



Vision Source® Gazette

Issue 51

May 29, 2015

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Top Story

Vision Source[®] Top 10 List

Reasons to Join The Optical DreamSM 2



With the retirement of Late Night host David Letterman last week, it got me thinking and I decided to kindly borrow his signature top 10 list to pay homage and express sincere gratitude for making us laugh since becoming a late night host in 1982. There are so many reasons to take part in The Optical DreamSM 2, although these are the top 10 reasons based on feedback from our colleagues and their results to date. So without further ado, here are

our **top 10 reasons for joining The Optical DreamSM 2 Powered by Vision Source[®].**

10. Divisional prizes include a \$1,000 monthly prize and an end-of-the-year trip to Paris!

9. Doctors can delegate certain administrative duties to office managers.

8. From appointing to visit, the seed is planted continually to optimize capture rate by encouraging annual supplies of contact lenses and eyewear offerings.

7. Per-patient sales increase.

6. Cost of goods sold ratios improve.

5. Program encourages and rewards an atmosphere of team building and acknowledges the importance of every staff member.

4. Program increases doctor awareness of how the optical is performing.

3. Education leads to increased staff confidence and patient satisfaction.

2. Training is easily completed in 45 minutes from a computer or mobile device.



And the #1 reason for joining The Optical DreamSM:

1. Offices engaged in The Optical DreamSM grew at 11.2 percent.

Be well,
Jim Greenwood
President & CEO
Vision Source[®]

Contact Vision Source® at
888-558-2020 or
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 DreamSM Powered by Vision Source®



The Optical DreamSM Is Showing Impressive Results

We recently received some compelling statistics: offices engaged in The Optical DreamSM Powered by Vision Source® grew at 11.2 percent while offices not engaged in The Optical DreamSM grew at 7 percent. For a \$1M practice, this is a \$40K difference, with no extra cost involved. Listen to an informational [webinar](#) on the member intranet to learn more about how to increase patient satisfaction and optical revenue in your practice.

"It has been such an ease to use The Optical DreamSM for the past month. At the end of each day, it couldn't be easier to enter the patient name and points. Watching the points grow and spinning for the prizes are the best parts!"

– Heather N. Allen,
Optical Manager, My Vision Clinic



We would like to hear how The Optical DreamSM is playing a positive role in your practice. Please e-mail your feedback, stories and photos to dream@visionsource.com.

Based on feedback from practices actively engaged in The Optical DreamSM, we are working on implementing an enhancement to the sales approval process, which currently requires a doctor/owner (or an authorized office manager) to approve all outstanding sales for the week by 11:59 p.m. on Saturday evenings. We will extend the time a couple of days into the following week. This will, necessarily, delay the MVP and bonus spins awards at the end of each month by the same time period.

- In week 1, we auto-approved everything showing "unapproved" a/o 11:59 p.m. Saturday.
- We will be doing the same thing for weeks 2 (last week) and 3 (this week).
- So the good news is no points—and therefore any resultant spins that would have been earned—will be lost for any practice.
- Spins will be deposited automatically into the affected practices' accounts.

- Weekly report totals will be updated along with practice and individual point totals.

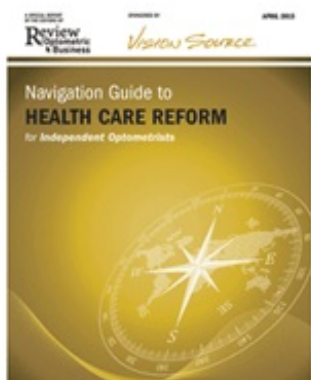
Breaking News

Vision Source® Named Second in VM Top 50 U.S. Optical Retailers



Vision Source® has always had a history of aggressive growth. For the second consecutive year, Vision Source® has been named the **2nd largest optical retailer** by *Vision Monday*. In fact, our 3,076 practices have closed the revenue gap and we are only \$106 million away from the #1 Luxottica.

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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](#).

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5 "Secret Tools" on the Member Intranet



The vast array of resources from Vision Source® can sometimes leave you wondering, "Where should I begin?"

We asked our member services team about some of the great but underutilized parts of the intranet. Here's a top-five list of resources:

1. **The Marketing Toolkit** – Need to order postcards for a trunk show, download eye health awareness flyers or social media graphics? Start here. The marketing tool kit print items can be purchased through FedEx Office or Office Depot. Browse the site for inspiration on what you could be doing for your next event or promotion.
2. **The Optical DreamSM 2 Webinar** – If you are interested in learning more about how to build sales in your practice, watch this webinar when it is most convenient for you. The webinar is located on the home page.
3. **Vision Source® Learning** – Many of our optometrists aren't aware of this vast resource. There are 18 hours of CE classes for staff and over 125 classes that range in topics from anatomy to social media. Just go to the **Resources** tab then to **Vision Source® Learning**. You can then give your staff access to the coursework.
4. **ICD-10 information** on webinars and an ICD-10 Readiness Assessment can be found here.
5. **Onboarding Videos** – Meet some of our team at the Vision Source® Member Support Center and learn about some of our programs and resources. Whether you are a new member or just want to familiarize yourself with available support, this is a great place to start.

Can't log in? [Click here](#) to reset your password. There is a world of information and resources on our member intranet. Take a look! Our member services team is always happy to help. Feel free to reach out to them with questions by calling 888-558-2020.

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Vision Source® Member Reception At Optometry's Meeting

If you're planning on attending the AOA meeting June 24-28, 2015 in Seattle, plan to connect with your Vision Source® colleagues at an exclusive member reception on Friday, June 26. The reception starts at 7:00 pm at The Showbox, 1426 1st Avenue at Pike. Enjoy complimentary appetizers and drinks until 9:00. Then, at 9:00, stay for the Incoming President's Celebration honoring Vision Source® member **Steven A. Loomis, OD**, with music by Bad Habits, The Eye Docs of Rock. [Click here](#) for more information.

ICD-10 Coding Challenge

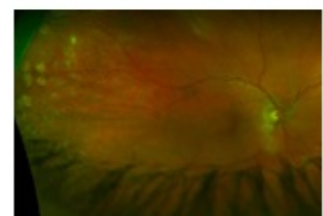
ICD-10 Implementation Just Four Months Away

ICD-10 was not delayed in the latest Medicare Sustainable Growth Rate legislation, so it's time to hone your skills. Are you ready? How would you code this case?

Case #27

50 YO WF

- **CC:** near vision blurry
- **HPI:** both eyes, getting slightly worse, for several months, glasses help, but still blurry
- **Medical Hx:** hypertension
- **Ocular Hx:** unremarkable
- **External:** unremarkable
- **Internal:** well defined yellow patches between equator and ora of both retinas



* Image courtesy of
Optometric Business Solutions,
all rights reserved

How would you code this case using the ICD-10 Code Set? Email your answer to ICD10@visionsource.com. You will automatically receive an acknowledgement and the correcting coding for the case.

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ICD-10 Webinar Series Available Live and Recorded

Dr. Peter Cass will be presenting the next in our series of ICD-10 training webinars for Vision Source® members and staff. The conversion to the ICD-10 code set is scheduled for Oct. 1, 2015.

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

All webinars are available within 24 hours of the live webinar. Go to visionsource.com, click on **Library**, then **ICD-10 Tools and Webinars**.

The webinars listed below are on the website now.

May 13 - Webinar #1 - ICD-10 Code Set Overview
May 20 - Webinar #2 - The Structure of ICD-10 Codes
May 27 - Webinar #3 - Rules of ICD-10

Fresh Day® and Fresh 30® Success Stories

Patient Satisfaction and Profitability Both High: A Win/Win

"I have been very impressed with the Fresh Day® for Astigmatism and the entire Fresh Day® line of lenses. Patients have done extremely well with the comfort of the lenses—many times commenting that it is the most comfortable lenses they've ever worn.



"I have also had several patients switch from a monthly multifocal lens to the Fresh Day® Multifocal and say they felt the optics and their vision were much better with the Fresh Day® Multifocal lens. Those patients do not hesitate to purchase a year's supply.

"On top of the great comfort and vision, the Fresh Day® lenses are proving to be a great profit center for my practice. Getting a SiHy one-day at hydrogel pricing is a perfect example of the competitive edge that Vision Source® provides its member doctors."

— **Ethan Huisman, OD**, of West Des Moines, Iowa

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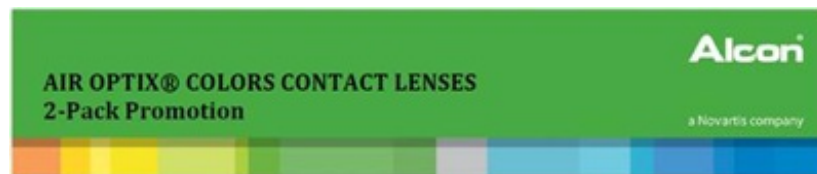
Get Your FRESH 30® Diagnostic Kit

If you would like to learn more about FRESH 30® and claim your diagnostic kit, e-mail Ron Domingo at rdomingo@coopervision.com.

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 Creates a 2-Pack Promotion for AIR OPTIX® COLORS Contact Lenses



You can offer your patients a chance to try a two-month supply of AIR OPTIX® COLORS contact lenses at an MSRP of \$40 and UPP of \$30**. The NEW AIR OPTIX® COLORS contact lens two pack will come in all nine stunning colors and will include the full parameter range (-8.00 to +6.00 D, including plano). This promotion will be available June 15-Sept. 30, 2015, while supplies last. [Click here](#) for more details.

**This promotion is available where not prohibited by law.

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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 DreamSM 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](#).



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Look for Your FittingBox Update

FittingBox has sent an initial email to those members who signed up for this program at The Exchange®. If you are one of the members who has not yet opened this email, you can expect another contact from FittingBox representatives in the next week. Be on the lookout for important updates from FittingBox, both via email and in the *Gazette*, as the service is expected to roll out mid-summer.

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Assess Dry Eye in Patients

Assess dry eye in patients by asking these four questions of every patient:

1. Do your eyes feel uncomfortable?
2. Do you have watery eyes?
3. Does your vision fluctuate, especially in a dry environment?
4. Do you use eye drops?

Allergan offers a variety of dry eye resources at mydryeye.com. Also [click here](#) for more information.

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ELASTIderm Pricing Strategies to Counter Internet

Several members have recently raised concern about Internet pricing related to the ELASTIderm product introduced by Bausch+Lomb at The Exchange®. ELASTIderm and similar products have been sold by dermatologists for many years, and they have had to battle the same price issues as we face today. The following two scenarios are presented in an effort to provide you with best practices utilized by dermatologists that might be employed in your practice today.

How to position and compete with ELASTIderm eye treatment products

Internet sales are challenging to control and are not regulated or purchased directly through Obagi Medical. Typically, we instruct our accounts to have strong conversations with their patients about the risk of purchasing on line. Risks presented throughout the years include counterfeit products as well as dated product, and the patients truly do not know what they are purchasing. Obagi Medical Products does not support dispensing via internet because of these issues.



Programs used by current Obagi/ELASTiderm medical customers

"Loyalty" Programs: One unit is a three-month supply, therefore some offices offer a discount with a four-unit (annual supply) purchase. For example, a Vision Source® member could offer an annual supply discount on a four-unit purchase, similar to discounts offered on an annual supply of contact lenses.

Offer a price discount contingent on another purchase, i.e. in conjunction with a two-pair sale, you receive one unit of ELASTiderm at 50 percent off.

Around Vision Source®

Practice Development



How Solid Is Your Worst-case Scenario Planning?

This is the 24th 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 **Dr. Laura Scarf-Snyder** and **Dr. Robert Snyder**, who share their experiences in recovering from a natural disaster and the importance planning for the worst case. [Click here](#) to read the story.

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Upcoming Practices of Distinction Tour Dates

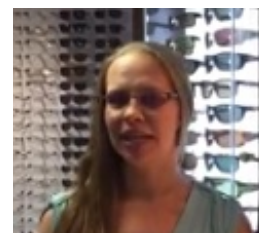
If you haven't reserved a spot at this year's Practice's of Distinction Tour, save your space today! Vision Source® members **April Jasper, OD, FAAO**; **Katie Gilbert-Spear, OD, MPH**; and **Carl Spear, OD, MBA, FAAO**; are the three principle speakers at the 2015 practice management series. The day-long 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® members. Upcoming dates are June 13 in Dallas, Texas, and June 19 in Spokane, Washington. Learn more and see tour dates and locations [here](#).



Gold Standard Service

Deneice Tibbets from Madras Vision Source® tells how **Dr. Jessica Tegen** went the extra mile to take care of one of her patients. [Click here](#) to see the video.



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](#).

Be Prepared to Switch to Chip Cards

America's banks and credit card issuers will be switching to microchip-based cards, which will require another significant financial systems transition (in addition to ICD-10 billing and coding) for health care providers. Read this article [here](#) to make sure you're ready when the EMV cards—named after the initials of major card issuers (Europay, MasterCard and Visa) that developed the chip cards are in use by the end of 2015.

Marketing

June is Cataract Awareness Month

Be sure to visit the new marketing toolkit to download your new eye health awareness [social media](#) graphics for June. [Click here](#) to order in-practice point of sale materials using your FedEx Office and Office Depot discounts.



Having Trouble Getting Patients to Review You on Google and Yelp?



My Social Practice, our preferred social media vendor, has a new product that has had great results out-of-the gate. It

was recently rolled out to Smile Source® with great success. Take a look at the reviews from one of our [Smile Source® dentists](#) that just implemented the service at the beginning of May!

At check out, each patient is asked if they would like to review the practice. If they say yes, they get an immediate text that linked the patient to either Google or Yelp where they have the opportunity to review your practice before they leave the front door!

Why are reviews important? A consistent flow of Google reviews is the absolute best way to:

- Convince prospective new patients to schedule their first appointment.
- Enhance search engine rankings.
- Help your Google account show up in the maps section.
- Generate more new patient phone calls.
- Manage your reputation online.

The cost is \$199/month for Vision Source® members. **Call (877) 316-7516 for more info or visit its [website](#).**

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National Sunglasses Day

In an effort to increase the use of UV protective eyewear, The Vision Council is launching its UV campaign on National Sunglasses Day. Through media briefings, social media and a petition asking consumers pledge to wear sunglasses on June 27—and encourage others to do the same—The Vision Council garnered over 40 million impressions in one 24-hour period alone, turning National Sunglass Day into a major, nationwide initiative.



To register for a free account and access their collateral which includes access to free social media graphics and paid print collateral, [click here](#).

Vision Source® Member News

Recognitions

Waco Vision Source

Waco Vision Source is honored to be named "The Best" by the community. They define "The Best" with the following requirements. Giving thorough eye exams using advanced technologies. From the front window of the eye to where light signals are processed, they use the most specialized equipment. Maintaining the highest level of training and education. Dr. Virden was the first optometrist in Central Texas to be both Board Certified and a Fellow of the American Academy of Optometry. Providing patients the newest technology. The team uses advancements in manufacturing that have revolutionized how you see with eyeglasses and contacts. Respecting patients' time. From the convenience of online forms to minimal time spent in the reception room, the entire process is efficient. Supporting the community. The doctor and staff support numerous local causes through donations and volunteering. Friendly people providing stellar customer service. The staff surveys every patient, and they say that 98% of patients feel welcome and 96% of patients would refer friends or family. Waco Vision Source looks forward to helping patients see "The Best" they can.



Waco Vision Source® in Waco, Texas, was honored as "The Best" in a Central Texas community poll. Congratulations to **Dr. Stacie Layne Virden**.

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State-wide VSR Meeting a Success in North Carolina

The North Carolina VSR groups collaborated for a NC State-Wide Exchange session earlier this month. VSR Facilitators and event organizers **Jin Daleo**, Charlotte and Winston Salem; **Jennifer Hampton**, Asheville; and **Shannon Kleinwolterink**, Eastern North Carolina, were pleased to report that this inaugural event drew in nearly 230

registered guests. Guest speakers included **Dr. Walt West** and **Dr. Amir Khoshnevis**, and the meeting's theme aligned with goals and strategies from The Optical DreamSM Powered by Vision Source[®].



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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