



# Vision Source<sup>®</sup> Gazette

Issue 45

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## Top Story

### Talking the Talk of Health Care Reform

By Glenn Ellisor, OD

For many of us, the past two years have introduced us to so many new ideas about the future of health care. While most of us have known for years how to manage patients with diabetes and glaucoma and other medical ocular conditions, we haven't known how to present that information to other health care providers or leverage the data that shows our value. Thanks to the leadership of **Jim Greenwood**, **Bobby Christensen, OD**, and **Paul Williams, OD**, and others, we've been learning in a hurry.



But I also understand that not everyone is as immersed as the leadership team at Vision Source<sup>®</sup> headquarters or even as Vision Source<sup>®</sup> administrators have been. Currently, Vision Source<sup>®</sup> is working on more than 100 relationships with innovative medical groups, managed care companies or payors. And each one of these is unique in some way. When it comes to health care reform, it can be tricky to learn how to talk the talk. However, here are definitions of 10 phrases or terms that crop up time and again as these discussions go forward. We'll look at more in the next issue.

**Accountable Care Organization (ACO)** is an organization of health care providers that agrees to be accountable for the quality, cost and overall care of a specific population.

**Care coordination** is an essential component of the patient centered medical home or PCMH. Care coordination requires additional resources such as health information technology and appropriately trained staff to provide coordinated care through team-based models.

**Independent practice association (IPA)** is a group of independent physicians or other organizations that contracts with independent physicians and provides services to managed care organizations on a negotiated rate.

**Integrated health systems** is another name for hospital-based organizations that have expanded beyond acute inpatient care.

An integrated health system is a network of health care providers and organizations which provides or arranges to provide a coordinated continuum of services to a defined population and is willing to be held clinically and fiscally accountable for the clinical outcomes and health status of the population.

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

**Medicare Advantage** (MA) is an alternative to traditional fee-for-service Medicare. MA plans provide more financial protection for a senior but typically narrow their choice of providers.

**Narrow networks** limit the selection of hospitals and providers in an effort to control costs.

**Patient centered medical home** (PCMH) is a team-based health care delivery model led by a physician, P.A. or N.P. that provides comprehensive and continuous medical care to patients with the goal of obtaining maximized health outcomes.

**Patient engagement** typically employs technology, clinicians and care coordinators not just to reach and educate patients but also to drive results and outcomes. It's essentially not just helping patients with diabetes understand they need an eye exam, but it's also making sure that they do it.

**Population health management** applies strategies and interventions to defined groups of individuals in an effort to improve the health of the individuals within the group at the lowest necessary cost.

**Triple Aim** refers to three primary goals of health care delivery system innovation: improving the patient experience, improving the health of populations and reducing the per capita cost of health care.

We hope these are helpful to you and your staff, and we'll continue to send you updates about the contract negotiations that involve your Vision Source® colleagues.

Sincerely,  
**Glenn Ellisor, OD**  
Founder & Executive Chairman  
Vision Source®

## The Optical Dream<sup>SM</sup> Powered by Vision Source®

### Key West Trip Winner

Congratulations to **Cari Cannon, OD**, of Cannon Eye Care for being randomly selected among all of the early practice registrants for The Optical Dream<sup>SM</sup> Powered by Vision Source® program, 2015!

**Gordon Price, OD**, the Boston-area administrator and **Denise Price**, the Boston-area VSRF, presented the check on St. Patrick's Day and are shown with the staff of Cannon Eye Care. Congrats to all! [Click here](#) to watch.



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### Practices Registered for The Optical Dream<sup>SM</sup> Powered By Vision Source® Already Benefitting

*Registered practices show a 17.9 percent increase in antireflective treatment sales*



Interview by Social Media & Public Relations Manager **Heather Suggitt** with **Walt West, OD**, Vice President – Practice Development.

**Q: Can you discuss the primary objectives of The Optical Dream<sup>SM</sup> Powered by Vision Source<sup>®</sup>?**

A: The foundational teaching in The Optical Dream<sup>SM</sup> online training is based on the fact that sales in the optical are a result of more than what happens in the optical. Increased optical sales are a result of every member of the staff, in every position of the practice, helping to increase the awareness of the optical, the use of multiple pairs of eyewear and how individual effort improves patient satisfaction.

**Q: Can you share any data that demonstrates how effective The Optical Dream<sup>SM</sup> has been so far?**

A: Essilor has just reported a 17 percent increase in antireflective treatment sales among Vision Source<sup>®</sup> members participating in The Optical Dream<sup>SM</sup>. That's only for February and there are many more Vision Source<sup>®</sup> practices participating now. That's an average increase of more than 300 additional anti-reflective treatment sales every day among participants in The Optical Dream<sup>SM</sup>.

**Q: How many offices are now participating in The Optical Dream<sup>SM</sup>?**

A: There are currently 1,812 Vision Source<sup>®</sup> member practices registered, with 5,014 staff members who have completed their Dream I training. Collectively, these staff members have earned points based on the multiple pair and antireflective goals and have won more than \$70,000 of prizes. As a company, we are selling an additional 304 more antireflective treatments per day!

**Q: What recommendation would you have for Vision Source<sup>®</sup> members who are not registered?**

A: I recommend that those who aren't registered need to get registered as soon as possible. This program has already been proven to work. It's simple, requires no additional practice spend and only a minimal amount of time. The Optical Dream<sup>SM</sup> is training Vision Source<sup>®</sup> doctors and staff to improve patient satisfaction, increase optical revenue and profit. In addition, Vision Source<sup>®</sup> is incentivizing the staff members for their performance. It's a win for the patient, the doctor and the staff.

For more information on how your practice can benefit from The Optical Dream<sup>SM</sup>, listen to a pre-recorded webinar hosted by Dr. Walt West [here](#).

To take part in a live webinar and Q&A with Vision Source<sup>®</sup> Vice President – Strategic Initiatives **Dan Walker** next Thursday, March 26 at 12:00PM CDT, register [here](#).

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## **The Optical Dream<sup>SM</sup> Team Wants to Hear from You!**

We have lots of stories buzzing around the country from optometrists and their staff about how the program is benefitting their practices. [Watch the message](#) that Dr. West from the news desk as he gives an update on what happened to crazy Dr. Doofus and his optician Electra!



**We now need YOUR help to provide the good news about the**

**success of the program.** Please e-mail your success stories at [dream@visionsource.com](mailto:dream@visionsource.com). Be sure to include your full name, position, practice name, details about your experience and pictures of how you are "Living the Optical Dream<sup>SM</sup>". Your practice may be featured on [visionsourceopticaldream.com](http://visionsourceopticaldream.com), social media or the next *Gazette*!

## Breaking News

### The 2015 Vision Source<sup>®</sup> Exchange<sup>®</sup>: April 29 - May 2 \* Phoenix, Arizona

#### 3 Goods Reasons to Register for the 2015 Exchange<sup>®</sup> Today!

It's hard to believe, but The Exchange<sup>®</sup> starts in less than six weeks. If you haven't registered already, here are three reasons to do it now.



##### 1. Frank Caliendo –

Comedian and actor Frank Caliendo will be our keynote on Friday, May 1. He's known for his dead-on impressions of Al Pacino, Robin Williams, Robert DeNiro, George W. Bush, Bill Clinton and many more. To see Frank in action, click [here](#).



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See better. Live better.

##### 2. Robert X. Fogarty -



Our Thursday, April 30, keynote is Robert X Fogarty, photographer and founder of Dear World. He now uses his distinct message-on-skin-style to tell stories of subjects including survivors of the Boston Marathon bombing, the Joplin tornado and Hurricane Sandy. Learn more at [dearworld.me](http://dearworld.me).

**3. CE Courses Are Filling Up** – Once again, Exchange<sup>®</sup> attendees have the opportunity to earn up to 8 hours of CE at no charge. But the courses are filling up and your choices could be limited if you wait.

Register today for the 2015 Vision Source<sup>®</sup> Exchange<sup>®</sup> at [vstheexchange.com](http://vstheexchange.com)

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**Entrepreneurial Spirit Is Strong**

This is the 21st 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 **Vincent Calderón, OD**, of Bronx, New York, who describes how Vision Source® complements his entrepreneurial spirit. Click [here](#) to read the story.



## ICD-10 Coding Challenge

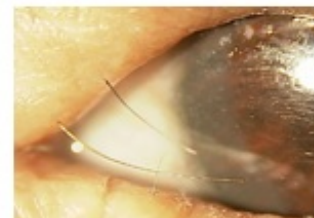
### Test Your ICD-10 Knowledge

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 #25

67 YO WM

- **CC:** lashes rubbing against eye
- **HPI:** right eye, for several months, very irritating, has pulled out other lashes
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **External:** two lashes on right upper lid turned against cornea, multiple missing lashes
- **Internal:** unremarkable

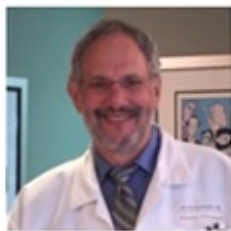


\* Image courtesy of  
Optometric Business Solutions,  
all rights reserved

How would you code this case using the ICD-10 Code Set? Email your answer to [ICD10@visionsource.com](mailto:ICD10@visionsource.com). You will automatically receive an acknowledgement and the correcting coding for the case.

## Fresh Day® and Fresh 30® Success Stories

### Increase Practice Profitability



"Fresh Day® contact lenses have definitely enhanced overall profitability for my office! With this lens, you get the best of both worlds. It is a highly oxygenated lens and it even helps with my patients that have allergies. What I have found is that in 60-70 percent of my patients that choose this lens see an improvement in their prescription. (Usually a .5 diopter) I usually recommend a 10-day follow up with the patient

so that I may check the status of how the lenses are working and notice a significant change in vision. This, in turn, promotes the multiple-pair sales as the patient may choose a second pair of glasses that are compatible with the vision that has been affected by the Fresh Day® contact lenses. Fresh Day® contact lenses are phenomenal and I have had great success with them."

– Jay Schlanger, OD, of Encino, California



## 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.



## EyeMed Updates

[Click here](#) for updates on the EyeMed lens catalog with includes the 1.74 Lens Material as requested by the membership.

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## Visit Marco at Vision Expo East



Stop by to speak with representatives from Marco at Vision Expo East Booth #MS6703.

## Around Vision Source®

### Marketing

#### Need Extra Help With Social Media?

Join the Vision Source® Social Media Group on Facebook. This group is designed for any Vision Source® optometrist or staff member to learn, share and ask questions about social media. Simply [click here](#) and request to join.

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#### Are Your Passwords Secure?

As a practice owner, it is imperative that you are also the keeper of your passwords for your digital marketing. In too many instances, staff turnover or a change in vendors becomes a password disaster. There is no bigger frustration and time-robber than a lost password tied to a former employee's email address.

There is a way to be the keeper of the passwords and give access, rather than passwords, to employees. Try Dashlane to manage all of your passwords from one master password and simply share access to your sites. It is as important to slow down, collect your passwords, and catalogue them as it is at times to call the locksmith on your physical door. Dashlane is free for one device. [Click here](#) to sync across devices for six months at no extra charge.

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## Quality Service Has Value to One Customer—and Her Family

Here is an example of gold standard service delivered in Vision Source® practices. How has *The Gold Standard* book helped you raise the bar? You can share your gold standard moments with us [here](#).

"A new customer stopped in the store to price a new pair of eyeglasses. She said she had already been shopping online and at a few local shops. Our optician gave her the same treatment as any of our customers: frame selection, lens options and pricing. She put the order on hold to think about it.

"Two days later she came back with her mother. The customer said, 'Your prices are \$200 more than the online store, but your service is excellent. I will purchase the eyeglasses from you because of that.' She also made an appointment with one of our doctors for her mother and brought her son in the following week. Because of our high standards, we not only obtained one customer but also her family."

– Nicole Miele, VSR Facilitator with Al Morier, OD, Albany, New York



## Practice Development



### Upcoming Practices of Distinction Tour Dates

If you haven't reserved a spot at this year's Practice's of Distinction Tour, save your space today! Vision Source® members **April Jasper, OD, FAAO**; **Katie Gilbert-Spear, OD, MPH**; and **Carl Spear, OD, MBA, FAAO**; are the three principle speakers at the 2015 practice management series. The day-long program provides more in-depth details and scenarios, building on the Vision Source® Practice of Distinction tour from 2014.

Vision Source® is a Diamond level sponsor of the program this year, and 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. The next few dates are March 27 in Nashville, April 1 in Denver, May 8 in Lafayette, Louisiana, and May 13 in Lansing, Michigan. Learn more and see tour dates and locations [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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