: 14, OS: 16
- **Internal:** bilaterally elevated optic discs with "scalloped" margins, small cups, refractile hyaline deposits, (-) pallor, (-) blurred margins, (+) SVP
- **Pupils:** equal, round, reactive to light, (-) APD
- **EOMs:** normal
- **Color Vision:** normal

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

### ESPN's Adam Schefter Raises Awareness

Vision Source® has partnered with ESPN's sports analyst Adam Schefter to get out the word about Fresh Day® silicone hydrogel daily disposable contacts.

Because Schefter's wife has diabetes, he is passionate about early detection. In early December, he visited Dr. Resnick of Drs. Farkas, Kassalow, Resnick & Associates for an eye exam and was fitted with Fresh Day® contacts. Learn more about the results of this campaign [here](#).



## 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

The first Alcon-hosted webinar is available. If you have signed up for this program, your attendance at the 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 are prerecorded to allow you and your staff flexibility.

The second video will be available Monday, Dec. 15. Both webinars can be found on the Vision Source® member intranet ([visionsource.com](http://visionsource.com)). Each webinar is 25-30 minutes. 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, who are going to watch the webinar. Remember it is important that as many of your staff as possible view the webinar.

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### Integration Efforts Completed

Here's exciting news from CooperVision. The Fresh Day® family of lenses will now be included in your Practice Builder Rebate starting Nov. 1, 2014. Order a bulk today of Fresh Day® sphere and receive 100 boxes at a tremendous savings per 90-pack with 90-days dating. CooperVision is also pleased to announce that the integration

of the Sauflon family of products is on track to be completed. Vision Source® members will be able to order Sauflon and CooperVision products at the same time from one customer service department for one order, one shipment and one invoice.

This is also a great opportunity to make sure you are earning cash back for your practice as well as discounts on unique digital solutions such as WebSystem3 and EyeCare Prime Premier. Earn up to 100 percent off the monthly cost, which is a savings of \$1,347 per quarter. CooperVision offers a high quality portfolio of lenses that includes the latest in innovation—all available in your own private labels. See the vendor book at [visionsource.com](http://visionsource.com) for full details on monthly dollars savings for digital solutions.

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## Johnson & Johnson Vision Care Offers Year-end Inventory Promotion

The graphic is a promotional banner for Johnson & Johnson Vision Care. At the top, a blue bar contains the text "LIMITED TIME OFFER FROM ACUVUE® BRAND CONTACT LENSES SUPPORTING THE YEAR-END BENEFIT SEASON". Below this, two images of women wearing contact lenses are shown, one for "1-DAY ACUVUE TruEye" and one for "1-DAY ACUVUE MOIST". A central blue bar reads "SAVE NOW on ACUVUE® Brand Daily Disposable 90-pack Inventory". Below this, three images are shown: a box of "1-DAY ACUVUE TruEye", a yellow circle with "Offer Ends December 26th", and a box of "1-DAY ACUVUE MOIST". At the bottom, a blue bar contains the text "Ask your Johnson & Johnson Vision Care, Inc. representative for more information." Below this, small text provides details about the offer, including that it is a limited-time offer, applies to in-office inventory orders of 90 packs, and includes "mix & match" inventories of 1-DAY ACUVUE TruEye and 1-DAY ACUVUE MOIST Brand Contact Lenses. It also mentions that the program complements the newly launched Annual Supply Savings Pack.

LIMITED TIME OFFER FROM ACUVUE® BRAND CONTACT LENSES  
SUPPORTING THE YEAR-END BENEFIT SEASON

1-DAY ACUVUE® TruEye®  
DAILY DISPOSABLE CONTACT LENSES

1-DAY ACUVUE® MOIST®  
DAILY DISPOSABLE CONTACT LENSES

SAVE NOW on ACUVUE® Brand Daily Disposable 90-pack Inventory

Offer Ends  
December 26th

1-DAY ACUVUE® TruEye®  
DAILY DISPOSABLE CONTACT LENSES

1-DAY ACUVUE® MOIST®  
DAILY DISPOSABLE CONTACT LENSES

YEAR-END INVENTORY PROGRAM

- Carry inventory in office and provide added convenience for patients buying less than an annual supply. For a limited time, save on your in-office inventory order of 90 packs.
- Offer includes "mix & match" inventories of 1-DAY ACUVUE® TruEye® and 1-DAY ACUVUE® MOIST® Brand Contact Lenses.
- This inventory program complements the newly launched Annual Supply Savings Pack, which improves patient affordability while helping you increase annual supply dispense.

Ask your Johnson & Johnson Vision Care, Inc. representative  
for more information.

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See the vendor book at [visionsource.com](http://visionsource.com) for full details.

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## In-office Microblepharoexfoliation

BlephEx, a new Vision Source® vendor, is the first and only doctor's treatment for blepharitis. BlephEx is a new handheld device that allows a doctor to perform an in-office microblepharoexfoliation. This procedure completely and safely removes the biofilm and its associated inflammatory exotoxins that diffuse into the margin of the eyelid causing the majority of dry eye and meibomitis. Treating every four months can help your patients maintain and improve normal tear function, and add more than \$100,000 to the bottom line. Click [here](#) for more information.

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## Boot Camp for Growing a Medical Practice

Attend a boot camp to learn the latest techniques for practicing full-scope optometry. Get a step-by-step implementation plan that includes understanding and implementing ICD-10 codes, improving billing and medical record compliance, differentiating vision plan visits vs medical plan visits, gaining access to insurance panels, maximizing practice productivity and performance and motivating and training your staff. **Scot Morris, OD, FAAO;** **John Rumpakis, OD, MBA;** and Allergan Eye Care Business Advisors will serve as expert faculty.

Marcolin/Viva is offering very special pricing on Bongo, Catherine Deneuve, Marcolin, National, Rampage, Savvy,

Viva for a limited time. In addition, it is offering special customer appreciation bonus offers through the end of December. Visit the vendor book at [visionsource.com](http://visionsource.com) for full details.

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## Section 179 Savings on Santinelli

In addition to exceptional savings on Santinelli equipment, Vision Source® members will receive special financing and an extensive three-year equipment protection shield. It's the perfect time to use your Section 179 tax savings and add new edging equipment for your office.

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## NovaBay Pharmaceuticals Becomes a Vision Source® Supplier

NovaBay Pharmaceuticals is a new Vision Source® supplier. NovaBay Pharmaceuticals focuses on the development and commercialization of nonantibiotic, anti-infective products.

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## Support Vision Source® Member Companies

Vision Source® is fortunate to have in our vendor program some great Vision Source® doctor-owned businesses that offer exceptional pricing and discounts to Vision Source® members.

- EyeDocApp – Vendor
- Fortifeye Vitamins – Vendor
- KMK Board Certification Review Services – Vendor
- RevolutionEHR – Vendor \*
- Acuity Pro/VisionScience – Supplier
- Klassic Design eyewear – Supplier \*
- Getwell, formerly Mountain Computer Systems – Supplier \*
- Rodan & Fields Dermatologists – Supplier

Log in at [visionsource.com](http://visionsource.com) and view the vendor book for more information. An asterick \* shown after the above companies' listings indicates that they have a specific end-of-year promotion.

## Around Vision Source®

### Marketing

#### Glaucoma Awareness Month Materials Available

January is Glaucoma Awareness Month. To help you educate your patients and your community on the Silent Thief of Sight, these materials are available to you.

- [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 personalized counter cards and posters through FedEx Office or Office Depot.

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#### Social Media Webinar Available





Missed the My Social Practice social media webinar? Watch it at your convenience [here](#). 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. Want to start a free Vision Source® Website or learn more about digital marketing? Click [here](#).



## Vision Source® Member News

### Radio Interview with Dr. April Jasper

Listen to a radio interview with **April Jasper, OD, FAAO**. She discusses the many disease conditions that can be detected during an eye exam and the importance of children's eye exams. Listen [here](#).



## 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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