



Vision Source Gazette

Issue 44

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

Top Story

The Generosity of Vision Source[®] Members



Typically, when we think of the influence that Vision Source[®] has as a network, we think of our ability to negotiate incredible managed care relationships, to launch products exclusively into the U.S. market and to gain the best cost of goods savings in the industry. But there's another kind of financial power that Vision Source[®] has as a network—and that is to support great causes.

We see the generosity of Vision Source[®] members displayed often. The Vision Source[®] Foundation has stepped in on dozens of occasions over the years, ready and able to help optometrists who found themselves or their locations in dire straights. The foundation is able to do so because Vision Source[®] members have selflessly supported this work.

Those instances, and hearing of individual members' dedication to their communities and local charities, are certainly heart-warming and very important. But when we learn what Vision Source[®] members can do as a group to support a cause, the news becomes truly awesome.

Earlier this week, we heard from Optometry Giving Sight, which released its numbers for total donations in 2014.

OPTOMETRYGIVINGSIGHT
Transforming lives through the gift of vision

Vision Source[®], between our doctors, staff members, patients and Member Support Center contributions, accounted for nearly one-third of the charity's total income in 2014. Nearly \$1 of every \$3 donated to Optometry Giving Sight was in some way affiliated with Vision Source[®]. Indeed, Vision Source[®] donations accounted for 27 percent of the organization's receipts in connection with its annual World Sight Day Challenge.

All told, donations from Vision Source[®] to Optometry Giving Sight totaled \$406,183 in 2014. That's an incredible amount. Can we raise it in 2015? I'm certain we can. Can we reach \$1 million? That averages out to just \$323 per location or \$270 per Vision Source[®] member doctor. With your commitment and dedication, I'd say it's within reach.

[Click here](#) to donate in 2015 and help thousands of patients worldwide see the world.

Be well and THANK you for making a difference!

Jim Greenwood
President and CEO
Vision Source[®]

The Optical DreamSM Reinforces "What You Should Be Doing Anyway"

"The Optical DreamSM Powered by Vision Source[®] is a wonderful thing. It brings to the forefront things that you should be doing in the office anyway, and it's great for the entire staff. The techniques being learned are useful for every process right down to the antireflective coating on the second pair being offered when upselling. Our success is almost unbelievable, considering that we are doing so well with The Optical DreamSM program. I wish it was implemented sooner."



– **Linda Rienks**, Office Manager, Nebraska Eye institute, a Vision Source[®] practice in Lincoln



Maximize The Optical DreamSM in Your Practice

Join us for a webinar hosted by **Dr. Walt West** on Tuesday, March 10, at 7 p.m. CDT. Learn more about how you can increase patient satisfaction and optical profitability in your practice in 2015. [Click here](#) to register.

Breaking News

The 2015 Vision Source[®] Exchange[®]: April 29 - May 2 * Phoenix, Arizona

Bring a Guest to The Exchange[®], Get Royalty-free Months

Ask an OD friend or former classmate to join you in Phoenix for The Exchange[®] this year. Bring a "qualified guest" to the 2015 Exchange[®] and receive one month royalty-free regardless if guest joins Vision Source[®]. You'll receive the remainder of the free Refer A Friend qualified months when the guest joins. For more information go to referafriend.visionsource.com.



Be Sure to Stay Over for Golf!


As long as you're bringing a friend to share the excitement and collegiality of The Exchange[®], ask him or her to stay over Sunday, May 3, for a round of golf at Talking Stick. This course, designed by Bill Coore and Ben Crenshaw, consistently ranks as one of Arizona's best. Reserve your spot at the same place you register for The Exchange[®] at vstheexchange.com.

See You at Vision Expo East



EXCLUSIVE BENEFITS
Vision Source
EDUCATION: MARCH 19-22, 2015 | EXHIBITION: MARCH 20-22, 2015
JAVITS CENTER | NEW YORK, NY | VisionExpoEast.com | [#VisionExpo](https://twitter.com/VisionExpo)

INTERNATIONAL
VISION EXPO
& CONFERENCE
NEW YORK



Exclusive Benefits for
Vision Source Members and your staff
at International Vision Expo East 2015

REGISTER HERE »

As a proud supporter of International Vision Expo & Conference East, March 19-22, 2015, Vision Source® presents exclusive benefits for you and your staff to enjoy. [Click here](#) for the invitation and registration information, and share this with your staff members so that they can also enjoy free exhibit hall registration and exclusive discounts off education.

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Vision Source® Announces Newly Appointed Positions

Please join us in congratulating **Rick Burnside** and **Gregg Groenemann** on their new positions announced earlier this week. Burnside is now Vice President of Member Services, and Groenemann is Vice President of Business Development. Both Groenemann and Burnside have servant leadership attitudes, a tireless work ethic and an unwavering passion for Vision Source® members and employees. In these new positions, they are recognized for their hard work and dedication to Vision Source®.



Rick Burnside & Gregg Groenemann

"Rick and Gregg are committed to our members and the business to extreme levels. Under the Membership group that I lead, it will be great having both of them work together, along with their teams to only improve the member experience in their new roles," said **Bret Davis**, SVP Membership.

ICD-10 Coding Challenge

Less than Seven Months Until ICD-10 Goes Into Effect

It is in every member's interest to be prepared for ICD-10, which is expected to take effect on Oct. 1, 2015. Are you ready? How would you code this case?

Case #24

67 YO WM

- **CC:** burned eye
- **HPI:** right eye, happened 1 hour ago, was at work, welding, wind blew hot welding rod into eye while shield was up, very painful, blurry
- **Medical Hx:** hyperlipidemia
- **Ocular Hx:** unremarkable
- **External:** large linear area of missing epithelium and damaged stroma with loose tissue at edges, diffuse conjunctival redness and swelling, excessive



* Image courtesy of
Optometric Business Solutions,
all rights reserved

watering

- **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.

Fresh Day® and Fresh 30® Success Stories

Affordable Option Brings Future of One-day Wear Closer

"We purchased our trial inventory and stock lenses last year at The Exchange® when Vision Source® unveiled the Fresh Day® contact lenses. We envisioned the Fresh Day® line as a product that we could offer our patients who like the idea of daily wear but were reticent about the cost. At the time, the Fresh Day® Toric lens had the broadest available parameters of any daily lens on the market, as well. One-day wear is the future of contact lenses, and the Fresh Day® lenses are really helping us transition our extended wear patients into daily wear.



The doctors at First Insight Eyecare (l-r):
Dr. Tori Gengenbach, Dr. Eric Gengenbach and Dr. Tim Meyer

"The other benefit, from a practice management perspective, is the profit margin. Assuming comfort and fit are clinically equivalent, why wouldn't you go with the brand with the greatest profit margin? Among our one-day options, that brand is Fresh Day®.

"We've also noted that our greatest profit margin of spherical monthly options comes from our Fresh 30® lenses. The doctors in our practice have started upgrading patients from our AquaClear Premium Aspheric line to Fresh 30® lenses. We can afford to discount those lenses slightly to make them more affordable to the patient, while still making an excellent profit."

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.

ABB OPTICAL GROUP Offers Lower Pricing to Vision Source® Members

ABB OPTICAL GROUP now matches direct single-box pricing on Fresh Day® 90 Pack, Fresh Day® Multifocal 30 pack and and Fresh Day® for Astigmatism 30 pack. See more detail in the vendor book at visionsource.com.



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Introducing Two New Vendors

Live Oak Bank Can Help With Your Practice Financing Needs

Since 2010, Live Oak Bank has earned a trusted national reputation providing practice financing to medical

professionals. When we expanded our lending programs to specifically serve the medical community, we invested in loan specialists who knew the industry and were well equipped to address the unique challenges our customers face. Whether you need help funding a ground up construction project, purchasing commercial real estate, refinancing or consolidating existing loans or acquiring a practice, we are here to help. For more information, visit liveoakbank.com/healthcare.

Visit New Vendor Spy Optic at VEE for Free Sunglasses



Get to know new Vision Source® vendor Spy Optic. Make an appointment with the company now to visit Spy Optic at booth 4368 at Vision Expo East and you will get a free Happy Lens™ sunglass. Make your appointment by calling 760-444-9499 or emailing Tia King at tking@spyoptic.com.

Around Vision Source®

Practice Development



Doctor Credits Vision Source® With Boosting Young Practice's Growth

This is the 20th 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 **Brent Segeleon, OD**, of Williamsburg, Virginia, who describes how Vision Source® membership has helped his relatively new practice grow quickly. Click [here](#) to read the story.

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Far Better Than the ER

Here's a gold-standard moment from Vision Source® – Kingwood that illustrates the education that's still needed in communities to help patients understand that their local Vision Source® office is a far better alternative for emergency care than the local ER. Office manager **Katie Young** explains:

"A patient of ours called needing to be seen for a medical visit; she thought she had pink eye. We scheduled the patient the same day. When she came in, we checked her in and explained there would be a \$40 specialist co-pay. She decided to leave and go to another clinic, wanting to only pay her PCP co-pay of \$25.

"I called and spoke to that patient's mother explaining the situation. During the conversation, I learned that the patient was turned away at the other clinic she went to and was told to go to the ER. It was at the point that I told the patient's mom to have her daughter come back to our office and that we would see her free of charge. It was more important to have a patient seen immediately. As it turns out, the patient had a very serious and rare infection that could have damaged her vision. The patient and her mom were very grateful."



How has *The Gold Standard* book helped you raise the bar? Send us an email at greatcarestories@visionsource.com.

Marketing

DRY EYE SYNDROME



Women's Eye Health Month Materials Available

April is Women's Eye Health Awareness Month. Because women are more than three times more likely to be affected by dry eye syndrome, we're focusing on that condition this month and 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 \(.doc file\)](#)

All are now on the member portal. There are also 22" x 28" posters that can be ordered through the FedEx Office link on the visionsource.com member portal or the Office Depot portal. These materials can be personalized for your office.

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5 Free Social Signs for Vision Source® Practices

Do you want an easy way to promote your office? Social signs are a simple way to engage with your patients and your community. Ask your patients or members of your staff to take a picture while holding a sign. Then you post the picture on your social accounts (Facebook, Instagram, Pinterest...). You can also ask your patients to post on their own social accounts, which will then be shared with all of their friends. This is a great way to create social content that spreads, which brings awareness to your practice and to Vision Source. This is top of mind awareness which drives patients to your website and social online accounts. Download your complimentary social media signs [here](#).

These free social signs are brought you by our vendor partner [My Social Practice](#).

Learn more about starting your Vision Source® website and bundled SEO and social media packages [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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