



Vision Source® Gazette

Issue 48

April 24, 2015

In This Edition

- Top Story
- The Optical DreamSM Powered by Vision Source®
- Breaking News
- Words from our Vendors
- Give Us Your Feedback

Issue 48

- Download a PDF
- View in Web Browser

The Gazette Archives

- Issue 47
- Issue 46
- Issue 45



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

Top Story

Phoenix Awaits You



Vision Source® staff arrived in Phoenix over the weekend in preparation for The Exchange®. Even before members, their guests and vendors start arriving, we could already sense the excitement as the meeting areas and exhibit areas were transformed.

The Vision Source® Exchange® truly does offer it all: Top-notch presentations and insights into the future

that of optometry from colleagues and experts; opportunities to learn about or examine new products; multiple opportunities to network with Vision Source® members from around the country; and tremendous show specials from vendors.

It's no wonder that Vision Source® vendors often release and reveal new products at The Exchange®. It's

also no wonder that many Vision Source® members make so many purchasing decisions at The Exchange®; nearly \$40 million in purchases at last year's Exchange® in Boston. Business happens here. And with the show specials from our Diamond and Platinum sponsors, listed below, savings happen here, too. Can't wait to see you all arrive over the next couple days. It's going to be a meeting to remember.

Be well,
Jim Greenwood
President & CEO
Vision Source®



The Optical DreamSM Powered by Vision Source®

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.



Increase Your In-office Capture Rate

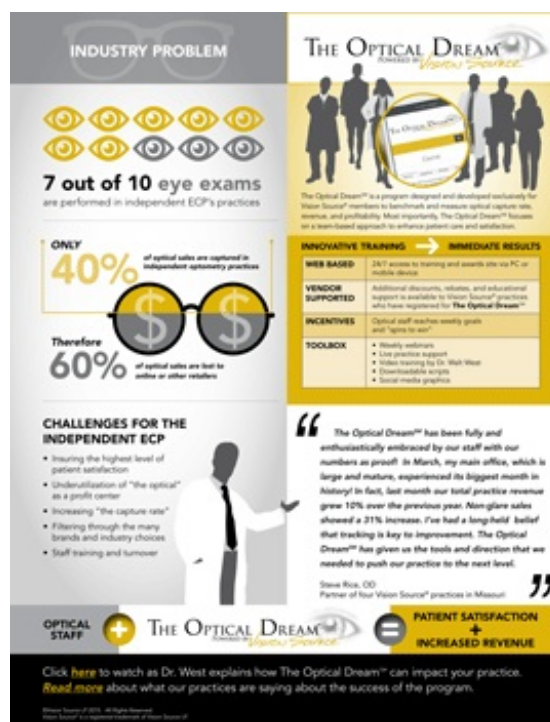
The Optical DreamSM: Booth #326

We have solutions to reverse the trend of eyewear prescriptions walking out the door. Our society is focused on convenience. Doesn't it make sense that patients would want to take care of their eye exam and purchase eye wear or annual supplies in one stop? The entire practice staff working as a team to make patients aware of this goal is an important part of the training offered through The Optical DreamSM Powered by Vision Source®. Take a look at this [infographic](#) that describes how the program can benefit your patients, your staff and your practice.

If you have already joined us, we would love to hear your story. If you have yet to start, simply log on to the Vision Source® member intranet home page to [register your practice](#) and begin paving the road to optical success in 2015. The Optical DreamSM team will be giving away an iPad a day at The Exchange® at booth #326! Be sure to stop by and register for a chance to win. Any current registered practices or those that wish to register on site will be eligible for the drawing.

The Optical DreamSM II starts on May 10. Your staff can look forward to accumulating points in the same way that it has since the start of the program. There will be an additional focus of annual sales of contact lenses, backup eyewear and plano suns. Look for more details and webinars coming soon so that you can fully optimize your optical sales in 2015. Be sure to redeem all spins by May 2, 2015, as there will be a clean start for the next trimester of The Optical DreamSM.

Informational webinars on program initiatives and new game play will be starting the first week of May. Be sure to look for weekly e-mails on registration information. If you are not receiving Vision Source® e-mails, please check your junk mail folder so that you don't miss important information.



Breaking News

Updated Navigation Guide to Health Care Reform

The 2015 edition of the *Navigation Guide to Health Care Reform for Independent Optometrists* has been published. Print copies, which will be available at The Exchange®, are being mailed with the next issue of Vision Source® OD. A [PDF version](#) can be downloaded at [Review of Optometric Business](#). This comprehensive 20-page report is designed as a tool for independent ODs to understand fully the critical changes taking place in the delivery of health care and eye care, in particular. Major health care trends are cited and explained—along with strategic imperatives and action plans for ODs and staff. The 2015 edition of the *Navigation Guide*, which first was published in 2014, includes new and expanded sections on accountable care organizations, pediatric vision benefits, and meaningful use of EHR, among other topics.

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Vision Source® Websites Powered by Avelient Confirmed "Mobile Friendly"

The Digital Plaza: Booth #126

Many of you may have read the newsfeed that Google has changed its algorithm in the last week. Google is rewarding mobile-friendly websites with better search engine ranking on mobile devices. If you have an Avelient Flexsite, rest easy, nothing is required of you nor will any changes be made to your website. For those practices using other website vendors, we recommend you [click here](#), enter your domain name and if it comes up as not mobile-friendly, talk to your vendor.

Heather Suggitt, Vision Source® Social Media & Public Relations Manager, asked Sam Howat, partner at Avelient to comment on what the press is calling "Mobilgeddon." "We have been receiving a fair amount of questions, and I wanted to take a moment to assure the Vision Source® practices that the websites developed through Avelient have been mobile-friendly since their inception. The Flexsite program will continue to work in the same way that it has since day one, providing Vision Source® optometrists with a contemporary and readable look and feel, whether the user is accessing the site from desktop or mobile. The good news is that in some cases, the Flexsites will perform even better as there will be those sites that have not proactively upgraded their websites."

If you would like to take this opportunity to start your Vision Source® Flexsite, simply [fill out this form](#) or talk to Avelient at The Vision Source® Exchange® at booth #126 in The Digital Plaza.

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.

Special Announcements from Diamond and Platinum Sponsors of The Exchange®

Diamond Sponsors

Alcon ... 505
Bausch + Lomb ... 1105
CooperVision ... 300
Demandforce ... 705
Essilor ... 904
Marco ... 513
Optos... 312
RevolutionEHR ... 407
Safilo ... 105
ZEISS ... 813

Platinum Sponsors

Bausch + Lomb ... 1105
Diopsys® ... 220
HOYA ... 514
PRN ... 111

Additional Sponsors & Vendors

Glimpse ... 827 (Exhibitor)
Heidelberg ... 526 (Sponsor)
MODO ... 915 (Sponsor)

DIAMOND

Benefits of Dispensing Inventory

Alcon: Booth #505

**VISION SOURCE
CO-ELITE
SPECIAL**

APRIL 13-MAY 8, 2015

BENEFITS OF DISPENSING INVENTORY

- Convenient for the patient to leave the same day with their lenses
- Reduce script-walk and increase patient loyalty
- Reduce practice transaction costs and save time
- Lower cost of goods

Four contact lens boxes are shown: AIR OPTIX® AQUA, AIR OPTIX® NIGHT & DAY® AQUA, AIR OPTIX® COLORS, and DAILIES® AquaComfort® Plus.

Vision Source Exchange Show Special

Purchase 100 Boxes EACH Of Any One Product			
\$21.00/box	\$24.00/box	\$24.00/box	\$21.75/box
Savings Off Vision Source Everyday Price			
\$4.00/box	\$2.00/box	\$0.00/box	\$4.00/box

Purchase 100 Boxes EACH Of Any Two Products (\$20 Total)

\$20.00/box	\$24.00/box	\$24.00/box	\$20.75/box
Savings Off Vision Source Everyday Price			
\$0.00/box	\$0.00/box	\$0.00/box	\$0.00/box

ADD-ON BONUS

Add 50 boxes of AIR OPTIX® COLORS to your qualifying purchase for only \$51.30/box

Alcon
a Novartis company

Vision Source

Stop by the **Alcon** booth to save and see how your practice can benefit by dispensing inventory. It's convenient for patients to leave the same day with their lenses; it reduces script-walk and increases patient loyalty; and it reduces practice transaction costs and saves time. Lower your cost of goods even more with show specials. Stop by booth #505 to learn more.

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Save on Nutritional and Therapeutic Products

Bausch + Lomb: Booth #1150

Find out how your fellow Vision Source® colleagues are growing their practices with exclusive programs through **Bausch + Lomb's** Elite Therapeutic Program. Visit the Bausch + Lomb booth #1105 to find out how you can save 10 percent off ocular nutritional and general eye care products; such as Ocuville® Adult 50+, PreserVision® AREDS 2, Soothe® XP, and Alaway®. Plus, be among the first optometrists in the country to retail ELASTIderm®.

BAUSCH + LOMB
See better. Live better.

ELASTIderm® Eye helps reduce the appearance of under-eye puffiness, fine lines and wrinkles. The ELASTIderm®

Eye Complete Complex Serum and the ELASTIderm® Eye Cream are offered exclusively to Vision Source® members within optometry.

2015 exclusive Vision Source® Exchange® show special offer: Purchase any four cases of therapeutic products and receive a free Vision Source® co-branded Therapeutics Skinny Tower display to retail in office.

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Don't Dream Your Life, Live Your Dream.

CooperVision: Booth #300



Stop by the Big **CooperVision** Dream Catcher Wall at The Exchange® to share your biggest dreams and help shape the future of the optical industry. For a catalog of exclusive, silicone hydrogel Vision Source® products [click here](#). For details on show specials, please visit the member portal and stop by booth #300.

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Keep a Pulse on Patient Satisfaction

Intuit Demandforce: Booth #705



Intuit Demandforce is an automated marketing and communications solution designed to fuel your practice's success. Demandforce helps keep a pulse on patient satisfaction and grow your practice with ease. Visit booth #705 to learn how Demandforce can deliver results for your practice, and take advantage of our exclusive Vision Source® pricing.

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Learn About Essilor Show Specials

Essilor: Booth #904

Essilor is offering Vision Source® members \$350 off the new m'eyeFit® mirror and up to \$2,000 off Visioffice 2. Be sure to also check out the show specials offered by OOGP, Nassau, OptiSource, and Essilor Instruments at booth #904.

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Find Your Specific Refraction Solution

Marco: Booth #513



VISION SOURCE

NOW

you KNOW where to find your specific refractive solution

Marco Refraction Systems — Advanced automated instrumentation includes the new OPD-Scan III Wavefront Aberration, the TRS-5000/TRS-5000 and EPIC Digital Refraction Systems, Automated Keratometers (with VA measurement), Subjective Sphere Refraction, Tonometer, Glare testing on certain models and Lenses — all with IHR Integration.

Come to Booth 513 to Check Out Our Show Special!

The Difference is Marco?



Check out the show specials at the **Marco** booth #513.

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Hear the Special Show Offer Announcement

Optos: Booth #312

The special show offer from **Optos** will be announced at the Optos general session presentation at 10:48 on Thursday morning. Connect with us in our booth #312. Attend our CE session: *Diabetes Nation: Are You Up To Date?* on Wednesday, April 29 at 3:00 p.m. Offers are also available for those not in attendance. Call us for more details at 800-854-3039.



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Think Freedom!

RevolutionEHR: Booth #407



Enjoy freedom to focus on your patients with **RevolutionEHR**. Visit us at booth #407 and discover why so many Vision Source® members choose RevolutionEHR. Sign a RevolutionEHR purchase agreement at The Exchange® and receive a \$200 Amazon gift card —PLUS a chance to win a \$5,000 vacation of your dreams. How's

that for freedom?

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Safilo Group Features Highly Discounted Sunglass Kit

Safilo: Booth #105



To see Polaroid Polarized Sunglasses and other Safilo brands, visit Safilo Booth #105, and learn how 2nd pair sunglass sales can boost your profitability.



Safilo Group, Italian eyewear creator and worldwide distributor of quality eyewear, is your trusted leader for sunglasses, optical frames and sports eyewear. We are design inspired; brand driven. Come to booth #105 where we will be featuring a highly discounted sunglass kit specially for Vision Source® Exchange® attendees. Also see the Chromopop™ lens offered by Smith Optics [here](#).

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Save BIG on ZEISS Instruments

ZEISS: Booth #813

Save BIG, Save NOW
on ZEISS Instruments at
Booth 813

EXCLUSIVE
Vision Source Exchange
PRICING ON ALL
PRODUCTS



- **NEW HFA3 with Liquid Lens technology:** Accelerate clinic flow, reduce setup time and improve confidence in test results
- **NEW SMART OCT:** New imaging applications with CIRRUS™ HD-OCT 5000 including the Anterior Segment Premier Module and PanoMap™ Wide-field Analysis
- **CIRRUS™ photo:** Three-in-one imaging system – OCT and full non-mydriatic color camera with Fundus Autofluorescence (FAF)
- **NEW FORUM® GO:** The complete data and image management solution
- **VISUCAM™** Superb imaging quality with NEW Fundus Autofluorescence (FAF)

Special package deals on all products including FORUM.



It's time to differentiate your practice
i.Scription® by ZEISS
Wavefront Optimized Rx

Offer valid through May 3, 2015. Offer valid for Carl Zeiss Meditec equipment and for US practices only. Tax and shipping not included. Offer cannot be combined.
Carl Zeiss Meditec, Inc. 1-888-342-6271 www.meditec.us/zeiss
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Come and see the exciting portfolio of products from **ZEISS**, including the new HFA3, FORUM® GO, the CIRRUS™ OCT family including new SMART OCT imaging applications, and the i.Profiler®. Exclusive Vision Source® Exchange® 2015 pricing and special package deals are available on all products including FORUM®. Stop by booth #813.

Special Savings on Contact Lenses

Bausch + Lomb: Booth #1150



Do you want to save on the #1 refit brand in contact lenses; **Bausch + Lomb ULTRA®** Contact Lenses? Do you want to save on the daily disposable contact lens that doubled its fits in 2014—Biotrue® ONEday daily disposable contact lenses? If so, visit the Bausch + Lomb booth #1105 to take advantage of exclusive savings and see how Bausch + Lomb is increasing profits for Vision Source® members.

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Big Savings and Opportunities from Diopsys®

Diopsys®: Booth #220

Diopsys® is offering up to \$11,570 in discounts off established Vision Source® special pricing, for the Diopsys® NOVA Vision Testing System. Opportunities are available for added volume discounts if purchased before May 2. This is your chance to receive free warranties, free software and a free Diopsys® Report Viewer app.

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Build the Ultimate Blue Light Practice with HOYA Vision

HOYA Vision: Booth #514



HOYA Vision invites you to preview a brand new offering: "Building the Ultimate Blue Light Practice," HOYA introduces the new EasyScan RPE Analysis. Register for a free workshop, "How to Identify High Energy Visible Blue Light Damage" at the HOYA booth #514, from April 30 - May 2. [Click here](#) to register now as there are only 10 spots available each day.

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PRN Offers Specials on Nutraceuticals

Physician Recommended Nutraceuticals: Booth #111



PRN, Physician Recommended Nutraceuticals, is the leading producer of omega-3 nutraceuticals. Our exclusive Vision Source® show special has never been offered previously and will not be repeated again! You'll earn a margin of 66 percent and you can lock in those savings for all of 2015! Visit booth #111 for details.

ADDITIONAL VENDOR/SPONSOR ANNOUNCEMENTS

Track Your Performance

Glimpse: Booth #827



VISION SOURCE OFFERS A NEW MEMBER BENEFIT
AT THE PRESS OF A BUTTON instantly track and measure your business performance

Save Time
Work more efficiently by instantly measuring and tracking all aspects of practice performance at the push of a button.

Earn More Revenue
Quickly identify growth opportunities, forecast future trends, identify billing issues, and customize benchmarks.

1 Accurate Benchmarking - Automatically measure against your peers at a regional & national level
2 Doctor/Staff Performance Tracking - Easily track and compare associates and partner performance
3 Intuitive Reports On Demand - Quickly view your personalized dashboard from any web-enabled device
4 Nightly Updates - Updated metrics are available daily
5 Daily Forecasting - Identify growth opportunities and future trends
6 Daily Snapshots - See how your practice performed yesterday
7 Multiple Location Tracking - Measure performance for all of your practices
8 Create User Groups - Add practices to join you and improve performance
9 Medical Billing Management - Easily identify billing issues
10 Net Promoter Score Tracking - Improve customer experience
11 Support - Full customer support regarding your business metrics

Current Practice Management Systems Supported By Glimpse: Revolution EHR, OfficeMate, Crystal PM, MaximEyes, Active EHR, Compulink

44% SAVINGS Off Standard Glimpse Cost
\$935 VALUE / Year Off Standard Glimpse Cost
SIGN UP TODAY!

Only \$1,200 one-time set-up fee (includes registration and one month of training for the first year)
 \$75 monthly recurring (starting the second year)
customerservice@glimpse.com
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glimpse.com/signup

At the press of a button, instantly measure and track your performance with **Glimpse**-Business Analytics Software.

Visit booth #827 and take advantage of exclusive Vision Source® Exchange® show pricing, which includes 44 percent off standard Glimpse cost and first-year savings and more. [Visit Glimpse live](#) for more information, including video testimonials.

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Learn About the Total Care Package at The Exchange

Heidelberg: Booth #526



HEIDELBERG ENGINEERING

SPECTRALIS® TOTAL CARE PACKAGE

Vision Source Exchange Special Booth 526

The **SPECTRALIS Total Care Package** provides the upgradable SPECTRALIS OCT with TruTrack™ active eye tracking plus 5 full years of warranty coverage for precision diagnostics and worry-free operation. The package includes:

- Upgradable hardware platforms to protect your investment
- 5 years platinum service coverage to provide peace of mind
- Heidelberg Academy certification program training to optimize performance

Call 800-931-2230 for more information

Visit **Heidelberg Engineering** at booth #526 to learn more about their Vision Source Exchange® special, featuring the Spectralis® Total Care Package.

See What's New at MODO Booth

MODO: Booth #915



Visit the **MODO** booth #915 to view the frame offerings.

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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