



Vision Source® Gazette

Issue 5

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888-558-2020 or
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Top Story

Detractors Need Your Attention if You're Going to Improve Your NPS



At Vision Source®, we're taking the Net Promoter System seriously. Individuals who have attended the 2013 Vision Source® Experience meetings know what we're talking about.

An accurate Net Promoter Score (NPS) for a practice is derived by asking a random sample of patients the most important question, "On the scale of 0 to 10, how likely are you to recommend our services?" The NPS is calculated by subtracting the percentage of detractors (those who answered between 0 and 6) from the percentage of promoters (those who answered 9 or 10). Patients who respond with a 7 or 8 are neutral. They neither help nor hurt your score.

We believe that increasing the NPS in one practice helps increase the NPS of Vision Source® in general. We're not alone in that thinking. As Vision Source® Vice President of Practice Development **Dr. Walt West** says during Vision Source® Experience sessions, at Enterprise Rent-a-Car conventions, managers wear their NPS on their name tag. "If I have an NPS of 80 for my franchise near an airport in Washington, D.C., and you have an NPS of 18 for your franchise near an airport in Houston, I want to talk to you because you're hurting my business," Dr. West says.

Fred Reichheld, a loyalty expert with Bain & Co., developers of the Net Promoter System, explains in [this video clip](#) that the detractor represents a kind of doubly negative value in a business. Not only is a detractor not in the promoting column, it actually counts against your overall score. "A detractor destroys the value of your business...The cost of a detractor has risen exponentially as social media has become a more trusted and useful platform."

In [this video clip](#), Reichheld explains how Apple builds loyalty (and subsequent growth) using NPS. The company measures feedback consistently, closes the loop by contacting detractors to fix the problem and celebrates successes by sharing stories highlighting comments from promoters, which also shares best practices with the entire staff.

Get to know your NPS—and just as importantly, get to know the reasons you have detractors. Moving them into a different column will contribute to sustainable growth and success. I also want to inform you that Vision Source® will soon begin to have an independent organization conduct NPS surveys with a randomly selected sample of Vision Source® members each and every month. We want to improve our service to you continuously, and this feedback loop is an essential ingredient in a winning recipe.

–**Jim Greenwood**, Vision Source® President and COO

***The Gazette* Has an NPS**

How likely are you to recommend *The Gazette* to your colleagues?
Let us know by clicking through to the survey link at the bottom of this issue.

Breaking News

Maximize the Marketing Toolkit: Join the Webinar on Aug. 21 to Learn How

On Wednesday Aug. 21 at 6 p.m. central time, Vision Source® Social Media and PR Manager **Amy Davis** will host a 30-minute webinar titled, Marketing Toolkit Contents and Best Practices: What marketing materials are available online today for your practice to leverage.

She will provide you and your practice a simple tutorial on the Toolkits that are available for you to access anytime online. She will also provide best practices and a simple overview on how to get the most out of your social media efforts. Key discussion topics will include

- Where to find the Toolkit
- What's in it
- Best practices for using the various marketing materials within the Toolkit
- The recommended baseline marketing efforts each practice should be targeting on a monthly basis

To register for this webinar, [click here](#).



Double Rewards for Vision Source® Offered from Transitions®



There's still time to up your game and qualify for the Transitions® offer exclusive to Vision Source® members. The four top Transitions® growth offices in each Vision Source® region will "double their rewards" towards expenses for the 2014 Transitions® Academy at Walt Disney World. That means the 20 offices showing the greatest percentage growth in Transitions® sales from June through September 2013 can double their rewards to pay for registration, room nights and even airfare for themselves, an associate or a staff member.

Now in its 15th year, Transitions® Academy is one of the premier optical industry events. Attendees include top industry educators, prominent business gurus from Covey to Gallup, representatives from major lens manufacturers, managed vision care plans and laboratories from all over North and South America. The 2014 Academy will be held Jan. 26-28 at the Contemporary Resort at Walt Disney World.

For more information on the promotion, click [here](#).

Words from our Sponsors

In this section, you will find the latest offers and promotions from Vision Source® vendors.

Optos® Extends Daytona Offer

Due to a high demand, Optos® is bringing back the offer made at The Exchange 2013. Vision Source® has conducted an analysis of its best practices and found that one common theme was that these practices offered an **optomap®** to help provide a higher quality of care and a stronger revenue stream. Here's an illustration of how it can work. The Daytona must be installed by Sept. 30.

optomap® Return on Investment

Comprehensive Exams/month (based on 10/day)	54% of all patients get optomap	Gross Revenue (monthly)	Profit/month (after the Daytona 0% payment)	Annual profit (after cost)
220	119	\$4,641	\$3,391	\$40,692

Calculations for illustrative purposes only.

For more information, visit [the vendor book](#), email bds@optos.com or call 800-854-3039 x.1520.

CooperVision Offers Rebates on WebSystem3

CooperVision believes strongly in the importance of using smart communications to drive revenue growth and profitability, so the company is offering rebates on your WebSystem3 patient communications software. Offices live on WebSystem3 at the start of a CooperVision fiscal quarter can begin to earn rebates toward WebSystem3 fees.



Earn rebates toward better patient communications

Learn more by emailing cvplus@coopervision.com.

Viva Supporting Susan G. Komen

GUESS
sponsored by
susan g. komen

In 2013, Viva International Group has donated to Susan G. Komen \$5.00 in connection with each specially marked GUESS sunglass and optical frame, with a collective guaranteed minimum donation of \$25,000.00. Consumer action will not result in an additional donation to Komen.

PRE-SELL THE SUSAN G. KOMEN LIMITED EDITION FRAMES FOR THE MONTHS OF JULY & AUGUST - PRODUCT STARTS SHIPPING SEPTEMBER 2013.

Special Packaging

In 2013, Viva International Group is donating to Susan G. Komen \$5 for each specially marked GUESS sunglass and optical frame, with a collective guaranteed minimum donation of \$25,000. (Consumer action will not result in an additional donation to Komen.)



Presell the Susan G. Komen Limited Edition frames through August. The products start

shipping in September. Visit visionsource.com for more details.

A Home Run at the Ball Park

Viva supports the Susan G. Komen cause with a table at the Albuquerque Isotopes AAA baseball game.

From left to right, **Dr. Craig Clantonoff**; office manager and VSR **Renee Tellez**; **Dr Jennifer Planitz**; Viva New Mexico representatives **Linda Holsten** and **Raini Beall**; and **Bob Scott**, Viva regional sales manager.



Around Vision Source®

Member Services

Double the SpringBoard Impact



Vision Source® members were initially encouraged to sign up for only one Project SpringBoard program this year, but Vision Source® has the capacity to offer *Maximizing Optical Profitability* and *Maximizing Contact Lens Profitability and Patient Care* programs to practices interested in doing both. Consider participating in both of these SpringBoard tracks to improve overall practice success. Contact springboard@visionsource.com immediately with your name, practice location and phone number to capture one of the remaining seats available.

Coming Soon: **Macular Degeneration Management**

- Effectively manage this leading cause of vision loss of those over the age of 50
- Contact springboard@visionsource.com to secure your available seat in the September program

Lessons from *The Gold Standard Book*

Emphasize Education

I feel that our office goes above and beyond when dealing with the patients and their insurance. We explain both the vision and medical side of things. It's amazing how many people leave our office knowing and understanding both sides of their insurance and are relieved when they now know they can come to us anytime they have an eye issue.

During our weekly meetings often *The Gold Standard* book is used as the main item of discussion, and we read others peoples' stories and implement their ideas to improve the office environment and



ourselves. We all have a copy of *The Gold Standard* book in our stations so that we can refer back to it throughout the day. We enjoy having *The Gold Standard* book to offer us ideas on how to grow personally and professionally.

–**Tiffany Johnson**, Optometric tech, billing and insurance at Fireside EyeCare, Benld, Ill.

The Rebates Are Coming

In July, rebates from OPTI-FREE® (Q1 2013), Tura (Q2 2013) and SynergEyes (Q1 2013) arrived at the Vision Source® home office. These rebates will be distributed to members by Monday, Aug. 12. Vendors provide Vision Source® with the amount of the rebate for each member, so if you have questions regarding the amount of the rebate, please direct these questions to your vendor representative. Other questions may be directed to [Sonya Reed](#) or [Angela Reamy](#).

Remember that rebate checks are issued on the 10th of each month (or the following business day), and all rebates will be consolidated in one check. For any held rebates (e.g., due to delinquent accounts), release of held rebates (when appropriate) will take place within this same schedule.

Marketing

Social Media Thrives on Genuine Interaction

Learn how to market effectively through social media. Watch this 1-minute video with Vision Source® Social Media and PR Manager **Amy Davis** on simple, effective strategies to improve your social media outreach. Watch the video [here](#).

Importance of Identity

By identifying yourself and your practice as Vision Source®, you are taking advantage of the collective branding strength of the network. For many of you, the strength of the network is what drew you to Vision Source® in the first place. Last year, more than 26 million people were exposed to the Vision Source® name through nationwide mentions in the media alone. In addition, the Vision Source® home office conducted nine regional cooperative marketing campaigns to drive patients into Vision Source® practices. To increase brand awareness, a national television advertising campaign was incorporated earlier this year. When you speak to the media or produce promotional messaging, remember to identify yourself as a Vision Source® practice and doctor to capitalize on the efforts of the home office and your fellow Vision Source® members.

Give Us Your Feedback

Whether you're a promoter, detractor or neutral toward *The Gazette*, we want to hear from you as we develop our Net Promoter Score and work to improve the publication. [Click here](#).

