



Vision Source® Gazette

Issue 46

April 3, 2015

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Top Story

Singing Its Praises

We firmly believe that The Optical DreamSM Powered by Vision Source[®] is going to make a positive and transformational impact on Vision Source[®] member practices. And now that it's been incorporated widely, we are hearing that it is, in fact, exceeding our expectations. For example, at a recent Vision Source[®] meeting in New York, we heard a member say that the practice, which had sold 160 pairs of eyewear with antireflective treatment in all of 2014, had already sold 80 pairs with AR so far this year—because of The Optical DreamSM. Another doctor said multiple-pair transactions increased in each of the three weeks since the practice started the program, from three the first week to six the second and nine in the third week. Here are some additional anecdotes to illustrate how the program is working in Vision Source[®] practices around the country.



Robert M. Allen, OD, of Ashburn Eyecare Associates, a Vision Source[®] practice in Ashburn, Virginia, says The Optical DreamSM program "is the motivational idea I have been looking for. My staff is excited to participate and eager to update me as to our progress and rank. Despite my very busy patient care schedule, we find time every day to discuss it, even if we discuss nothing else. I have a great staff and have been looking for a way to both motivate and also reward staff members for their hard work. The Optical DreamSM exceeds all my expectations for a great motivational/reward program and the positive results are in: higher sales volume, happier patients and staff and I'm happier as well."

"By introducing The Optical DreamSM, it has created the motivation and excitement to use the things we've learned. Taking only a couple of minutes a day to track and enter those patients can lead to winning prizes. Use it as a contest within your office or just as a way to push yourself. By the end of the year, you will be shocked at how you've grown your practice. Let's Dream big," says **John Benzinger**, an optician at Biondolillo Eyecare, a Vision Source[®] practice in Hamburg, New York.

MeLissa Olson, VSRF, Gaylord Eye Care Center in Gaylord, Michigan, said she heard from one practice that had only 15 multiple-pair sales in all of 2014 and had reported 13 already by the end of February. "That could be only related to education and the implementation of The Optical DreamSM," she says.

Kirby Lais, office manager at Vision Clinic-Ozark, in Ozark, Missouri, says, "We all love The Optical DreamSM. It helps our staff and doctors understand what we offer."

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

It pulls our team together to stay focused and keeps us driven. The staff is constantly asking how many points we have to go for a spin. They are ready for Friday to earn a prize."

That's what we like to hear. This revolutionary program is generating enthusiasm, motivation and, most importantly, results. Below, you'll read about the next phase of The Optical DreamSM program, so we want you to continue to dream big and have great results.

Be well,
Jim Greenwood
President & CEO
Vision Source®

The Optical DreamSM Powered by Vision Source®



Dream II Starts in May

On May 11, The Optical DreamSM Powered by Vision Source® and **Dr. Walt West** will be expanding into new focal points: annual supplies of contact lenses, plano sunwear, and backup eyewear for contact lens patients.

While the training approach in Dream II is very similar, the scope of products and services included is expanding. Not to worry, points will still be rewarded for The Optical DreamSM current focal points, AR coatings and multiple pairs. Look for webinar registration coming soon.



Visit The Optical DreamSM [platform](#) online here, [watch](#) a prerecorded webinar and [register](#) your practice to join the 1,812 Vision Source® practices that are increasing patient satisfaction and optical revenue in 2015.

Breaking News

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

BrainStream Practice Protocols Launches at The Exchange®

Vision Source® will soon be launching the BrainStream Practice Protocols program. This program will provide member practices with a common set of ophthalmic clinical care standards for critical conditions derived from research confirmation and practice experience evidence. Beginning with diabetes mellitus, the program will launch on April 29, at the 2015 Vision Source® Exchange®.

At The Exchange® and following, in webcast format, the program consists of two, one-hour courses. The program



concludes with a certification exam assessing the material presented in the combined two hours of instruction. Certificate receipt will confirm completion of the two-hour program. Two hours of complimentary COPE approved optometry continuing education will be provided.

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Four Great Reasons to Register for The Exchange® 2015 Today!

It's April and The Exchange® is just around the corner. If you haven't registered already, here are four 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](#).

Sponsored by

BAUSCH + LOMB
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](#).

3. Have Fun – There are a number of off-site excursions and events available, including golf on Sunday, May 3, at Talking Stick. Sign up for golf or any of the tours and excursions on [vstheexchange.com](#). Just click on Attendees > Tours & Excursions.



4. CE Courses Are Filling Up – Once again, The Exchange® 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® Exchange® at [vstheexchange.com](#)

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Last Chance!



The Exchange® Hotel Cut-off Date is Tuesday, April 9

Make sure you have your hotel booked for The Exchange®. Rooms are still available at the Sheraton Phoenix Downtown.

[Click here](#) to register today or log in to make the addition.

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 #26

50 YO WF

- **CC:** dry and itchy eyelids
- **HPI:** both eyes, for several months, irritating, itchy, inflamed skin
- **Medical Hx:** eczema
- **Ocular Hx:** unremarkable
- **External:** dry, rectangular scales on the skin of both lids OU; thick, leathery skin both lids OU
- **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

Success and Demand Drive Sales

Douglas Morrow, OD, of Vision Source® Innovative Eye Care in Auburn, Indiana, says, "The Fresh Day® lenses have been great for our patients and for overall profitability for any optometrist that seeks to have them in the office. I personally have seen more success and demand for the spherical lenses and multifocal lenses. These are by far the most comfortable lenses. They're so comfortable that I even wear them myself!"



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.

CooperVision Announces Added Rebate

Between now and June 30, Vision Source® practices can earn an additional \$1 rebate on AquaClear™ spherical lenses. This program offers increased profitability for your practice and is eligible for Eye Care Prime. You must enroll in the program. Visit the Vision Source® vendor page for full details and contact your CooperVision sales representative to sign up.

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AQUACLEAR® AND BEYOND...

Now thru June 30th, 2015

Earn a \$1.00* rebate per lens when you purchase 100 lens bulk or more of AquaClear spherical lenses, plus receive AquaClear patient rebates at \$45 off an annual supply.

The advantages of this program open from benefits to your practice, to benefits to your patients, and beyond!

- Increased profitability for your practice
- Exclusive \$45 patient rebate
- Extended wear approved
- Eligible for "Eye Care Prime" - Integrated Marketing, Custom Planning & Education

AQUACLEAR brings benefits beyond expectation. Increased margins for you and the highest patient rebates available on a monthly product!

Promotion terms:

- Must purchase minimum of 100 lens bulk of AquaClear spherical lenses between now and 6/30/15 to be eligible for \$1.00 per lens rebate
- Maximum rebate amount of \$100 for 100 lens purchase
- Direct and indirect orders are eligible
- You must enroll in program, no auto enrollment

Contact your CooperVision sales representative to sign-up today!

*\$1.00 rebate per lens. Rebate is applied to the invoice. Rebate is not cashable. Rebate is not valid for other programs. Rebate is not valid for other programs. Rebate is not valid for other programs.

For more information, visit www.cooperlenses.com or call 800-854-2222.

Introducing New Vendor PFO Global



PFO Global, a new vendor for high-quality lenses at the lowest possible cost specializes in freeform PAL and high-end AR coatings. PFO Global and Vision Source® announce the new PFO Global / Riserva™ Complete Eyewear Collection. By adding the availability of PFO Global premium lenses (digital freeform progressive and SV designs, superior materials and advanced AR

coatings) to the already superior Riserva™ frame collection, you may now offer your patients excellent vision and added value they wouldn't expect in a complete package offering. Please find PFO's welcome letter and product guide on its vendor page.

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DAC Edge™ Provides In-office Surfacing and Edging Supplies

GET STARTED! [Click here](#) to create your new customer account. See vendor listing for information on HydroEdge edging pads for super hydrophobic lenses, BluEdge edging pads for all standard AR coated and noncoated lenses and more. Enter required registration information including your email. Enter Group Affiliation Code: Vision Source. You will receive an email confirmation with your login and password. Check your email, once received go to the website and start ordering online immediately. Free shipping on orders over \$100. For questions, please call DAC Edge™ customer service 877-508-3343.



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See What's New in the *Gazette* Quarterly Technology Update

If you are researching the new technology and instrumentation you want to add to your practice in 2015, be sure to check out the *Gazette* Quarterly Technology Update for reviews and information from your Vision Source® colleagues. Released just last week, the latest Technology Update introduces new technology such as the Innova Systems' Rabin Cone Test for revolutionary eye disease management and the Volk Eye Check, which can capture measurements quickly and efficiently with a hand-held device. This quarter, product reviews focus on XFraction True Wavefront Optimized Refraction technology from Marco, the RHA™ Multi-Spectral Imaging Digital Ophthalmoscope from Annidis and the Cliradex® Complete Advanced Lid Hygiene Kit from BioTissue.

For more information on these products, read the Quarterly Technology Update [here](#).

Practice Development

Tell Us About Your Experience with EHR/Practice Management Solutions

In today's world, technology is evolving at a much faster pace and it is very difficult to keep up. There are many EHR/Practice Management software programs available in the marketplace and we are in the process of analyzing all the available options to help make navigation through the software selection an easier process for our members.

Your offices are using these solutions on a daily basis. We would love to hear your feedback on your EHR/Practice Management software experience. The goal is to compile our findings and your feedback as the resource basis for all of our members. The knowledge would be a useful basis for our members' future use.

Look for an e-mail with a request to complete a short survey this Monday. To make this a fun and enjoyable experience, two lucky winners who complete the survey by April 20 will win a Fitbit Charge.

**Complete the EHR Survey
for a chance to win
a Fit Bit Charge!**



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Take Control of Your Practice

This is the 22nd 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 **Lauretta Justin, OD**, of Orlando, Florida, who describes how a short period of difficult changes has led to long-lasting improvements in her practice. Click [here](#) to read the story.

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Small Investment Results in Miles of Impressions

Jay Schlanger, OD, a Vision Source® network member from Encino, California, serves on the board of management for his local YMCA. "We had a 10K run, and a 2-mile walk. They needed 260 bags for all the goodies that were given to the participants, so I donated my Vision Source® bags! It was great to see all of the Vision Source® bags with the people. A small contribution went a pretty long way and for a good cause. I did the 2-mile walk with my dog, **Toboe**. Actually, for me, it was more of a stroll, kind of a fast meander. But, since she was the only dog on the walk, she won first prize in the four-legged category."



Do you have an example of how *The Gold Standard* book helped you raise the bar? You can share your gold standard moments with us [here](#).

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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 May 8 in Lafayette, Louisiana, May 13 in Lansing, Michigan and May 15 in Portland, Oregon. Learn more and see tour dates and locations [here](#).

Marketing

May is UV Awareness Month—New Content and Ideas to Promote Your Practice



Download these new graphics to call attention to an important eye health focus for your patients. Be sure to pass this along to the person in your office that handles your social media. Try sending out a press release. Sunglasses and UV protection are always hot topics in the spring and summer. Establishing yourself as an authority in eye health will bring positive attention to your practice and also help highlight your sunglass retail side. Look for partner blogs for each awareness month on your Avelent Plus Plan site and also on the [brand page](#). Share the blogs to your social media pages for even more impact.

- **Social Media Profile Picture:** This square profile picture can be used on most forms of social media.
- **Facebook Cover – Kid Focus:** This Facebook cover photo will highlight the importance of UV protection for children. Look for more cover photos on this topic coming soon in both the “Library” section of the member intranet and the photos section of the [Vision Source Social Media Group](#).

- [Editable Press Release](#)
- [UV Editable Flyer](#): Add the name of your practice to this flyer to customize.

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How Does Your Practice Rank?

Your new patients will typically find you by referral or through an online search. In fact, 90 percent of the clicks happen on the first page. That means that if you are not on the first page, you're receiving a share of less than 10 percent of all search clicks. SEO or search engine ranking is complicated and involves more than 200 positive and negative factors. Due to competition, if you practice in a small town, SEO is likely to be easier than if you practice in a large city.

Give yourself an SEO Check by googling the following search terms:

- Eye Doctor Near Me + Your City
- Optometrist + Your City
- Glasses + Your City
- Contact Lenses + Your City
- Eye Exam + Your City

If you are not ranking on the first page, it might be time to consider some help to increase your click "capture rate."

For solutions, contact Avelient today to learn more about their Local Package, which provides SEO assistance at Vision Source® pricing. Avelient also offers SEO/Social Bundles.



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PCP Awareness Kits Work

Paul Williams, OD, a Vision Source® member and Vision Source® director of managed care, advises members that the PCP Awareness Kits are an important part of ongoing contact with PCP offices. "We deliver ours once a quarter, hitting different offices and different targets. One quarter, we target the PCP at an office, and the next quarter, we reach out to the referral coordinator/nurse/front desk/etc. With the staff, use the smaller companion kit, but do more of them," he says. "The week after our first round, we had five new patients, all diabetic staff members of the PCP offices." He says that his staff took extra time with these patients, reviewing the retinal imaging so they could understand what it is and why it's important. These patients were also introduced to staff, especially the front desk staff and referral coordinator.

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Beware of False Invoices

Many of our members have contacted us about correspondence that appears to be an invoice for their domain name. These companies are trying to deceive you and switch your URL or website hosting, or Facebook page servicing. In the false "renewal notice" from an official sounding "registry," they warn that that you will lose your domain name if you do not pay the invoice. Typically, somewhere in the fine print, you'll see that the letter is actually a "solicitation."



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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