



Vision Source® Gazette

Issue 54

July 10, 2015

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Top Story

CE Diabetes Practice Protocol Coming Online Soon

Vision Source[®] members have the opportunity to earn COPE-accredited CE through an important new offering on a diabetes practice protocol. This two-hour CE, Diabetes Mellitus BrainStream Practice Protocol, covers care delivery of patients with diabetes. At The

Exchange[®], nearly 500 Vision Source[®] members earned CE credit through this presentation, sponsored by Optos and developed and presented by **Hans Kell, OD, FAAO**. The first hour presents the epidemiology, social implications, pathophysiology, risk factors, screening, prevention and medications used in the management of



Dr. Kell

diabetes. The second hour emphasizes diabetic retinopathy, detailing the ophthalmic classifications, examination, assessment and management of the disease.

Vision Source[®] recognizes that the provision of consistent, high-quality care and service experience outcomes are fundamental to successful population health management. Exceptional outcomes delivered in partnership with a provider-coordinated and operationally integrated health system sets the stage for producing healthier, more enjoyable and less costly care. Derived from research and practice experience, this program provides member practices with a common set of ophthalmic, evidence-based clinical care guidelines equipping them in delivering evidence-based, high-quality, experience-exceptional and cost-appropriate care.

Watch your email inbox next week for information regarding this program's online launch date and access instructions.

Of note, for doctors who successfully completed the course at The Exchange[®], certificates of course completion will be provided immediately following the launch of the online version of the program.

– **Bobby Christensen, OD**

Senior Vice President - Clinical Strategies

Vision Source[®]



Dr. Christensen

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 POWERED BY VISION SOURCE®

A one-of-a-kind learning and rewards solution to drive real results

Winners Announced from First Round of 100 MVP Spins

The Optical DreamSM team has announced its first round of 100 MVP spins. From the top 20 in each division, one \$1,000 prize winner was randomly selected.

[Watch](#) this video to see the announcement. Click to see the complete list of [engagement spin winners](#) and [MVP winners](#).

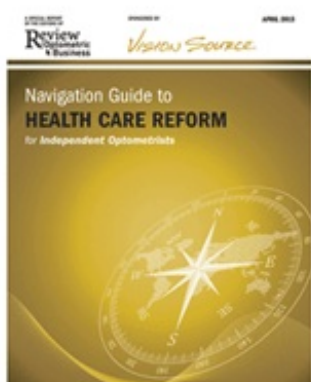
It's not too late to register. Log into the visionsource.com to access the member intranet and register through the [link](#) on the home page. If you have registered and need assistance to get started, call your member services manager at 888-558-2020.



Congratulations \$1,000 Prize Winners!

Division	Name	Practice
PALS	Tasha Nichols	Monroe Vision Source, PLC
Designer	Doug Click	Preferred EyeCare Center, L.L.C.
Hi-Index	Christie Roth	Vision Source of Hendersonville
Si-Hy	Linday Fairchild	Optometric Physicians, L.L.C
Daily	Melanie Limtiaco	Redmond Eye Doctors

Breaking News



Providing Essential Pediatric Vision Benefits

Excerpt from the Navigation Guide to Health Care Reform promoted nationally

On July 7, Review of Optometric Business excerpted part of the newly published 2015 version of the *Navigation Guide to Health Care Reform for Independent Optometrists*. The report was commissioned by Vision Source® and produced by Review of Optometric Business, spotlighting important trends in the fast-changing U.S. health care delivery system. To read a digital version, [click here](#).

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Earn CE With the ICD-10 Webinar Online Now

Vision Source® has provided the unrestricted educational grant to support an ICD-10 CE webinar: What You Need To Know Now. The session, presented by **Peter Cass, OD**, and facilitated by **Walt West, OD, FAAO**, aired live on July 1. Register [here](#) to learn about the new coding and billing guidelines, predicted costs of the change, the structure and layout of the ICD-10 codes and more.



Dr. Cass



Dr. West

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Taking a Leap of Faith on a New Practice Location

This is the 27th 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 Colleague** for this edition is **Shanna Fleming May, OD**, of Troy, Alabama, who describes how her Vision Source® membership—and colleagues—helped her realize a lifelong dream. [Click here](#) to read the story.

ICD-10 Coding Challenge

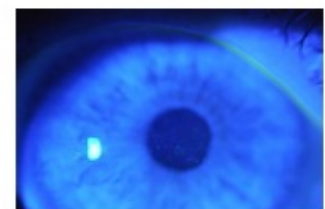
ICD-10 Implementation Three Months Away. Are You Ready?

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

Case #30

14 YO WF

- **CC:** hit in the eye with piece of firework
- **HPI:** left eye, happened 2 days ago (July 4), was at the beach, firework exploded on the ground, went to ER, given erythromycin ointment, eye feels better now, told to follow up with optometrist on Monday.
- **Medical Hx:** unremarkable
- **Ocular Hx:** erythromycin ointment TID x 2 days
- **External:** mild SPK of cornea, mild conjunctival redness
- **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. You will automatically receive an acknowledgement and the correcting coding for the case.

Fresh Day® and Fresh 30® Success Stories

Products Can Help Position Your Practice

"Our patients trust us to provide the best products available...FRESH 30® supports that trust."

– **Glenn Ellisor, OD,**
Founder and Executive Chairman
Vision Source®



FRESH 30® silicone hydrogel lenses offer great comfort and UV protection for your patients while providing you with tremendous profit opportunity. And, because they're available only from Vision Source® doctors, they serve to position your practice as a leader in delivering the latest in eye care technology.

[Click here](#) to view a brief message from Dr. Ellisor about how he's using FRESH 30® lenses in his practice.

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.

Recommend the New Range of Varilux®



Starting July 15, 2015, the entire new range of Varilux® lenses is available on all major vision care plans. Recommending the latest Varilux technology just got easier! The streamlined new range represents a new opportunity to engage your patients with the most sought after vision benefits backed by the Varilux brand.

- **New Varilux Comfort® W2+** lenses offer sharp vision even in low light
- **New Varilux® Physio® W3+** lenses provide sharp vision and smoother transitions from distance to near
- **Varilux S Series™** lenses have it all, virtually eliminating the off-balance feeling to provide unprecedented stability in motion

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FittingBox Extends The Exchange® Special Prices

Bring your practice one step further into the office of the future! For a limited time, take advantage of extended pricing from The Exchange® for the best virtual technology in the world, starting at \$1/day.

Vision Source® is working every day with FittingBox to ensure the very best in service to its members. [Watch](#) a short summary of Dr. Ellisor's presentation from The Exchange® 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.



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CooperVision Discontinues Three Products

CooperVision will discontinue the following products on Oct. 31, 2015:

- Biomedics 38
- Biomedics 55UV (sphere)
- Proclear EP



Biomedics 55 Premier Aspheric remains available.

If you have purchased these products within the last year, you will hear from CooperVision directly. Also, see the vendor book on [visionsource.com](#) for more information.

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Vision Source® Products Available Exclusively Through EyeMed



EyeMed supports Vision Source® members by allowing them to order custom lenses through its integrated claims and lab ordering system. Vision Source® products, including TruClear Progressive lenses, VISO AR treatments and VISO Previncia, are now available through a selected group of labs in the EyeMed Essilor Lab Network and at the same price Vision Source® members would normally pay. Refer to the vendor book for the complete product catalog.

Around Vision Source®

Practice Development

Being There for the Community

When a late June fire in Wenatchee, Washington, destroyed 2,950 acres of land and 29 homes and struck three commercial businesses in and around town, Vision Source® of Wenatchee realized that some residents would certainly have been left without corrective eyewear. The practice posted on its website that it would provide replacement eyewear and contact lenses for those who were affected. The practice post on Facebook said "Our thoughts are with you today. If you or anyone you know lost glasses or contacts in last night's fires, please do not hesitate to call or stop by our office. Our team will do everything they can to meet your eye care needs." The message was shared dozens of times, reflecting the true value of social media.

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](#).

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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Daphne Reznik Promoted

Daphne Reznik has been promoted to Vision Source® Representative (VSR) Program Director. She has done a great job expanding the VSR network and organizing the VSR meeting structure to provide expanded, consistent content to the local VSRs. Daphne, with the help of **Tami Franklin**, has expanded access for member practices to the Vision Source® programs and products by getting more staff involved. The VSR network is an integral part of the Vision Source® organization.



Marketing

Back-to-school Season Is Around the Corner

The back-to-school season is coming quickly. Be sure to take a look at the [Marketing Toolkit](#) for both print and social media graphics. Click [here](#) for a direct link to this item. Whether your office is fully or partially branded, we have more than 150 styles of artwork to choose from.

[Social media graphics](#) are now available through the Marketing Toolkit. Check back frequently for updates on seasonal campaigns.



Recognitions

A proud showing of Vision Source® members on the newly elected American Optometric Association Board: President **Steve Loomis, OD**; Immediate Past President **David Cockrell, OD**; and Board Members **Robert Layman, OD**; and **James DeVleming, OD**.



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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