



Vision Source[®] Gazette

Issue 41

January 23, 2015

In This Edition

- Top Story
- Optical DreamSM
- Breaking News
- ICD-10 Coding Challenge
- Fresh Day[®] and Fresh 30[®] Success Stories
- Words from our Vendors
- Around Vision Source[®]
- Give Us Your Feedback

Issue 41

- Download a PDF
- View in Web Browser

The Gazette Archives

- Issue 40
- Issue 39
- Quarterly New Technology Update



Top Story

Help Us Complete the Picture



If you have already taken the Managed Care Initiative Survey, thank you. Your input is helping us create an incredible picture of the scope of services and care provided by Vision Source[®] members nationwide. If you haven't already taken the survey, please do so. The more complete a picture we can present during strategic managed care discussions on the local, regional and national level, the better for all of us. It's a 12-question survey that you can

answer simply by having a few key facts regarding your practice handy as a guide.

Your responses to the survey are not identified individually but are compiled with the data from other Vision Source[®] offices to showcase our access, experience, quality and potential in discussions with innovative medical groups, integrated health systems and other third parties. Below, you'll read an update from **Dr. Bobby Christensen**.

Please click [here](#) to learn how to access the survey as soon as possible. Your input is very important.

Be well,

Jim Greenwood

President and CEO

Vision Source[®]

Managed Care Initiative Gains Momentum

The first wave of data from the Managed Care Initiative

Survey shows that Vision Source® members provided care to more than 12 million patients in 2014. About one-third of those patients are seniors, age 65 or more. About 41 percent of all patients have some kind of significant health issue that could require a visit or monitoring by a primary care physician: diabetes, smoking, obesity or hypertension, for example. As **Jim**



Greenwood mentioned above, the more responses we get, the more confident we can be in this data.

Less than two years ago, Jim and I were on a panel at The Exchange in Las Vegas, discussing the potential of Vision Source® working closely with managed care organizations in a collaborative manner. The momentum is going faster than I envisioned. In September 2014, we were in various stages of contract negotiations with 70 third-party organizations; by year's end, it was more than 90. In September, just more than 25 of those opportunities had created tangible results; by the end of the year, that number had increased by 50 percent. Here are a few examples. The pilot project with Carolinas HealthCare Systems ended with a rollout plan to include all Vision Source® members in the Carolinas HealthCare service area. Vision Source® members in New Hampshire are now signing onto the IPA being created there to serve the needs of an aggressive newly formed health plan. Furthermore, we are making excellent progress with one of the largest healthcare systems in the country (based on the West Coast).

One of the most effective ways to spread the word and showcase your professionalism is to send an exam form to the primary care physician for each and every patient with diabetes or glaucoma who was seen in your office. The single-page report form is highly effective and yet it's simple for you and your staff. Download it now and begin using it with every patient who was referred by or under the care of a local PCP for diabetes. To find the Diabetes/Glaucoma Referral Forms, log in to the [Member Intranet](#) and, from the navigation bar, choose Library, and scroll down.

In fact, taking this initiative even before there are formal managed care discussions underway in your community is smart. Once the narrow networks of the future are formed, it's going to be very difficult to get on them later. Our experience has shown that being among the first at the table provides us a stronger position. This for m is an excellent way to show the PCPs and ophthalmologists in your area the level of care and attention that you provide.

Please help Vision Source® help you by doing these two things: take the survey, if you haven't done so already, and commit to using the exam form in your office with every patient with diabetes or glaucoma.

Bobby Christensen, OD

Senior Vice President, Clinical Strategies

Vision Source®



Optical DreamSM Registration Begins

A one-of-a-kind learning and rewards solution to drive real results



Members can register and enroll their staff for Optical

DreamSM Monday, Jan. 26, 2015, on the Member Intranet at

visionsource.com. Staff members may complete their training so that they can begin participating in the incentive awards program on Monday, Feb 2. Any member who registers before Feb. 28, 2015, will have a chance to win a trip to Key West.

Haven't met **Dr. Doofus** and **Electra** yet? It's not too late; watch the [series](#), and get ready to live the Optical DreamSM and enjoy your most profitable year. An additional and unique [webinar](#) will be hosted by **Dr. Walt West**, Dr. Doofus and Electra on Tuesday, Jan. 27, at 8:00PM CST.

Do you have questions about registering? Member Services will host a daily question and answer conference call beginning Wednesday, Jan. 21, from 12-1 p.m. CST. Simply log on during this time period by calling (866) 951-1151, ID# 4665994.

A series of webinars will be offered on Tuesday and Thursday evenings. Click [here](#) to register and learn how Optical DreamSM can increase patient satisfaction and optical profitability in your practice in 2015.

Breaking News

2015 Practices of Distinction Tour

Vision Source[®] is a Diamond level sponsor of the 2015 program, Navigating the Path to a Practice of Distinction, with featured speakers and Vision Source[®] members **April Jasper, OD, FAAO**; **Katie Gilbert-Spear, OD, MPH**, and **Carl Spear, OD, MBA, FAAO**. The day-long presentations are scheduled for nearly two dozen sites around the country, starting on Feb. 3 in West Palm Beach, Florida. Vision Source[®] members can sign up (meals included) for just \$49 per person, a savings of \$250 per person over doctors or staff members who are not Vision Source[®] members.

Learn more [here](#) and see tour dates and locations [here](#).

Register for the 2015 Exchange®

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

Highlights of this year's meeting include:

- **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.

Bringing the Family? Vision Source® has planned exciting tours and excursions before and after The Exchange®, as well as some options for spouses and children during the event.

- *Hot Air Ballooning*
- *Botanical Gardens*
- *Shopping in Scottsdale*
- *Food Tours*
- *River Rafting*
- **And Golf on Sunday, May 3, at Talking Stick Golf Course**
- For more information, click [here](#).

For complete information and to register, visit The Exchange® website: vstheexchange.com

ICD-10 Coding Challenge

Counting Down to ICD-10 Implementation

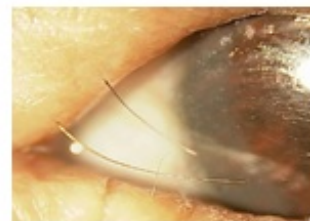
Oct 1, 2015, is very likely to be the implementation date of ICD-10 coding. Therefore, it is in every member's interest to be prepared for ICD-10. It would be much better to be prepared and have ICD-10 delayed, than to be unprepared and have ICD-10 implemented. Are you ready? How would you code this case?

Case #21

50 YO WF

- **CC:** feels like something in the eye
- **HPI:** for several days, left eye, getting worse, red and watery

- **Medical Hx:** unremarkable
- **Ocular Hx:** Steven Johnson syndrome
- **BVA:** OD: 20/25- OS: 20/25-
- **External:** several missing lashes LUL, LUL margin turned in slightly, lashes of LUL rubbing against cornea
- **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.

Fresh Day® and Fresh 30® Success Stories

Take Fresh Day for a Test Drive



In the past year, many Vision Source® practitioners who have seen an impact in their practice from Fresh Day contact lenses. Here's what **Stacie Layne Virden, OD, FAAO**, of Waco Vision Source® in Waco, Texas, says.

"As a former noncompliant teenager who overwore two-week disposables, I am personally impressed with the Fresh Day® lens material. Despite a history of recurrent GPC and my current challenges from dry eye syndrome and year-round allergies, this is one of the two lens materials I can wear comfortably for more than eight hours (and that includes in the race car!) I am an early hyperope with low cyl, and I have worn all three versions. The optics of the

multifocal are unbelievable, allowing me to maintain crisp distance vision without compromising to gain near acuity. I've even used it in patients with up to -1.00 cyl who desperately wanted a multifocal contact, and yes, it can mask that much astigmatism. I've never been comfortable in a toric, and this lens truly doesn't feel like a toric at all. With the launch of the CooperVision Fresh Day® lens family last year, the bar for daily disposables has been raised. The material really is that comfortable, and the optics are that good."



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.

Essilor Boosts DEFINITY Rebates

Reward yourself in the new year by...
continuing to earn rewards for purchasing **DEFINITY®** in 2015!



The rewards can add up.

For each DEFINITY, DEFINITY 3, DEFINITY 3+, or DEFINITY 3+XL, you'll earn a \$12 reward; all materials except standard plastic (CR-39) which earns \$10. When you add Crizal Avance UV™, you'll receive an additional \$10 reward. And if you add Transitions® to the qualifying Crizal order, you'll receive an additional \$7 reward. That's up to \$29 in total rewards (up to \$27 for standard plastic).

Rewards are paid by Vision Source.
Included products are DEFINITY, DEFINITY 3, DEFINITY 3+, DEFINITY 3+XL, Crizal Avance UV™, and Transitions®.

Thank you for your continued partnership with Essilor Labs.

© 2014 Essilor Laboratories of America, Inc. is a subsidiary of Essilor of America, Inc. All rights reserved. Unlabeled information, all trademarks are the property of Essilor International and/or its subsidiaries in the United States and in other countries. Transitions and the logo are registered trademarks of Transitions Optical, Inc. Vision Source is a registered trademark of Vision Source, LP.

Essilor Labs
Making it better

Vision Source

The DEFINITY rebate for standard plastic has officially been raised from \$5 to \$10 in 2015. That's a 100 percent increase on a lens that comprises a large portion of the DEFINITY mix. There's no reason to use another product for its rebate. See the flyer on the vendor page.

• • • • •

CooperVision Completes Sauflon Acquisition



Now that the CooperVision purchase of Sauflon Pharmaceuticals is complete, CooperVision is working to combine both companies. CooperVision's Ron Domingo says, "We are working quickly and effectively to combine both companies' entrepreneurial and passionate teams to build an even stronger partnership for you. And for the near term, it's business as usual for both companies. Please continue to contact your CooperVision representative for all CooperVision business and your Sauflon representative for all

Sauflon business. We are committed to keeping you informed as we move forward and so updates will be shared via email, phone and on our professional website here. Our goal is to make the transition as seamless as possible for you."



Read Ron Domingo's full message [here](#).

• • • • •

Riserva Now a Sponsor of the Optical DreamSM



You asked for it and we listened. Riserva has agreed and is now a sponsor of the Optical DreamSM. When selling a multiple pair, you can now earn additional bonus points by including a Riserva frame in the multiple-pair transaction. For more information on how your practice can associate with

Riserva, contact Greg Smith at 214-668-0001 or Chris Madden at 214-649-7074.

• • • • •

Seeing Is Believing Savings

The virtual conference Seeing Is Believing 2015, Jan. 28 and 29, is offering a special VIP code for Vision Source[®] members. Click [here](#) to register, and use the code "visionsource" when you register to save 20 percent.



• • • • •

Simplify Your Business

OptiSource is offering a new annual rebate program for Vision Source[®] members making purchases through visionsourcestore.com. Check the vendor page for details of these great savings.



Around Vision Source®

Practice Development



Growing In To Their Vision Source® Identity

This is the 17th 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 Colleagues** for this edition are **Drs. Aaron and Ammie Chizek** from Bettendorf, Iowa, who describe how they've grown in their appreciation of Vision Source®. Click [here](#) to read the story.

Vision Source® Marketing

2015 Fresh Day® Rebate on Your Website

Vision Source® members with an Avelient-hosted website will notice a new rebate under the promotions tab. Call attention to the Fresh Day rebate and drive traffic by offering an annual supply at a reduced rate, share the link to your Facebook page. Here is a [downloadable football-related graphic](#) that can be used on your social media sites to promote Fresh Day®, in time for the Feb. 1 Super Bowl.

While we highly encourage you to take advantage of the Fresh Day® daily disposable contact lenses, if you do not

wish to have these exclusive promotions in your website, please email support@avelient.com and ask the Avelient Support team to remove you from the Vision Source® promotions.



• • • • •

Avelient Offers Three Website Options

Avelient offers three website options: a free website; the Plus Plan (\$195 annually); and the Pro Plan (starting at \$750). For those members who do not use Vision Source® branding, the Pro Plan allows you to customize your site with your brand. Starting in February, Plus Plan members will have an added benefit at no extra charge. Two blogs, provide through [My Social Practice](#), will

be auto-posted to your account. Look for more details soon regarding these complimentary blogs and how they can work to enhance your site. Whenever new content is added to a website, it helps toward organic (unpaid) search engine optimization.

To start your website, simply fill out this [30-second online form](#) and Avelient will be in touch.

• • • • •

Gold Standard Service

Vision Source® practice Lifetime Eyecare in Orlando, Fla., shared two ways that It delivers a high level of service to patients. You can share your gold standard moments with us [here](#).

"As a practice, we try to provide the best to our patients by making them feel comfortable and at ease every time they visit our office. We provide them with bottled water, coffee and even magazines in their native language. We always show respect by using Mr., Mrs. or Ma'am or Sir which shows our professionalism.

We also like to add a personal touch to our thank you cards. We hand-write our thank-you cards. Patients always appreciate a thank-you card in the mail. We also send our patients Starbucks gift cards telling them to enjoy a cup of coffee on us when they give us a great review on Google. Patients love this!"



• • • • •



Marketing Toolkit Makes Design Easy

"I worked with Karen Ostrum from FedEx when I ordered stationary, business cards and appointment cards. She was extremely helpful and it was an easy process. I worked with Karen and was able to redesign the stationary by including our practice logo and she was great to work with and achieved excellent success. I am extremely happy with the end product and look forward to ordering more materials in the future."

– Lowell Lebovitz, OD

The Vision Center, a Vision Source® practice in Pittsburgh

Vision Source® Member News

Vision Source® Doctor Recognized



Brad Botkin, OD, of Mount Pleasant, South Carolina, was voted Best Eye Doctor by *Mount Pleasant Magazine*.

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*.

©Vision Source L.P. 2015. All Rights Reserved.

