



# Vision Source<sup>®</sup> Gazette

Issue 53

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## Top Story

### The Company You Keep



Who you count among your friends and business relations can affect how people perceive you. By that measure, Vision Source<sup>®</sup> has taken a big step forward with the just-announced news that we have entered into a relationship with Privia Quality Network, based in northern Virginia and currently serving the Washington, D.C. metro area. Respected primary care and specialist physicians have come together to form Privia Quality Network, with a goal of

sharing data, improving care coordination and collaborating to provide better, more coordinated care to patients. Privia is also developing its business model in Atlanta, Georgia with plans for other major U.S. markets. Privia Quality Network's mission is to become one of the nation's most sophisticated networks of independent physicians, combining top doctors, modern technology, and an evidenced-based, patient-centered approach.

Privia Health is a physician practice management and population health technology company that partners with independent doctors to keep people healthy, better manage disease and to reward providers for delivering high value care. Privia Quality Network is its affiliated accountable care organization; other components of the network include its high-performance physician group (Privia Medical Group) and its population health management programs. Privia works in close partnership with forward-thinking health plans and national payers to better align reimbursements to reward quality and outcomes.



It is important to note that Privia recently received \$400 million in private equity financing through an affiliate of Goldman Sachs & Co., so that the company could continue to expand its physician-focused model of independently owned practices transforming the health care system on a national scale. Read about the investments and plans for growth [here](#).

"Both Vision Source<sup>®</sup> and Privia Quality Network support preventive care and early detection and management of chronic diseases including diabetic eye disease," says Privia Chief Medical Officer **Andrew Aronson, MD**. In the press release issued June 16, he said, "Both Vision Source<sup>®</sup> and Privia enable independent health professionals access to integrated care delivery systems." You can read the full press release [here](#).

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.

Now we can count this leading-edge organization among the company we keep. I especially love the fact that Privia's objectives are very similar to the Vision Source® mission. They are creating a narrow network of high performing, independent clinicians with a goal of providing outstanding care and improved outcomes! It is exciting to watch the Vision Source® brand and doctors establish a stronger foothold as key providers in the healthcare delivery systems of the future.

Be well,  
**Jim Greenwood**  
President & CEO  
Vision Source®

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



### Staff, Patients and Practices Are Winning

- **Optical staff members are winning!** The Optical Dream<sup>SM</sup> provides training and great prizes to reward staff for meeting optical sales goals.
- **Patients are winning**, thanks to more informed staff that is presenting solutions like AR coatings and annual sales of contact lenses to patients.
- **Practices are winning**, too. The Optical Dream<sup>SM</sup> is based on the entire team working together to create the ultimate vision experience for the patient, creating loyalty and patient retention for the long term.



A UPS delivery person hands the optician from Scituate Harbor Vision Source® the new TV he won in The Optical Dream<sup>SM</sup>.

Need help registering? Call your Member Services Manager at 888-558-2020.

## Breaking News



### Another New Relationship Inked

Last week, Vision Source® announced its relationship with Privia Quality Network which will benefit members in the Maryland, Northern Virginia and Washington, D.C. On June 22, Vision Source® announced that it has secured another relationship, this time with Arkansas Health Group. As the landscape of health care continues to change, as a priority, Vision Source® is striving to create more relationships like these to enhance your access to evolving patient channels. Read the announcement [here](#).

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### In Case You Missed It

**Jim Greenwood**, president and CEO of Vision Source®, describes the ongoing transition of health care from fee-for-service to fee-for-value in this video on Review of Optometric Business, [Fixing a Broken Health Care System](#). He outlines how optometrists are ideally positioned to provide quality care in innovative ways in the new era of health care reform. There's also a [link](#) to download the Vision Source® report: *Navigation Guide to Health Care Reform*.



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### Worth the Read

Two articles appeared recently that are worth reading, if you haven't seen them already. This [Modern Healthcare article](#) mentions Vision Source® and its collaboration with other medical providers and payers. [This article](#), which appeared in Becker's Hospital Review, includes 125 facts about the top 5 insurers. It's useful information for every Vision Source® member, as these insurers cover such large populations.

## ICD-10 Coding Challenge

### ICD-10 Implementation Three Months Away. Are You Ready?

ICD-10 is set to start on Oct. 1. Are you ready? How would you code this case?

#### Case #29

40 YO BF

- **CC:** brown spot on white part of eye
- **HPI:** right and left eye, been there awhile, has not changed much, vision is fine
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **External:** brown pigmented lesion of bulbar conjunctiva near temporal limbus OD, near canthus OS
- **Internal:** unremarkable



\* 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](mailto:ICD10@visionsource.com). You will automatically receive an acknowledgement and the correcting coding for the case.

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## Full ICD-10 Webinar Series Now Available Online

If you missed—or want to review—any or all of the ICD-10 webinars presented by **Peter Cass, OD**, and **Walt West, OD**, the complete series is now available online. Go to [visionsource.com](http://visionsource.com), click on **Library**, then **ICD-10 Tools and Webinars**.

The complete series (and original date) follows:

- May 13 - ICD-10 Code Set Overview
- May 20 - The Structure of ICD-10 Codes
- 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

## Fresh Day® and Fresh 30® Success Stories

### Take Fresh Day for a Test Drive



In the past year, many Vision Source® practitioners who have seen an impact in their practice from Fresh Day contact lenses. Here's what **Stacie Layne Virden, OD, FAAO**, of Waco Vision Source® in Waco, Texas, says.

"As a former noncompliant teenager who overwore two-week disposables, I am personally impressed with the Fresh Day® lens material. Despite a history of recurrent GPC and my current challenges from dry eye syndrome and year-round allergies, this is one of the two lens materials I can wear comfortably for more than eight hours (and that includes in the race car!) I am an early hyperope with low cyl, and I have worn all three versions. The optics of the

multifocal are unbelievable, allowing me to maintain crisp distance vision without compromising to gain near acuity. I've even used it in patients with up to -1.00 cyl who desperately wanted a multifocal contact, and yes, it can mask that much astigmatism. I've never been comfortable in a toric, and this lens truly doesn't feel like a toric at all. With the launch of the CooperVision Fresh Day® lens family last year, the bar for daily disposables has been raised. The material really is that comfortable, and the optics are that good."



## 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.

## FittingBox Exchange® Pricing Extended

Glenn Ellisor, OD, Founder and Executive Chairman of Vision Source® introduced the FittingBox Omni-Channel solutions at The Exchange® to a tremendous response from our members. It has been such a success that it might have been difficult for you to stop by the FittingBox booth during The Exchange®. Now Vision Source® has negotiated an extension of those special prices for a limited time in order to make sure every attendee at The Exchange® can benefit from the best virtual technology in the world, starting at \$1/day.

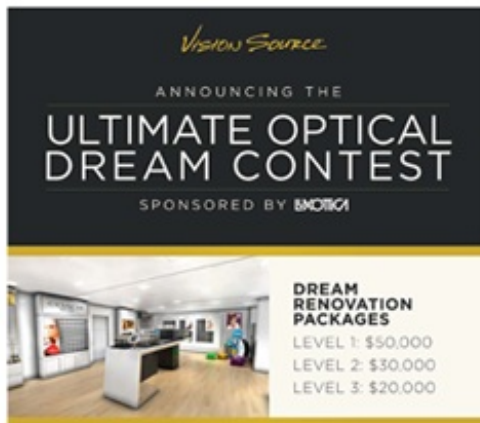


[Watch a short summary](#) of Dr. Ellisor's Exchange® presentation highlighting FittingBox and its Omni-Channel solutions or visit the FittingBox [vendor directory](#) page for additional program information.

**FittingBox Contact Info:** Call 646-982-1135 between the hours of 8 a.m. and 1 p.m. EST. Ready to subscribe? Click to [email](#) FittingBox directly.

**If you're at Optometry's Meeting in Seattle...** visit FittingBox booth #2623 for an in-person demonstration of FittingBox's virtual frame try-on technology.

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## Luxottica Sponsors Dream Makeover Contest

Want to redesign your optical area of your practice but just don't have the time or funds? Luxottica may be able to help. It is sponsoring three renovation packages as part of its Ultimate Optical Dream Contest totaling \$100,000. Three prizes will be awarded (\$50,000, \$30,000 and \$20,000 in value respectively) and will be given away at the beginning of 2016. To qualify, register your practice in The Optical Dream<sup>SM</sup> Powered by Vision Source®, purchase a minimum of \$5K annually in Luxottica product and [click here](#) to register for the contest. The three winners will be contacted by Luxottica and will be able to consult with Luxottica design specialists. Retail One will be contractor and perform build out.

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## Marcolin Offers Back to School Savings

Visit the vendor book or contact Marcolin sales for more information about the back to school offer. Call 800-537-9265.





Buy 8 of any kids frames  
and receive 1 free



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## CooperVision Announces Changes in 2015 "Back Half" Patient Rebates

The CooperVision Vision Source® back half 2015 patient rebate for AquaClear, Fresh Day®, Fresh 30® and AquaClear 100 rebates will remain the same as the first half, while Proclear 1 day will be reduced slightly to focus more on the Fresh Day® silicone hydrogel lens. Fresh 30® is included in the main rebate. Rebate forms should start arriving soon from July 1 to Oct. 31, with new rebates to be announced effective Nov. 1, 2015.

Exclusively at *Vision Source*

**SAVE UP TO \$70**  
ON YOUR CONTACT LENS PURCHASE

VALID: 07/01/2015 - 10/31/2015

AquaClear 100 (AquaClear 100 Toric or Combo): \$30 off (6) 6-packs

AquaClear (AquaClear Toric) (Bifinity Brands or Combo): \$30 off (6) 6-packs

Proclear 1-day Brand: \$70 off (6) 90-packs

Fresh Day: \$30 off (6) 90-packs

Fresh Day for Astigmatism  
or Fresh Day Multifocal: \$30 off (24) 30-packs

Fresh 30: \$25 off (6) 6-packs

CooperVision

Your Avelient websites are now updated with the third quarter rebates, unless you previously requested otherwise. Please [click here](#) to contact Avelient to request a change. This link may be provided to other web developers for inclusion on non-Vision Source® websites.

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## Vicious Vision Powered by Xperio Available to You

Vicious Vision powered by Xperio UV will allow ECPs and staff to offer the best premium polarized sunglass experience by keeping patients in advanced Varilux designs through your local Essilor Lab. No longer will patients have to pay full retail for expensive nonprescription offerings before adding on prescription lens costs. The entire lineup is available in frame only options for Rx needs. Read the full letter [here](#).



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## Contact Directory Systems Group for Yellow Pages Advertising

The summer months are the deadline for advertising in many Yellow Pages directories. As a reminder, Directory Systems Group (DSG) is the approved Yellow Pages agency for Vision Source®. DSG can help analyze your market and recommend the best print or internet yellow pages program for your office. The DSG team serving Vision Source® is:

**Main Contact:** Candice Thompson, [cthompson@dsgssi.com](mailto:cthompson@dsgssi.com) or 954-726-8400

**Back-up:** Julie Bullock, [jbullock@dsgssi.com](mailto:jbullock@dsgssi.com) or 610-640-1454 x 203

**Payments/Accounting Questions:** Jill Hardin, [accounting@adssi.com](mailto:accounting@adssi.com) or 610-640-1454 x 205

Contact them for information on placing or renewing Yellow Pages advertising in your market.

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## BluTech Benefits

Read how BluTech Lenses can enhance sports vision and performance in [this article](#) written by Vision Source® member **Renee Jacobs, OD, MA**. She discusses the lens benefits and applications.

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## Are You Tapping Into the Safety Market?

Most of the estimated 2,000 eye injuries that occur daily in the U.S. could be prevented with the use of safety glasses. Essilor has a Prescription Safety Eyewear division that provides prescription safety glasses to both eye care providers and contracted companies. Some large companies that contract with the Essilor Prescription Safety Eyewear Program, such as Baker Hughes, Union Pacific, and Xcel Energy, have established panel providers. This draws the attention of hundreds of potential new customers and their families for services besides the safety glasses to those practices. Practices that have contracts with companies directly or those who want to sell safety eyewear as a second-pair option to patients without that benefit can also work with the program, too. All Vision Source® branded lens and coating products have even been tested and approved under the ANSI.2010 standard for prescription safety eyewear. Learn more by contacting the Prescription Safety Eyewear Headquarters at 800-553-9705 or visiting [essilorpse.com](http://essilorpse.com).



### Marketing



#### Digital Marketing Update

- **National Sunglasses Day is Saturday.** As a reminder, the National Vision Council is promoting UV Awareness, Saturday, June 27. Be sure to get the word out on your channels about UV protection.
- **Fireworks Safety Graphics.** Be sure to check out the new Social Media section of the marketing toolkit. Each month, downloadable social media graphics relating to the eye health awareness topic of the month will be available. The fireworks safety campaign graphics are now available by [clicking here](#) then select the Eye Health Awareness, July Folder and download.
- **Want More Info on Facebook?** Join the almost 600 members who belong to the [Vision Source® Social Media Group](#) on Facebook. Be sure that you are logged in to Facebook as yourself, not your page. This is a great opportunity to learn Facebook tips and tricks through a forum moderated by **Heather Suggitt**, Social Media and Public Relations Manager at the Vision Source® Member Support Center.
- **Need a Website? Want to Upgrade?** [Click](#) to view the plans and SEO and social bundles. Simply fill out this quick online form and Avelient will contact you within two days.



### Practice Development



#### Vision Source® Membership Fuels Growth

This is the 26th 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** Our Trusted Colleagues for this edition are **Eric Gengenbach, OD**; **Victoria Gengenbach, OD**; and **Tim Meyer, OD**, who describe how the benefits of membership in Vision Source® help their three practices in Nebraska grow. [Click here](#) to read the story.



Victoria Gengenbach, OD, Eric Gengenbach, OD, and Tim Meyer, OD

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**Send Us Your Gold Standard Story**



We want to share *The Gold Standard* stories from the Vision Source® membership in the *Gazette*. *The Gold Standard* stories describe how doctors and optical staff go above and beyond to ensure that their practices deliver the best patient experiences possible. Each Vision Source® staff member should be familiar with the concepts explained in the *The Gold Standard* book. The books can be part of a new hire orientation or used in an employee meeting as a guideline for patient satisfaction standards. To order *The Gold Standard* books, [click here](#).



**Amanda Danner** of My Eye Expert - Vision Source® in Gurnee, Illinois, shared this story. "We buy a TON of candy, every kind you can imagine—and ask patients what their favorite candy is. Then, we use this to surprise them at pickup, waiting with their glasses order! For children having a first eye exam, we give the candy to the doctor to present to the child at the end of the exam, a reward for awesome behavior. Dr. Swafford also regularly does an eye exam and glasses gratis for a person who is truly in need, and it is always a very rewarding experience for our practice."

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](#).

## Vision Source® Member News

### Office Romance

Congratulations to **Dr. Andrea Lyn Sis** and **Dr. Jordan Hagler** of Vision Source® in Colby and Atwood, Kansas, whose [engagement announcement](#) included their Vision Source® affiliation.



## 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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