



Vision Source[®] Gazette

Issue 47

April 17, 2015

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

Top Story

Phoenix Rising

The Exchange[®] 2015 is going to be the best Vision Source[®] meeting ever...

The Exchange[®] 2015 opens in a little less than two weeks from now. We hope you've registered—but if you haven't, you can still make plans to join your colleagues in Phoenix, starting Wednesday, April 29.

The annual meeting that draws Vision Source[®] doctors and key staff members from around the country is not only one of the largest meetings in the profession, it is also among the most invigorating. Everywhere you go during The Exchange[®], there are groups of doctors talking about business, sharing best practices and enjoying the high energy collegiality. It's an opportunity for doctors to develop and coordinate a new strategic plan with their business partners or key staff members. It's a meeting full of learning, opportunities and tools designed to accelerate the ascension of your practice to the next level.

The meeting is possible through the generous support of Vision Source[®] vendors. Many companies exclusively launch new products or services at The Exchange[®] before the rest of the market enjoys access. Vision Source[®] doctors respond,

asking questions and making purchases or commitments during this show. The actions of our members make the vendors want to come back with more attractive future offerings and to keep supporting Vision Source[®], the largest alliance of independent optometrists in the United States.



In the next two issues of *The Gazette*, you'll hear about some of these offers. While these listings are intended to provide you a summary of and highlight don't-miss specials, we encourage you to take the time to stop by these vendor booths at the exhibit hall during The Exchange[®]. You'll be able to learn more or experience the new products; or you might be able to sign up for an earlier delivery. Some special offers are available only during The Exchange[®], so please make the time to visit the vendors that support you all year long through sponsorship of this and other meetings, and through special programs, such as The Optical DreamSM Powered



Click [here](#) to request adding a member of your staff to the Vision Source® Gazette mailing list. Please include the first and last name and email address to be added.

by Vision Source®. You'll hear more about the successful implementation of the first phase of The Optical DreamSM and the plans for future building blocks, too. Perhaps no program we have introduced can have a greater impact on your practice. I strongly encourage you to engage with your colleagues to learn how The Optical DreamSM is benefitting their practice.

We're excited that The Exchange® is just ahead. We've been working on the program for months—with a goal that you can benefit from the experience for years to come. We look forward to seeing you there.

Be well,
Jim Greenwood
President & CEO
Vision Source®

The Optical DreamSM Powered by Vision Source®

THE OPTICAL DREAMSM
POWERED BY VISION SOURCE®
A one-of-a-kind learning and rewards solution to drive real results

The Optical DreamSM II is Coming Soon

The 2nd trimester of The Optical DreamSM begins on May 11. Your staff can look forward to winning points in the same way that they did in Dream I. However, there will be additional focal points and game-play rewards based on sales of annual supplies of contact lenses, back-up prescription eyewear, plano suns and the use of CareCredit.

In order to test the new additions to the software, we will have a short vacation from The Optical DreamSM in the first week of May. Look for details on webinars starting the week of May 5 so that you can fully understand the additions to the program. If you are not receiving weekly email communications from Vision Source®, be sure to check your "junk mail."

We would like to hear from you and your team and feature your practice on the [website](#). Tell us how The Optical DreamSM has impacted your practice and your team. Please send photos and success stories to dream@visionsource.com.

If you have not yet registered for The Optical DreamSM or have not yet started to play, we encourage you to contact us for help getting started. It's one of the benefits of your Vision Source® membership that you won't want to miss out on! Call your member services manager at 888-558-2020.



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.

Visit These Vendors at the Exhibit Hall

Alcon ... 505	Optometry Giving Sight ... 1058
Apex EDI ... 750	RevolutionEHR ... 407
Baby Banz ... 1154	Santinelli ... 1009
Bushnell ... 720	SiteLock ... 726
Menizzi ... 659	Spy Optics ... 1146
MODO ... 915	SynergEyes ... 744
OCULUS... 953	TearScience ... 747
OOGP ... 927	U.S. Bank ... 627
OptiSource ... 1222	ZeaVision ... 615

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Alcon Announces Additional Savings

Alcon: Booth #505



Alcon is offering an extra \$30 in addition to mail-in rebates for annual supply sales. Stop by booth #505 to learn more.

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Apex EDI Offers Savings and a Chance to Win an Apple Watch

Apex EDI: Booth #750

Apex EDI, the original electronic claims clearinghouse partner of Vision Source®, will be attending this year's conference in booth #750. In addition to its already discounted pricing for Vision Source® members, Apex EDI will be giving away an Apple Watch to one lucky conference attendee. Stop on by, representatives at the booth would love to meet you!



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Baby BanZ Develops New Programs

Baby BanZ: Booth #1154



BanZ is proud to announce new Vision Source® member initiatives for 2015! BanZ now offers donation programs, group buy-ins and InfantSee savings exclusively for Vision Source® members! Stop by and see us at booth #1154 to check out the newest products and take advantage of the savings!


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Bushnell Offers Advanced Rx Technology from Bolle and Serengeti

Bushnell: Booth #720

VISION SOURCE ADVANCED RX TECHNOLOGY FROM BOLLE AND SERENGETI

Order 36pcs and Receive 25% Discount + Free Display; Net 90
Reorders Receive 10%; Net 60



Exclusive, Differential, to ALL Vision Source Members! In most Rx scenarios our Vision Source Member pricing is lower than that of other sunglass Rx proprietary program pricing, and with more robust lens technology being offered in the market today! The lens technology behind our B-Thin Active and Vario Drive is patented—we have the exclusive; and now your Members can have it too.

Thank you for supporting our Rx Sun Proprietary Program!

VS MEMBERS RECEIVE 10% OFF ALL RX ORDERS IN 2015

Visit bolle.com/rx or serengeti-eyewear.com/rx to learn more about these innovative prescription eyewear programs. Contact your local sales representative or VS Corporate Contact for our special Rx Package Pricing.

bolle SERENGETI bolle
PROGRESSIVE LENSES SPORT PROTECTIVE

In most Rx scenarios, Bushnell's Vision Source® member pricing is lower than that of other sunglass Rx proprietary program pricing, and with more robust lens technology. The lens technology behind our B-Thin Active and Vario Drive is patented—Bushnell has the exclusive; and now you can have it too. Stop by the booth #720 to learn about the special offers.

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Menizzi Brings Incentives to Exhibit Hall

Menizzi: Booth #659

MENIZZI **BIGGU** **MENIZZI KIDS**
WIDER P.D. EYEWEAR

Visit us at booth# 659
Thur., April 30 - Sat., May 2nd

Show Specials

- 18 Pieces net \$25 Gift Card
- 25 Pieces net \$50 Gift Card
- 32 Pieces net \$75 Gift Card
- 40 Pieces net \$100 Gift Card

pre pick and receive an extra \$25 TO YOUR gift card
www.menizzi.com



Stop by the Menizzi booth #659 to see the Menizzi, Minizzi Kids and Biggu frame lines and earn gift cards with orders. Doctors who pre-pick their order prior to the show and bring it with them will get an additional \$25 added to their gift card. Contact Kelly Dawson at 386-314-1461 with any questions.

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MODO Specials for New Vision Source® Members

MODO: Booth #915



MODO will be offering a special at The Exchange® of 50 percent off on initial order during first 90 days of Vision Source® membership. Enter the MODO contest by placing a 30-piece order at the show. First place winner wins a trip to New York City, and second place winner receives an iPad Air.

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Visit OCULUS Booth to Learn About New Technology

OCULUS: Booth #953

OCULUS is excited to support Vision Source® The Exchange® 2015. Please visit us at booth #953. We'll be exhibiting the newly released JENVIS Dry Eye Report on the Keratograph® 5M Topographer. Additionally, we'll be showing a special edition OCULUS Easyfield® C. Our Vision Source® The Exchange® special will be an additional year of warranty on top of our exclusive Vision Source® pricing.



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OOGP Offers the Byotrol Advantage

OOGP: Booth #927

Business Care™
Office Cleaning and Disinfection



FREE
Office Starter Kit
\$150 Value!

The Byotrol Advantage

Byotrol products are the next generation of hygiene technology – effective in every business environment including yours. Our surface sanitizer products contain a unique patent pending polymer technology providing a broad-based effectiveness across all microbial classes, bacteria, viruses, fungi and molds. Apply Byotrol Stay Clean products and watch labor and cleaning times decrease.

FACILITY APPEARANCE <ul style="list-style-type: none"> • Cleans, disinfects and protects • Eliminates odors • Protects aluminum, fabric, leather and plastic 	HEALTH BENEFITS <ul style="list-style-type: none"> • Reduce staff sick days • Protect patient health • Lasting protection 	BYOTROL TECHNOLOGY <ul style="list-style-type: none"> • Kills 99.99% of germs • Persistent performance • Certified gentle to equipment
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Receive a **FREE Byotrol Office Starter Kit** when you place any manufacturer soft contact lens show special through OOGP. The kit includes the following items to bring health compliance to a whole new level:

- Stay Clean Hand Sanitizer 500 ml (4)
- Stay Clean Hand Sanitizer 50 ml (6)
- Surface Disinfectant Wipes (1)
- Wall Unit (1) with 1250 ml cartridge (2)

Limited to orders placed at the VS Exchange 2015



OOGP

Customer Service: 800-854-0829 ext 3 WWW.OOGP.COM

Byotrol products are the next generation of hygiene technology—effective in every business environment including yours. The surface sanitizer products contain a unique patent-pending polymer technology providing a broad-based effectiveness across all microbial classes, bacteria, viruses, fungi and molds. Apply Byotrol Stay Clean products and watch labor and cleaning times decrease. Visit the OOGP booth #927 to find out how you can receive a free office starter kit when you place a soft contact lens show special.

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OptiSource Showcases a Vision Source® Lens Care Center

Optisource: Booth #1222

THE EXCHANGE 2015 EXCLUSIVE OFFER

VISION SOURCE®
LENS CARE CENTER

Includes:

- 216 2oz. VS Lens Cleaners
- 200 VS Cloths in Case
- 200 1oz. VS Lens Cleaner Kits
- FREE** Lens Care Display

Total Cost
\$549.00
Retail Value
\$3,457.00



VISION SOURCE®
Powered By OptiSource **STORE**

1-800-486-8379 • www.visionsourcestore.com

For more information contact: Charlene Friend at 1-800-486-8379 email: Charlene@visionsourcestore.com
Offer Expires May 2, 2015. Can not be combined with any other discount.

The exclusive offer from OptiSource at The Exchange® is a Vision Source® Lens Care Center, which includes 216 two-ounce Vision Source® lens cleaners, 200 Vision Source® clothes in a case and 200 one-ounce Vision Source® lens cleaner kits. Brand your lens care center. Stop by booth #1222 to learn more.

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Sign the Petition to Support Optometry in India

Optometry Giving Sight: Booth #1058

The World Council of Optometry, Optometry Giving Sight, the Brien Holden Vision Institute and India Vision Institute have been supporting the work of the Indian Optometry Federation and the Indian Association of Schools and Colleges of Optometry to promote high standards of education and clinical practice, but success cannot be achieved without the support of the Indian government in providing a law to promote these aspirations. Visit Optometry Giving Sight at booth #1058 to add your support.

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See Why Doctors Are Choosing RevolutionEHR

RevolutionEHR: Booth #407

Join RevolutionEHR for a webinar hosted by RevolutionEHR user Dr. Chad Fleming on Thursday, April 23. He'll provide helpful tips to minimize the stress of a switch and set you up for a successful future with RevolutionEHR. [Click here](#) to register. Stop by booth #407 to

learn why so many Vision Source® doctors are choosing RevolutionEHR.



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Santinelli Offers Deals and "Food for Thought" Breakfast at The Exchange®

Santinelli: Booth #1009



Santinelli has exciting offers for Vision Source® members at The Exchange. Stop by booth #1009 for more information on the preferred Vision Source® pricing, 0% interest-free financing and the exceptional four-year comprehensive warranty from Santinelli (visit Santinelli at the Exchange for more details). Santinelli is also providing a CE-sponsored course titled the "Food for Thought" Breakfast, Thursday, April 30 at 6:45 a.m. in Ballroom A and B.

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Introducing SiteLock® Website Security

SiteLock: Booth #726

An most important, yet often overlooked, asset to secure is your business website. Instead of gambling with website security, be proactive in securing your web presence. SiteLock® provides comprehensive website security:

- Infinity™ scanning identifies and automatically removes malware
- Accelerate website speed up to 50 percent with TrueSpeed™ CDN to help improve rankings on search engines
- Block website and DDoS attacks with TrueShield™ WAF
- 24/7 US based support and monitoring

Visit booth #726 for more information on how SiteLock® can help you protect your business.

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Let Spy Optics Make You Happy

Spy Optics: Booth #1146



Visit booth #1146 for more information on promotions from Spy Optics.

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Are You Offering Advanced Technology Contact Lenses?

SynergEyes: Booth #744



Those who fit SynergEyes hybrid contact lenses are significantly more likely to agree that they have the right contact lens options for astigmatic, presbyopic and irregular cornea patients! Do you? Visit booth #744 to pick up your SynergEyes Reward. Be entered in a daily gift card drawing! Get a \$400 discount on an UltraHealth set.

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Chronic, Progressive MGD Causes Ocular Discomfort and Contact Lens Dropout

Addressing MGD is integral to patient care

TearScience: Booth #747

Enter to win a LIPIFLOW Console on Saturday at The Exchange®. Or win a Korg MGE at each break. Stop by the TearScience booth #747 to learn more about the only MGD treatment proven safe and effective in large, randomized clinical trials.



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Get Approved Now for Purchases Through U.S. Bank Healthcare Vendor Services

U.S. Bank: Booth #627



U.S. Bank Healthcare Vendor Services is pleased to offer 3.99 percent financing to Vision Source® members at The Exchange® 2015. Act now, to get approved for equipment purchases by completing our [credit application](#). For more information, visit booth #627, visit the vendor book at visionsource.com.

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Let the Giveaways Begin

ZeaVision: Booth #615

ZeaVision®, the parent company of EyePromise® nutraceuticals, is ready to let the giveaways begin, starting with a special drawing for the chance to win an iPad Mini! Simply register for this exclusive online drawing and you will be entered for the chance to win. Not compelling enough? How about a double entry? That's right, bring your registration confirmation to the ZeaVision booth, #615 at The Exchange®, and you will receive a double drawing entry. While you're there, learn about the next generation in macular pigment measurement—QuantifEye® MPS II—Faster. Easier. Better. Remember, this giveaway is exclusive to Vision Source® *Gazette* readers, so [click here](#) and act now for your chance to win!

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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