



VISION SOURCE[®]

SIGNATURE EYE CARE

Gazette

Issue 58

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In This Edition

[Top Story](#)
[The Optical DreamSM](#)
[Powered by Vision Source[®]](#)
[Breaking News](#)
[ICD-10 Coding](#)
[Fresh Day[®] and Fresh 30[®]](#)
[Success Stories](#)
[Words from our Vendors](#)
[Around Vision Source[®]](#)
[Give Us Your Feedback](#)

Issue 58

[Download a PDF](#)
[View in Web Browser](#)

The Gazette Archives

[Tech Update](#)
[Issue 57](#)
[Issue 56](#)



Top Story

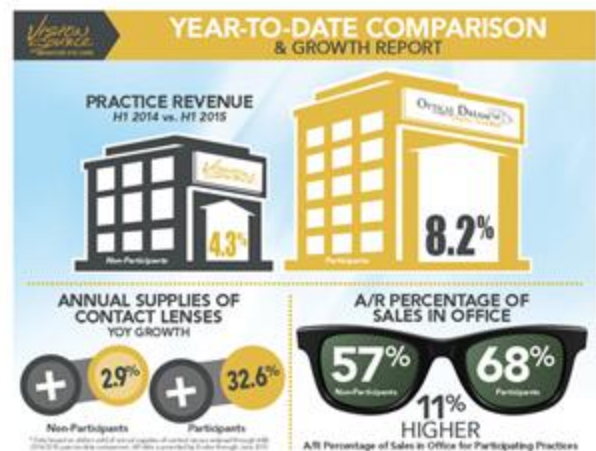
The Optical DreamSM –Year-to-Date Results Speak for Themselves



As we are about to begin the third trimester of The Optical DreamSM, I would like to share the dramatic year-to-date results of the program by comparing participating practices and those that are not.

The infographic below illustrates that there is a 3.9 percent differential in overall year-to-date revenue, with participating practices showing an 8.2 percent increase over last year. The differential of annual contact lens supply sales from **ABB OPTICAL GROUP** is 29.7 percent. Essilor is reporting an 11 percent differential between our two groups of practices. The results are compelling. While there is certainly a bit of extra effort on the part of the staff, from a practice owner perspective, the bottom line results are tough to argue with.

Taking a look at the current and predicted optical business trends, we see that there are emerging online retailers and online solutions being presented to the public. At the same time, we are also seeing online retailers like Warby Parker that are now beginning to



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.

open brick-and-mortar locations.

These trends may cause us to wonder: How does our model of independent optometry stay relevant and effectively compete? I believe that competition makes us sharpen our skills and be better business owners. FittingBox is one example of using technology to transition our offices into a hybrid model. We continue to offer the same excellent medical practice that we have been trained to provide yet add additional virtual frame selection and try-on for our discerning patients. The Optical DreamSM is the method from which our optical staff learns the techniques to present options to our patients most effectively. Somewhere, within this mix of medical tradition and technology, is the sweet spot—and I encourage you to embrace both the training and technology to take your practice to the next level.

The team at Vision Source® believes so strongly in the long-term results of enhancing our retail expertise that we continue to offer this program at no charge to every member. Some of you are already excellent retailers. If you are, we want to hear and share your story, like **Scott Lewis, OD**, did in the last *Gazette*. His dramatic increase in annual supply sales from 15 percent to 65 percent is testimonial that The Optical DreamSM is working for those practices that embrace it.



Recently, we heard a story through the grapevine about **Rosie Flores, OD**, of Flores Optometry in San Leandro, California. Her practice revenue has grown a staggering 12 percent over last year's revenue, and the optical staff is enjoying the fun and friendly competition of the program.

The Optical DreamSM begins next Tuesday. We hope that you will join the almost 2,200 practices that are increasing their profits and, most importantly, patient satisfaction.

Be well,
Jim Greenwood
President & CEO
Vision Source®



The Optical DreamSM Powered by Vision Source®



The Optical DreamSM3 Launches

On Tuesday, September 8, The Optical DreamSM3 begins. Two versions of the webinar are available:

- If you are currently playing, [watch the short version](#) of the webinar
- If you are new to The Optical DreamSM, watch a [more detailed overview](#)

In order to begin play, doctors must first [register](#) their practices and provide basic information to provide a baseline and register you staff. Click here to begin the process. If at any time, you need assistance, your members services manager is here to help. Call us at 888-558-2020.

Correction: Dr. Scott Lewis's email link was incorrect in our last issue of the Gazette. If you want to reach Dr. Lewis to learn more about his success with The Optical DreamSM, [click here](#).

Breaking News

Vision Source[®] and UnityPoint Health Announce New Relationship

On Aug. 31, Vision Source[®] announced that it has entered into a relationship with UnityPoint Health, an integrated health system which provides care to 4.5 million patients annually. Individuals in Iowa, Western Illinois, Southern Wisconsin, and South Dakota will enjoy improved access to eye health and vision services. [Click here](#) to read the entire press release.

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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 pleased to present these exclusive benefits for you and your staff to enjoy at Vision Expo West 2015!

Latest News

Vision Source Partners With UnityPoint Health to Provide Eyecare in Iowa, Illinois, S. Dakota and Wisconsin

By Staff
Wednesday, September 2, 2015 12:18 AM



Jim Greenwald

KINGWOOD, Texas—Vision Source, the largest independent optometric alliance in North America, has entered into a relationship with UnityPoint Health, an integrated health system which provides care to 4.5 million patients annually.

With both organizations focusing on improving population health outcomes through a collaborative care approach for the patient, the relationship between Vision Source and UnityPoint Health will deliver improved access to vision and eye health services throughout nine regions in Iowa, Illinois, South Dakota and Wisconsin, according to a statement released Aug. 31, 2015, by Vision Source. Vision Source optometrists are trained to screen for early detection of systemic diseases, such as diabetes and hypertension, then refer and collaborate with local primary care physicians to provide patient care and improved outcomes.

"Vision Source and UnityPoint Health are a natural fit as both organizations are committed to ensuring high levels of patient care, satisfaction and outcomes," said Jim Greenwald, president and CEO of Vision Source. "Our relationship with UnityPoint Health will enhance their already superior ability to provide integrated care in the most appropriate setting by expanding their reach through the Vision Source optometry network."

Aric Sharp, vice president, accountable care, UnityPoint Health, said, "We look forward to building our relationship with the 121 Vision Source practices that span our nine coverage areas in Iowa, Illinois, South Dakota and Wisconsin. Working with Vision Source will give us the ability to better coordinate quality vision care to these areas on a broad scale."

As the nation's 13th largest nonprofit health system and the fourth largest nondenominational health system in America, UnityPoint Health is considered to be one of the nation's most integrated health systems, according to the Vision Source statement. UnityPoint Health, UnityPoint Clinic and UnityPoint at Home provide a full range of coordinated care to patients and families in nine regions throughout the Midwest.

- **Complimentary Exhibit Hall Registration (\$150 savings):** Visit VisionExpoWest.com/visionsource or use code: VS15
- **Exclusive educational discounts:** Choose from more than 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 p.m. each day.

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Exclusive Vision Source® Member Reception at VEW

Join us Friday, Sept. 18 from 6 p.m. - 8 p.m. at Public House in the Venetian.

Vision Source® is sponsoring the VEW Opening Night party Thursday, Sept. 17 from 9 PM - Midnight at the Hard Rock Cafe on the Strip with music by Bad Habits, The Eye Docs of Rock. [Click here](#) for more information.



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Federal Trade Commission Requests Public Comment

The Federal Trade Commission is requesting the public comment on Ophthalmic Practice Rules (The Eyeglass Rule), with a deadline of October 26, 2015. If you would like to register your comments, [click here](#) for the online form. To read the code of commercial practices relating to this federal regulation, [click here](#).

ICD-10 Coding

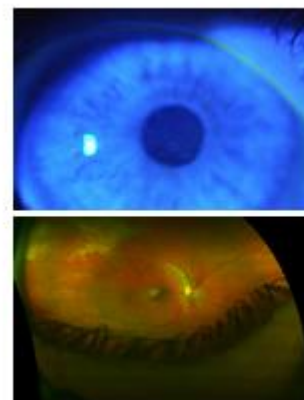
ICD-10 Challenge: Ripped From the Headlines

For a little fun, this ICD-10 challenge is based on an [actual news article](#). (All patient symptoms and findings are inferred from information reported in the news.)

Case #33

67 YO BF

- **CC:** hit in eye
- **HPI:** right eye, by flying dinner roll, while at a local restaurant, painful, blurred vision
- **Medical Hx:** unremarkable
- **Ocular Hx:** unremarkable
- **External:** epithelial defect on right cornea
- **Internal:** area of blanching and mild hemorrhaging superior temporal retina OD, no detachment noted with BIO



* Image courtesy of
Optometric Business Solutions,
all rights reserved

Not actual images from the patient described.
For illustration.

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.



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

Doctor's Experience With Fresh Day® Lenses Increases Her Confidence



"It's really amazing...it's just a great lens."

– **Stacie Layne Virden, OD**, Waco Vision Source®, Waco, Texas



Fresh Day® and 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. Virden about the success she's enjoyed with Fresh Day® lenses in her 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.

Alcon Presents New AIR OPTIX® COLOR Promotional Material



Alcon announces that AIR OPTIX® COLORS is a proud sponsor of the American Idol® Live! Summer Tour. [Click here](#) to view the counter card for AIR OPTIX® COLORS. [Click here](#) to download the AIR OPTIX® COLORS commercial that was shown during a recent One Direction/5 Seconds of Summer concert. Remaining American Idol Live! Summer Tour dates include:

- Sept. 5 – Hartford, Connecticut
- Sept. 7 – Virginia Beach, Virginia
- Sept. 12 – Tampa, Florida
- Sept. 13 – West Palm Beach, Florida

Information will be sent to Vision Source® practices to hand out to patients who try on AIR OPTIX® COLORS.

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Allergan Provides Support Services



Allergan At Your Service is a comprehensive support program for you and your patients. It is now available for commercial, Part D and cash patients. The live agent provides product information, savings assistance, educational support, prior authorization support, patient assistance program and a medical information specialist.

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The Riserva Frame Program Benefits Vision Source® Members



Almost 500 Vision Source® members signed up to take advantage of the Riserva Consignment Frame program at The Exchange®. With the Riserva frame inventory now housed at Essilor labs, Vision Source® members can keep frame boards full and eliminate the need to send the frames to Essilor labs. The Riserva Frame Program is only eligible with combined frame and lens orders from an Essilor lab, and does not apply to frame orders directly placed with Riserva. Read about more benefits in the vendor book. Enroll or request a starter kit, call 877-877-3859 or email info@framesourcedirect.com.

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Visit DeRigo at VEW



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GroupeLogo Offers Vision Source® Members Exclusive Discount at VEW

GroupeLogo, with brands Fred, Tag Heuer and Boëing, is extending an additional discount exclusively to Vision Source® members who visit its suite (35-312 in the Venetian Hotel) during Vision Expo West. Members are encouraged to stop by for a toast and pressure-free look at the frames.

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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™ 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 Expire Soon

Make sure you check the vendor book for a number of exclusive offers from Marcolin for Vision Source® members. These offers expire on Sept. 30, so don't delay the chance to bring Marcolin brands into your office today.



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Getwell—The Simple EHR!

Visit Getwell's booth number MS3042 at Vision Expo West to learn more, or [click here](#) to schedule a demo and be automatically entered for a chance to win a free Chromebook!

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Digital Eye Lab Now Manufacturing VSP Optics Group's UNITY® Lenses and Performance Coatings

Digital Eye Lab (DEL), a division of **ABB OPTICAL GROUP**, has become an official UNITY® Enabled optical laboratory, thanks to an agreement signed with VSP Optics Group (VSP). VSP panel members now have access to order from the entire portfolio of UNITY lenses and coatings from Digital Eye Lab. [Click here](#) to read the press release.



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An Update on FittingBox

Weekly communication – Vision Source® is sending a weekly communication to members who purchased the FittingBox program at The Exchange. Those members who have paid can anticipate delivery beginning mid-September.

Implementation Delay – For those practices that signed up at The Exchange®, FittingBox has agreed to extend software licenses an additional two months.

Payment Processes – FittingBox now accepts both credit card payment as well as payment by check. Contact **Dan Walker** at dwalker@visionsource.com for more information.

Pilot Process – Vision Source® and FittingBox are continuing to test the roll out of the FittingBox software in 10 Vision Source® member practices. As a result of this testing process, we have identified product improvements that will continue to make this product the best in the marketplace. You can expect to see periodic updates on product evolution and improvements on a regular basis.

Vendor Participation – In addition to Safilo, Marchon, Riserva, MODO, Zyloware, Westgroupe and REM Eyewear, Vision Source® can now announce that Luxottica product will also be part of the vendor-sponsored frame assortment. Stay tuned for additional exciting details soon to be announced.

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Safilo Launches Carrera Promotion; Double Points Opportunity from Vision Source®

Safilo is offering Vision Source® accounts an exclusive promotion on the launch collection of Carrera Ladies Optical. The special offer (details are available in the vendor book on the member intranet) runs through Nov. 30, 2015.

Safilo will continue to offer its exclusive free shipping program for Q4 to Vision Source® members with \$3,000 or more in orders in Q4. (Free shipping will be paid via rebate in 2016, and the credits will be included on the March statements.)

Also, Vision Source® will add double points for Safilo products used as part of The Optical Dream™ one week per month for October, November and December 2015.



Around Vision Source®

Practice Development

Upcoming Practices of Distinction Tour Dates

If you haven't reserved a spot at this year's Practices 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 events will be held on Sept. 25 in Greensboro, North Carolina; Oct. 1 in New Braunfels, Texas; and Oct. 2 in Macon, Georgia. Learn more and see tour dates and locations [here](#).



Vision Source
TRUSTED COLLEAGUE

Making Inroads With Area Physicians

This is the 31st 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 **Tina Thomas, OD**, Tina Thomas, OD, of Washington Illinois, who describes how she has leveraged her Vision Source® membership to help her acquire the technology that instills confidence among referring MDs and members of the community. [Click here](#) to read the story.

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Gold Standard Story: Easing Communications Inside and Outside of the Office

"We had a patient come in two weeks ago wearing a button that said, 'Please talk slow and make eye contact, thank you.' He has hearing issues, and his daughter was tired of him being frustrated after appointments. I told him how great of an idea that was! He told me that his daughter found these buttons on Amazon.



Since we ordered them from Amazon last week, we have already made one for a patient. It said, 'I have had brain surgery and it takes me a moment to process things. I can hear you. Please look at me, talk slowly, and allow time for my response. Thank You!' Previously, his wife printed and laminated a card for him. However, when they were at appointments or shopping, the person helping would start talking and walking away before he had a chance to pull out the card. His wife loved the idea of a button, and his new button is waiting in his tray with his new glasses!"



– **Briana Bader**, Optician and Marketing Associate at Iowa Eye Care

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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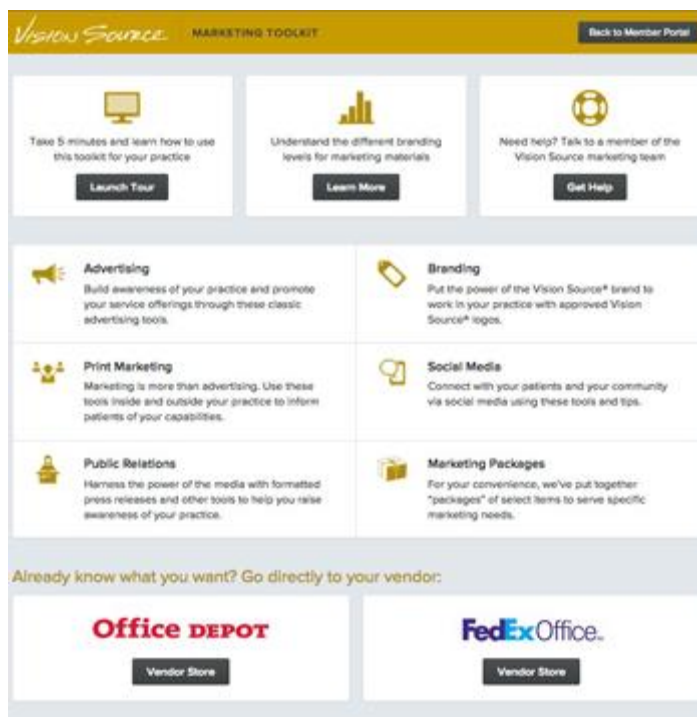
Join Women In Optometry at VEW



Women In Optometry is holding a discussion and networking session on Thursday, Sept. 17, from 5 p.m. – 7 p.m. during Vision Expo West. Vision Source® is a sponsor of *Women In Optometry*, and Vision Source® members **April Jasper, OD, FAAO**, and **Katie Gilbert-Spear, OD, MPH**, are professional co-editors of the magazine and presenters at the session. [Click here](#) to register.

Hassle-Free Marketing Tool Kit

Alex Kane, marketing specialist for Exclusively Eyecare in Omaha, Nebraska, uses the all-new online Marketing Tool Kit for postcards, letterhead and, most recently, the Back to School banners. "We like the convenience to select, preview and then have the materials delivered to our office. It's a hassle-free experience," Kane says. Access the Marketing Tool Kit through the Member Intranet. Choose Resources>Marketing>Marketing Kit. Access the Marketing Tool Kit through the Member Intranet. Choose **Resources > Marketing > Marketing Tool Kit**.



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The Google 3-Pack: The Click Race Becomes More Competitive

Did you know that Google just made it harder to rank? Take a moment to Google "eye doctor near me." You will notice that the search will include the following:

Top – optometrists running ads (look for "Ad" in an orange box)

Middle – a map that plots local optometrists followed by three google places (The 3-Pack)

Bottom – website listings for optometrists and directories that include optometrists

Previously, Google listed 7 Google Places on the map. This has now been reduced to three on both mobile and desktop. Since 80 percent of searches take place on Google, this can affect your business. If you are included in the 3-Pack, you will probably see more business. If you have more than three optometrists in your area, know that someone recently got bumped off the list. Be sure that you know where you stand today, and then watch your ranking through time. Don't get too comfortable if you are #3, because if #4 gets aggressive, he or she can easily take your place.

Even more challenging is that if you do not currently have any Google reviews on your page, the new format makes it tougher for a patient to find the location where they can leave a review. For those of you who subscribe to services like Demandforce and Websystems3, please note that these companies do not have the ability to post the reviews that they collect directly on Google and Yelp.

There is a workaround though. You can run a Demandforce Google reviews campaign to encourage your patients to go to Google and review your practice directly. Google and Yelp do not take third-party reviews; only users can directly review your practice on the sites.

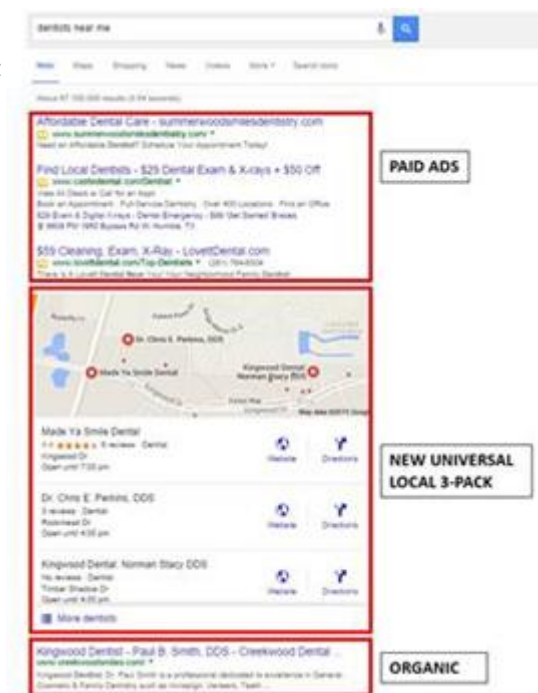
Additionally, My Social Practice has an excellent service that encourages patients to review your practice by pinging their phone with your Google or Yelp review site before they leave your office. The cost of the service is \$199/month with no contract. Watch a quick video on how My Social Practice Reviews works [here](#).

While there are more than 200 factors that affect your ranking and none of them are publicly disclosed, through experience and analysis, SEO experts know that the following items will help your ranking improve:

- Google reviews
- Yelp reviews (more so in metro markets)
- Claiming directory listings
- Effective social media (do you have likes, comments and shares?)

Digital marketing can be complicated, and each practice tends to have different areas of opportunity. Vision Source® has solutions to help your practice stay on the radar. Download our guide of free and vendor digital marketing resources [here](#), and get in the click race!

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Sports Eye Safety Month

September is Sports Eye Safety awareness month. Did you know that there were 6,307 basketball related eye injuries in 2014, making it the #1 most dangerous sport for eyes? Water sports came in at #2 and surprisingly guns came in third place. To view the complete list and statistics of "Sports-Related Eye Injuries by Age" published by Prevent Blindness, [click here](#).

Download your Vision Source® social media graphics [here](#) or [request to join](#) the Vision Source® Social Media Group on Facebook. Go to Photos, Albums, then select Sports Eye Safety.

Vision Source® Member News

Member Recognition

Jason Deviney, OD, a Vision Source® member in San Antonio, Texas, is featured in [this story](#) on eating foods that can help maintain good eyesight.



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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