



# Vision Source® Gazette

Issue 50

May 15, 2015

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## Top Story

### Keep Dreaming

Sometimes a dream can be so good that you don't want to wake up from it. The good news with The Optical Dream<sup>SM</sup> Powered by Vision Source<sup>®</sup> is that the dream *just keeps getting better*. At The

Exchange<sup>®</sup> in Phoenix, we announced the start of The Optical Dream<sup>SM</sup> 2, which expands on The Optical Dream<sup>SM</sup> 1 foundation launched in first quarter 2015. The training approach in The Optical

Dream<sup>SM</sup> 2 is similar to The Optical Dream<sup>SM</sup> 1, but the program *now also* awards points to contestants for additional activities, including: The sales of annual supplies of contact lenses, backup eyewear and plano sunwear for purchasers of an annual supply.

There are some other differences in the program, based on the feedback we heard. For example, most offices said that they *preferred a team approach* to winning prizes. In The Optical Dream<sup>SM</sup> 2, the office staff accumulates points individually, and those points accrue to the practice. Once the practice point total reaches enough for spins, the doctor or office manager awards spins to a valued staff member. Keep in mind, the ability to accumulate points from The Optical Dream<sup>SM</sup> 1 activities (anti-reflective lens treatments and second-pair sales of eyewear) *continues*.

We know that this program can have both an immediate and long-term effect on the profitability of your practice. If you haven't already registered, now is the time to do so. Specific details for how to register each of your offices for The Optical Dream<sup>SM</sup> can be found below in The Optical Dream<sup>SM</sup> section of *The Gazette* and on the Vision Source<sup>®</sup> [member intranet](#).

Be well,  
**Jim Greenwood**  
President & CEO  
Vision Source<sup>®</sup>



**The Optical Dream<sup>SM</sup> Powered by Vision Source<sup>®</sup>**

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



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.

## The Optical Dream<sup>SM</sup> 2 Launches

Here are some real-time facts from The Optical Dream<sup>SM</sup> Powered by Vision Source® Team: 67 percent of Vision Source® practices have registered for The Optical Dream<sup>SM</sup>, and 7,327 staff members have enrolled in the program. In March, the offices engaged in The Optical Dream<sup>SM</sup> grew their anti-reflective percentage at three times the rate of those that were not engaged. Don't be left behind! Increase your patient satisfaction and optical revenue in 2015. We have several ways to make it easy for you to register and become informed on the program.

1. Click to register for one of the webinars: [Tuesday, May 19, at 6 p.m CST](#) or [Thursday, May 21, at 8 p.m. CST](#)
2. Call Vision Source® and ask for your Member Services Manager at 888-558-2020
3. Watch a prerecorded webinar on the home page of the intranet, just log into [visionsource.com](http://visionsource.com) as a member.

## Breaking News

### Acknowledge Excellence

Vision Monday has called for nominations for its annual Most Influential Women In Optical survey. Here's your chance to [nominate](#) your Vision Source® colleagues.

In 2014, Vision Source® members **April Jasper, OD, FAAO**; **Katie Gilbert-Spear, OD, MPH**; Captain **Lauren Joy Stone, OD**; and **Gina M. Wesley, OD, MS, FAAO**, as well as Vision Source® Social Media and Public Relations manager **Heather Suggitt**, were recognized. The deadline to nominate influential women in optical is May 26. [Click here](#) to nominate your colleagues.



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### Your Feedback is Important



If you attended The Exchange® earlier this month, please take a few minutes to fill out the survey and automatically be entered into a drawing for a free fit bit. We value your feedback in order to provide the best event for our the growing needs of our network. [Click here](#) to begin.



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## Rate Increase Coming

Just a friendly reminder that effective July 1, 2015, the Vision Source® royalty rate for new members joining Vision Source® will become 2.75%. If you have any friends that you would like to refer, please [click here](#) to do so soon so they can take advantage of the current Vision Source® rate.



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## Navigation Guide To Healthcare Reform 2.0

Attendees at The Exchange® this year received an advance copy of the Navigation Guide To Healthcare Reform 2.0. This is the third white paper commissioned by Vision Source® on issues affecting independent optometry.

This current Navigation Guide will be delivered to all Vision Source® members in the Q2 2015 edition of Vision Source® OD magazine, schedule to arrive in early June. To read a digital version, [click here](#).

## ICD-10 Coding Challenge

### ICD-10 Update: Plan on Oct. 1 Implementation

ICD-10 was not delayed in the latest Medicare Sustainable Growth Rate legislation. The conversion to the ICD-10 code set is still scheduled for Oct. 1, 2015. The SGR bill was the main opportunity for a delay and other opportunities for a delay are very unlikely. It's imperative that you and your staff be ready for the ICD-10 conversion, so Vision Source® will be working with **Peter Cass, OD**, of OBS to provide weekly ICD-10 training webinars for Vision Source® members and staff. Webinars will begin Wednesday, May 13, at 6 p.m. CST and will cover the following topics. [Click here](#) to register.

- May 20 - Structure of ICD-10
- May 27 - Rules of ICD-10
- June 3 - ICD-10 Coding Guidelines
- June 10 - Cost of ICD-10
- June 17 - Preparation for ICD-10 Deployment
- June 24 - Case Studies Eye chapter
- July 1 - Additional Case Studies

[Register now](#) to make sure that you and your staff are properly prepared for the transition.

Also make sure to check back each week for the ICD-10 Coding Challenge, where we will present a typical disease presentation, and challenge you to choose the correct ICD-10 code.

## Fresh Day® and Fresh 30® Success Stories

## Lenses Offer Immediate Comfort and Clarity

"CooperVision Fresh Day® contact lenses encompass a diverse line of products, including sphericals, torics and multifocals, which, I have found, fit most patients interested in contacts. Patients I have examined experience comfort and clarity right away, and they enjoy the convenience and safety of a UV protected one-day contact lens. The fact that the contacts are made of silicone hydrogel is a bonus for ocular health."



– **R. Todd Nobbe, OD**, of Nobbe Eye Care Center in Lincoln, Illinois



## 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](http://visionsource.com) and view the vendor book.

### Earn Free Frames from Riserva

**RISERVA**  
Eyewear  
for VISION SOURCE

**Consignment Program Agreement**  
**\$12.00 total rebate!**

1) Frames are owned by Frame Source Direct and shall remain property thereof throughout the length of the program for display.  
2) 25-50 piece minimum for enrollment with monthly re-order expectations of 10pc/month usage.  
3) Riserva models are available for Direct RX via your Essilor Lab and receive:  
a) \$2.00 rebate from Essilor  
b) Free shipping  
c) Free Vision Source hard case  
4) Inventory must be submitted monthly and any sold frames will be replaced and billed as per agreement.  
5) All frames sold will be billed at \$52.95 and will qualify for Riserva Rebates as follows:  
a) \$5.00 Professional rebate to Dr.  
b) \$2.00 Office Bonus for staff (paid to office disbursed at Dr.'s discretion)  
c) Riserva Rebates will be calculated and paid quarterly pending statement balance paid in full  
d) Sign-up for credit card billing on Auto Pay to insure timely rebate payment  
6) Any recalled or discontinued frames need to be returned in suitable condition as follows:  
a) Must be free of any markings or price tags and on original backing card with polybag.

Acct Name \_\_\_\_\_  
Phone Number \_\_\_\_\_ Fax number \_\_\_\_\_  
Doctor's Name \_\_\_\_\_ Doctor's Signature \_\_\_\_\_  
Billing Email Address \_\_\_\_\_  
Frame SuperOptical Contact \_\_\_\_\_  
Date \_\_\_\_\_ Frame qty \_\_\_\_\_  
\*Credit Card billing optional with Auto Pay

☐ Platinum ☐ Rebate ☐ Consignment

"Our office sold 28 frames in the first 30 days of this program and Riserva is the most profitable frame line in our office!" Linda - River Valley Eye Center - Westville, VA

Please fax completed form to (877) 339-3262  
Your confirmation will be sent via e-mail (where available) or fax for more information, visit [www.framesourcedirect.com](http://www.framesourcedirect.com)

Up to 50 free frames to display on consignment! For the next 35 offices that enroll, be a part of the initial launch of 500 offices (next release available September 2015).

- Is your practice tired of investing your money on frame inventory that sits on your shelves?
- Take advantage today of the only frame program designed by Vision Source®, exclusively for Vision Source® members.

Download the Riserva enrollment form today and return by fax to reserve your allotment of free frames for your display and start earning rebates immediately! For information, call 877-877-3859 or visit [riservaeyewear.com](http://riservaeyewear.com).

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## Bollé Sport Protective Partners with Essilor Labs



Essilor will now produce all Bollé Sport Protective prescription eyewear for Vision Source® members, and it's all part of the Essilor Volume Rebate Program.

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## CooperVision Seeks Your Input

CooperVision continues to explore ways to bring Vision Source® members value along with great contact lenses. Aligned with The Optical Dream<sup>SM</sup> 2 and supporting your efforts to drive contact lens sales, CooperVision is looking for your input on what you materials you find most valuable for your office. Please take a moment to complete the simple, [10-question survey](#).

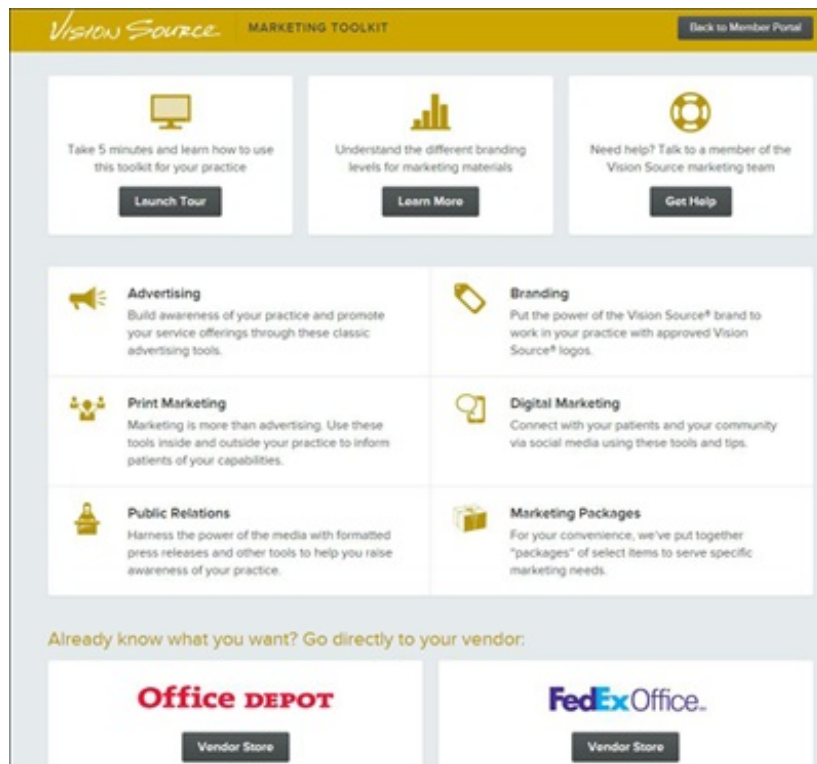


## Around Vision Source®

### Marketing

#### New User-friendly Marketing Toolkit Available





Have you taken a look at the new [Marketing Toolkit](#)? You may continue to order from Office Depot or FedExOffice but enjoy a more user-friendly interface.

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## Eye Health Awareness Focuses on Cataracts

The Eye Health Awareness topic for June is cataracts. Vision Source® has prepared a customizable press release and flyer.

Click to download the [press release](#) and [flyer](#).



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## Update Your Social Media for June



Your social media graphics for June show the change from healthy eyes to cataracts. As cataracts typically occur with

age, two of the graphics were meant to show an older person looking at their grandchildren. If you or one of your staff are responsible for social media, [click here](#) to join us on Facebook for more images, resources, guidance and sharing.

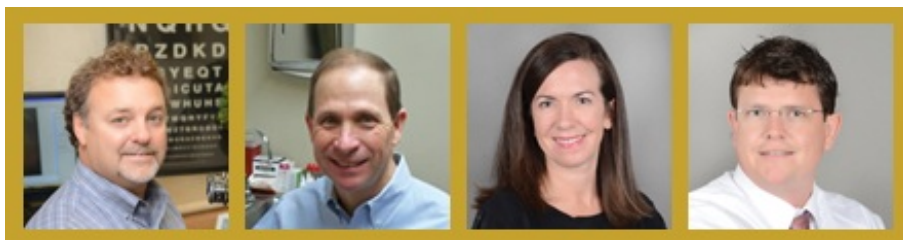
## Practice Development



### Strength and Opportunity in Numbers

This is the 23rd 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 Colleagues** for this edition are **Gil Davis, OD**; **Kent Stribling, OD**; **Emily Nail, OD**; and **Jacob Ivey, OD**, of Meridian, Mississippi, and six other communities, who describe how they leveraged their strength in numbers and their Vision Source® membership to serve a large geographic area. [Click here](#) to read the story.

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### Service Prompts Referrals



"We had a recent experience where a patient was so happy with her overall experience in our office that she decided to cancel her two daughters' eye exam appointments at a different office and reschedule with us. I believe it's because each staff member in our office works together to give the best care and customer service possible."

– **Timi Stewart**, optician, Reed Eye Care, Farr West, Utah



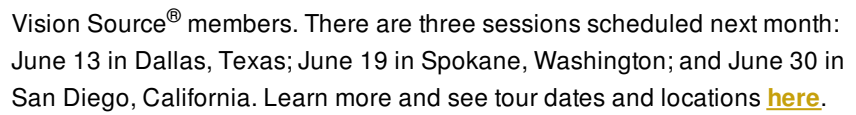
Do you have an example of how *The Gold Standard* book helped you raise the bar? You can share your gold standard moments with us [here](#).

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### Upcoming Practices of Distinction Tour Dates

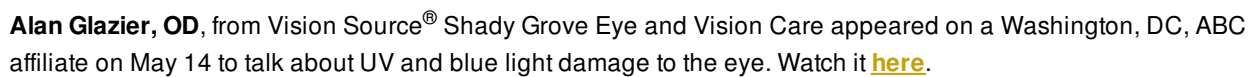
If you haven't reserved a spot at this year's Practice's of Distinction Tour, save your space today! Vision Source® members **April Jasper, OD, FAAO**; **Katie Gilbert-Spear, OD, MPH**; and **Carl Spear, OD, MBA, FAAO**; are the three principle speakers at the 2015 practice management series. The day-long 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® in AOA Focus

## Recognitions



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*.

