



Vision Source[®] Gazette

Issue 55

July 24, 2015

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Top Story

Look for Your 2015 Member Survey



At Vision Source[®] it is imperative that we deliver superior member satisfaction and valuable solutions. In that spirit, we are looking forward to once again 'hearing from you' as we ask that in the coming days you complete the 2015 Annual Member Survey. The survey is designed so that you can provide us helpful feedback on how we can improve, deliver what you are seeking, learn more about what you like, dislike and need in your practice. Our ultimate objective is to

deliver more value to you in the coming year.

Why is it important?

We will take your feedback and integrate it into our 2016 business plan so that everyone at The Vision Source[®] Member Support Center and in the field can be equipped with the tools and services required to better meet your needs. In 2014, you provided great feedback, such as highlighting the need for assistance in the changing landscape of healthcare, in optical management and increased opportunities for CE. You requested more personalized and customizable websites, social media and Internet marketing. Thanks to your feedback we were able to focus our energy on your priorities and have developed managed care relationships and new patient channels in an ever growing number of markets across the country, we provided 10 hours of CE, an innovative new course that addresses Diabetes Protocols, and brought you the best discounts on equipment purchases at The Exchange[®] in Arizona. We also launched a revolutionary new program, The Optical DreamSM, to assist you with your optical management needs, as well as refreshed The Marketing Tool Kit 2.0 and the Flexsite system for more personalized and aggressive marketing options. We could not have done this without your feedback, and we appreciate your excellent suggestions.

Does your input matter?

Your voice absolutely matters! Whether you are new to Vision Source[®] or have been here for years, it's very important that we hear from each one of you. The data will be collected, and we will summarize the findings of the survey as we did last year.

How do you take the survey?

The survey will be available from **today, Friday, July 24, 2015, until Friday, August 7, 2015**, and should take about 15 minutes to complete. I look forward to sharing the aggregate results with you and we will inform you of our key initiatives

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.

as we head into 2016. I would like to
encourage all of you to take the survey and
respond as quickly and as thoroughly as
possible.

*All members who respond by July 31, 2015,
will be entered in a drawing to win one of
four Apple iWatches. We are committed to
delivering the value and service that you
expect and are counting on your guidance to help make us better.

Thanks for taking the time to complete the survey, and have a great summer and
balance of the year in 2015.

Be well,
Jim Greenwood
President & CEO
Vision Source®



The Optical DreamSM Powered by Vision Source®



The Optical DreamSM Participants See Results

Join the more than 2,000 Vision
Source® practices that are
enjoying success through The
Optical DreamSM. **Mark Perry,
OD**, of Vision Health Institute
was featured in the July issue of
Invision Magazine describing
the techniques he has
implemented to increase sales
of sunwear.

Click [here](#) to take a look at what
other practices are saying about
their experience with The
Optical DreamSM.

It's not too late to register. Log
into 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.



Breaking News

Several Vision Source® Women Honored

Vision Source® women rated high again this year in the annual Most Influential Women in Optical published annually by *Vision Monday*.

Vision Source® Vice President, Professional Development, **Donna J.**

Mikulecky, and **Tonya Reynoldson, OD**, whose Vision Source® practice is in Waverly, Tennessee, and who serves as chairman of the board for the Tennessee Association of Optometric Physicians, were recognized in the Executive Suite category and **Jennifer**

DaQuano, manager at NuVue Optical in Vision Source® Studio

20/20's two locations in Charlotte, North Carolina, was honored in the Mentors category. **Courtney Dryer, OD**, of Charlotte, North Carolina, was honored as a Rising Stars. Read about all the women recognized [here](#).



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CE Opportunities for Vision Source® Members at Vision Expo West



Vision Source® is a proud supporter of International Vision Expo West, Sept. 16-19, in Las Vegas! We are please to present these exclusive benefits for you and your staff to enjoy at Vision Expo West 2015!

- **Complimentary Exhibit Hall Registration (\$150 savings):** Visit VisionExpoWest.com/visionsource or use code: VS15
- **Exclusive Educational Discounts:** Choose from over 320 hours of groundbreaking education and specialty tracks for every role and experience level.
- **Three (3) hours of complimentary education** will be offered to the first 100 members that register for Vision Expo West Education.
- **After initial 3 hours are claimed, enjoy 10 percent off education.** You must register through the Vision Source® link.
- **Club Vision Lounge Access:** Enjoy complimentary lunch and access to Club Vision Lounge, each day of the exhibit hall, Thursday, Sept. 17 - Saturday, Sept. 19. Members must pick up Club Vision lunch vouchers by 1:00 p.m. each day.

ICD-10 Coding Challenge

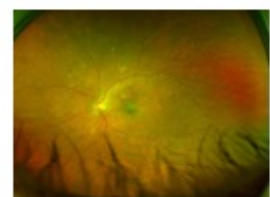
ICD-10 Implementation Three Months Away. Are You Ready?

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

Case #31

45 YO WF

- **CC:** diabetic eye exam
- **HPI:** diabetic, for 2 years, vision is OK, but has some trouble with near
- **Medical Hx:** type 2 diabetes mellitus, not currently controlled
- **Ocular Hx:** unremarkable
- **External:** unremarkable
- **Internal:** mild retinal hemorrhages in 4 quadrants OU



* 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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Dr. Cass



Dr. West

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.

Fresh Day® and Fresh 30® Success Stories

Fresh 30® Takes Off

"Fresh 30® has become my go-to lens in the 30-day category."

– **James Beckwith, OD, Vision Source® – West Sahara, Las Vegas, Nevada**



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. Beckwith about the success he's enjoyed with 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.

Take Advantage of CooperVision Stock & Lock Offer

Fresh Day® Stock & Lock Program

JULY OFFER

Fresh Day sphere 90 pack stock deal:

- Qty: 100 boxes
- Price per box: \$28.00

Lock in:

- Fresh Day 90-pack sphere: \$28.00/box

And still enjoy your everyday low price on the rest of the family:

- Fresh Day for Astigmatism 30-pack \$15.00/box
- Fresh Day Multifocal 30-pack \$15.00/box

Account agrees to maintain inventory levels at or above inventory buy-in minimum (i.e. 100 boxes) in order to continue to receive discounted lock-in price until December 31, 2015. Prices subject to change without notice.

For more information or to sign up for the program, speak with your CooperVision Sales Representative or Authorized Distributor today.

The CooperVision logo and the CooperVision logo are registered trademarks of CooperVision Inc. The logo is a registered trademark of CooperVision Inc. and is used in this advertisement as an offer to purchase goods. The logo is a registered trademark of CooperVision Inc. and is used in this advertisement as an offer to purchase goods. The logo is a registered trademark of CooperVision Inc. and is used in this advertisement as an offer to purchase goods.



CooperVision's Stock & Lock program for July provides a great deal on buying Fresh Day® sphere 90-packs. Lock in on this special pricing now.

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Gain Extra Protection from Light, Outdoors, Indoors, and Even In the Car

Transitions® XTRActive®
ADAPTIVE LENSES

Learn more about Transitions® XTRActive® lenses and how they can offer extra protection for your patients. Click [here](#) for a new Transitions Optics Task Force video.



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Groupe Logo Brings Vision Source® Luxury Offer

Groupe Logo offers Vision Source® members a 10 percent discount on TAG Heuer Avant-Garde Eyewear, The Boeing Eyewear Collection and FRED Eyewear Collection. It is also offering lower minimum purchase levels than ever before. Visit the Groupe Logo [website](#) or the vendor book at [visionsource.com](#) for more



information.

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Looking for Insurance?

Click [here](#) to learn more about Arthur J. Gallagher's Insurance Program with the ability to purchase an insurance package, gaining general liability, building, contents and professional liability coverage all from one broker.



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Crystal Practice Management Offers Special Pricing

Crystal Practice Management is providing Vision Source practices a discount on its in-office and cloud versions of its electronic health records software. Software includes functionality for patient demographics, scheduling, certified medical records, online patient/health form with a kiosk option, integration of e-prescribing with All Scripts and more. The cloud version also includes daily backups.

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FittingBox Update

From the feedback we've received, many of you are anticipating implementing this new technology in your practice. Good news: progress continues to be made, and we are nearing the time for the FittingBox rollout to the membership. Please click [here](#) for the latest information.



Around Vision Source®

Practice Development



Doctor Follows a Calling to Serve Children and Special Needs Patients

This is the 28th 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 **Cathy Doty, OD**, of New Bern, North Carolina, who followed her heart to establish a clinic for children and special needs patients. [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 Thursday, July 30, in San Diego, California, and Saturday, Aug. 1, in Los Angeles, California. Learn more and see tour dates and locations [here](#).

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Doing Well and Doing Good

"With the implementation of the Affordable Care Act, more scrutiny was given to monetary gifts for referrals from patients enrolled in government-sponsored health care insurance. So, Isthmus Eye Care revised our Share the Care program to make a \$5 donation to Optometry Giving Sight on the referring patient's behalf along with a personal thank you for the referral. Our patients have been very supportive of the change, which has continued to make our dedication to Optometry Giving Sight part of the culture of Isthmus Eye Care."

— **Tim Wilson, OD**, of Middleton and Madison, Wisconsin

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](#).



Marketing

Bausch + Lomb Webinar Series

Register for a Lunch & Learn Digital Marketing Series presented by Bausch + Lomb. Each Wednesday in August, at 12 p.m. CST, a different topic will be covered. Webinars are designed so that doctors and office staff can fit these into

their lunch hour easily Each webinar is a half hour of learning with an industry expert and has an opportunity to stay on for an extra 15 minutes of a live question and answer session. Webinars will be posted on the member intranet.

Click on the images below to register for each webinar:



SOCIAL MEDIA
AUG 5 A Trip to the Eye Doctor is Worth Sharing
Wednesday, August 5th at Noon CST
Speaker, Adrian Leffler

WEBSITE OPTIMIZATION
AUG 12 I Have a Website, Now What?
Wednesday, August 12th at Noon CST
Speaker, Jeff Logan, SEM Avelient

FACEBOOK ADVERTISING 101
AUG 19 Targeting Your Patients with Facebook Ads
Wednesday, August 19th at Noon CST
Speaker, Heather Suggitt, Social Media & PR Manager, Vision Source®

DIRECTORY LISTINGS
AUG 26 How to Claim Internet Real Estate
Wednesday, August 26th at Noon CST
Speaker, Jeff Logan, SEM Avelient



Back to School Social Graphics

Our new social media graphics are now available online in the [Marketing Tool Kit](#) or in the photos section of the Vision Source® [Social Media Group](#).

Download today and liven up your pages!

VM #PutSunniesOnIt Campaign

Show your Vision Source® spirit and have fun with your staff. Ask your staff to take photos of ordinary or unique items adorned with their favorite sunglasses. Upload to social media and use the hashtags #VMSpirit #PutSunniesOnIt for consideration to be featured in the *Vision Monday* September edition in print and online. Deadline to post is August 7, 2015. Click [here](#) to read more.



Modern Healthcare Examines ODs' Roles in Health Care

Vision Source® was featured recently in an article in *Modern Healthcare*. Click [here](#) to read more.



Vision Source® Member News

Vision Source® Specialists Save Mall Optical Business

Vision Source® members **Dallas Wilkinson, OD**; **Dawn Wattenhofer, OD**; and **Jared Pearson, OD**; stepped in to take over a closing LensCrafters location in a Rapid City, South Dakota, mall. The move saved eight local jobs, and the new location becomes the fourth practice location for Vision Source® Specialists.

The mall location opens this month after extensive renovation. Click [here](#) to read more.



Vision Source® Specialists doctors: front row (l-r): Dawn Wattenhofer, OD; and Jessica Czerny, OD; back row (l-r): Jared Pearson, OD; Dallas Wilkinson, OD; Ryan Scarborough, OD; and Dave Czerny, OD.

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Recognitions

Congratulations to **Michael Kruger, OD**, of Ames Eye Clinic and Des Moines Eye Care. Dr. Kruger was recently inducted as a trustee to the board of the Iowa Optometric Association.

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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