



Vision Source® Gazette

Issue 49

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

Top Story

Vision Source[®] Members: Did You Experience The Exchange[®]?

Wow! That was some meeting in Phoenix this past week. Nearly 3,400, doctors, members of their staff and vendor representatives registered. At the exhibit hall, booths were busy as doctors wanted to see new products and try innovative technologies, such as the introduction of Fitting Box, the most realistic virtual try-on fitting technology for frames and the launch of Fresh 30[®] silicone hydrogel monthly contact lenses by CooperVision—exclusively available at Vision



Source[®] practices—and much more. [Click here](#) to see a recap video of The Exchange[®] 2015.

Sandwiched between the exotic welcome reception sponsored by Essilor and the rough-and-tumble Old West closing party sponsored by CooperVision, there were 23 practice management workshops offered, 8 hours of CE, networking opportunities, fabulous food and more. There was frequent applause in the general sessions, not only for creative presentations from many vendors but also for the announcements. Alcon and Transitions Optical will both be tagging Vision Source[®] in their national advertising, and some ongoing show offers are included in the short wrap-up below.

Vision Source[®] announced the creation of a seven-member Administrator Advisory Board, the launch of the second phase of The Optical DreamSM Powered by Vision Source[®] and the development of the "office of the future," as presented by Vision Source[®] Founder & Executive Chairman, **Glenn Ellisor, OD**. There's a lot going on, to say the least...

Comedian Frank Caliendo, sponsored by Bausch + Lomb, cracked us up, and Robert X. Fogarty encouraged us to wear our hearts on our sleeves, literally and figuratively. Attendees lined up at his photo booth and wrote messages of encouragement or dedication on their bodies. If you took a picture, you will be receiving this via email soon.

We'll be talking about The Exchange[®] for some time to come because there's so much connection, passion and purpose still to share from that meeting. And it is not too early to start making your plans now to join us in San Antonio next year when Vision Source[®] celebrates its 25th anniversary at The Exchange[®], March 16-19, [click here](#) for pre-registration so that we hold a spot for you and your office

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.

team members.

Be well,
Jim Greenwood
President & CEO
Vision Source®

In Case You Missed It

Gary Gerber, OD, broadcast The Power Hour live during the welcome reception at The Exchange®. You can hear it here: [without iTunes](#) or [with iTunes](#).



The Optical DreamSM Powered by Vision Source®



Don't Forfeit Your Spins

Important notification for those who have earned The Optical DreamSM spins:

The last day to spin, choose prizes and go through the doctor approval process is Saturday, May 9. On Sunday, the spins bank will return to "0" and **all prizes will be forfeited** in order to begin the second phase of The Optical DreamSM Powered by Vision Source®. If your staff has earned spins, **Saturday at 11:59 p.m.** is the hard deadline. Doctors, please follow up with your staff to make sure that there are no hanging spins.

On Sunday, May 10, The Optical DreamSM 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 the second trimester of the program is very similar, the scope of products and services included is expanding. Not to worry, points will still be

rewarded for The Optical DreamSM 1 current focal points, such as antireflective treatment and multiple pairs. Please join us on one of the following webinars for an update of information for The Optical DreamSM 2.

[Click here](#) for Tuesdays, May 12 and May 19 at 6 p.m. CST

[Click here](#) for Wednesday, May 13 at 12 p.m. CST

[Click here](#) for Thursdays May 14 and May 21 at 8 p.m. CST

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.

Alcon Keeps Its Show Offer Active Through May 22

The graphic is a promotional flyer for Alcon's Vision Source Co-Elite Special. At the top, it says 'VISION SOURCE CO-ELITE SPECIAL' in large, bold letters, with a stylized 'VS' logo to the right. Below this, the dates 'APRIL 13-MAY 22, 2015' are listed. A section titled 'BENEFITS OF DISPENSING INVENTORY' lists four bullet points: 'Convenient for the patient to leave the same day with their lenses', 'Reduce script-walk and increase patient loyalty', 'Reduce practice transaction costs and saves time', and 'Lower cost of goods'. Below the text are four product images: 'AIR OPTIX AQUA' (contact lenses), 'AIR OPTIX NIGHT & DAY AQUA' (contact lenses), 'AIR OPTIX COLORS' (contact lenses), and 'DAILIES AquaComfort Plus' (contact lenses). Each image has a small caption below it. At the bottom, there is a table titled 'Vision Source Co-Elite Special' showing pricing for various products. The table has two main sections: 'Purchase 100 Boxes EACH Of Any One Product' and 'Purchase 100 Boxes EACH Of Any Two Products (200 Total)'. Each section has a table with columns for 'Product', 'Price', and 'Savings Off Vision Source Everyday Price'. The 'Purchase 100 Boxes EACH Of Any One Product' table shows savings for AIR OPTIX AQUA, AIR OPTIX NIGHT & DAY AQUA, AIR OPTIX COLORS, and DAILIES AquaComfort Plus. The 'Purchase 100 Boxes EACH Of Any Two Products (200 Total)' table shows savings for the same four products. To the right of the table is a yellow box titled 'ADD-ON BONUS' that says 'Add 50 boxes of AIR OPTIX COLORS to your qualifying purchase for only \$51.30/box'. At the bottom left is the Alcon logo with the tagline 'a Novartis company'. At the bottom right is the Vision Source logo.

Purchase 100 Boxes EACH Of Any One Product		
AIR OPTIX AQUA	\$21.50/box	\$24.50/box
AIR OPTIX NIGHT & DAY AQUA	\$4.50/box	\$1.50/box
AIR OPTIX COLORS	\$21.50/box	\$24.50/box
DAILIES AquaComfort Plus	\$21.50/box	\$24.50/box

Purchase 100 Boxes EACH Of Any Two Products (200 Total)		
AIR OPTIX AQUA	\$21.50/box	\$24.50/box
AIR OPTIX NIGHT & DAY AQUA	\$4.50/box	\$1.50/box
AIR OPTIX COLORS	\$21.50/box	\$24.50/box
DAILIES AquaComfort Plus	\$21.50/box	\$24.50/box

Alcon is extending its show specials so that more ODs can reap the benefits of dispensing from inventory. Reduce script-walk and increase patient loyalty, while you're reducing transaction costs and saving time.

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BluTech Lenses Extends Show Special

BluTech Lenses has extended its show special for exception pricing exclusively to Vision Source[®] members through May 15. Even if your patients do not need prescription eyewear, you can still help them to be protected from blue light with plano eyeglasses.

Special Offer - Vision Source Members
 Due to popular demand, we are extending our show specials for the Vision Source Conference. Order now for exceptional pricing on these proven winners.
Offer Extended to Friday, May 15, 2015.

BluTech® Lenses OTC Program
 Protect Your Patients & Build Your Private Pay Revenue with these exciting Blue Light Solutions.

Solutions for Every Retail Segment

Even if your patients do not need prescription eyewear, you can still help them to be protected from blue light with plano eyeglasses. This protection is critical for many of your patients, those who have less natural protection, and those who are most at risk for exposure to damaging blue light.

FOR MORE INFORMATION
[Click Here](#)

Which patients can benefit from BluTech® Lenses?

- **Children**
 Kids have not yet developed adult protection from blue light. Their shorter arms, larger pupil size, and lack of natural Ocular Lens Pigment make them especially vulnerable to damage from blue light exposure.
- **Digital Warriors**
 Adults and older teens are spending significant portions of their days (and nights) using digital devices that emit high-energy blue light. These "Digital Warriors" need the maximum protection afforded by BluTech® Lenses.
- **Post-Cataract Patients**
 Patients who have had their cataracts removed have lost their natural light protection from blue light. Following surgery, their vision is as vulnerable as a child's, and protection from blue light exposure is critical.
- **High Risk AMD Patients**
 Research indicates that the risk for development of AMD can be accelerated by overexposure to blue light in patients who are at risk for AMD due to low levels of DLP in their retinas. Rx or plano BluTech® lenses can reduce this risk by filtering the most damaging wave lengths before they reach their eyes.

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CooperVision Extends Show Pricing

EXCHANGE 2015 Vision Source PHOENIX

Available 4/13/15 through 5/15/15

- Purchase 100 Boxes of **Fresh Day** at \$28.00 – Get 10 Free
- Purchase 100 Boxes of **Proclear 1-Day** at \$30.00 – Get 10 Free
- Purchase 100 Boxes of **AquaClear 100** at \$13.00 – Get 10 Free

Standard Payment Terms Apply

Available now through 6/30/15

- Purchase 100 Boxes of **AquaClear** at \$21.00 – Get \$1.00 Per Box Plus \$65 Patient Rebate
- Purchase 100 boxes of **Biofinity** at \$25.00 or 200 boxes at \$24.50 – Get \$2.00 Per Box Plus \$65 Patient Rebate

Must be enrolled in the AquaClear and Biofinity promotions to be eligible for the per box savings and special patient rebate.

Available Direct or through your Authorized Distributor

CooperVision
COOPERVISION, INC. 2015

Contact your CooperVision sales representative at 1-800-341-2020 today to learn more.

SAVE UP TO \$90
 ON YOUR CONTACT LENS PURCHASE

SAVE \$65
 ON YOUR CONTACT LENS PURCHASE

CooperVision is offering its show specials for a limited time. Some offers are available through next week, ending on May 15, and others are available through June. Also look for information about upcoming webinars on the newly launched Fresh 30® lenses.

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Essilor Now Produces Bollé for Vision Source® Members

As a result of a new partnership between Essilor Labs and Bollé Sport Protective, Essilor will now produce this prescription eyewear for Vision Source® members. It's part of the Essilor Volume Rebate Program.

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Track your Practice Metrics with Glimpse

Vision Source® members can use Glimpse to track and measure business metrics with the press of a button.

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Marco Extends 0% Interest Program Through May 15



Because of the tremendous level of demand from Vision Source® members requesting an extension of the Marco 0% interest program, Marco has extended the offer until Friday, May 15. This will be your last opportunity to take advantage of the 2015 special from Marco offered at The Exchange®. (All orders must be submitted to Marco by 5 p.m. eastern time on the May 15.) Please contact Marco right away at 800-874-5274.

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Optos Extends Show Offer Through May 15

Optos has extended its offer from The Exchange[®], which includes special pricing for all new Daytona sales, upgrade programs for existing customers and training in Scotland.

View the video about the difference that Optos has made for these Vision Source[®] doctors here. [People are talking about the difference that Daytona and ultra-widefield retinal imaging are making in their practices.](#)



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Buy and Save with Safilo

Purchase 20 sun or ophthalmic units from Safilo and receive two for free. For every 10 additional units purchased, Safilo offers Vision Source[®] members exclusively an additional free frame. This offer, valid until May 29, extends across all Safilo collections.



2015 Vision Source Special

Purchase (20) Units (Sun or Ophthalmic), Receive (2) FREE!

For each additional (10) units purchased, receive (1) FREE!

ALL collections are available for this promotion!

Examples:

Purchase (20) units, receive (2) FREE
Purchase (30) units, receive (3) FREE
Purchase (100) units, receive (10) FREE

Purchase (10) units, receive ZERO

- One FREE Frame(Sun or Ophthalmic) for every (10) units purchased within a collection
- Only Available to members of Vision Source
- Minimum order of (20) active units
- Free Frame's List Price must be under \$200
- This Promotion cannot be combined with any other promotion
- Promotion ends 5/29/2015

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Introduce Vicious Vision to Your Patients



Vicious Vision, powered by Xperio UV technology from Essilor, can help increase your premium sunwear sales. ECPs order the entire Vicious Vision platform, both Rx and plano, through their Essilor Lab of choice. All Vision Source® benefits through Essilor, including quarterly rebates, Pair50 and Power of Three discounts, apply.

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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