



Vision Source® Gazette

Issue 6

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In This Edition

- Top Story
- Breaking News
- Words from our Sponsors
- Around Vision Source®
- Give Us Your Feedback

Issue 6

- Download a PDF
- View in Web Browser

The Gazette Archives

- Issue 5
- Issue 4
- Issue 3



Contact Vision Source at
888-558-2020 or
contactus@visionsource.com

Top Story

Earlier this week, Vision Source® distributed this press release. We wanted you to be able to see it in its entirety.

Vision Source® Appoints Glenn Ellisor, OD, To Executive Chairman, Jim Greenwood To President and CEO

Founder and current President assume new roles at leading optometric alliance



KINGWOOD, Texas (August 19, 2013)—Board of Directors today announced **Glenn Ellisor, OD**, will transition from chairman and chief executive officer to executive chairman of the corporation, effective immediately and **Jim Greenwood** will assume the role of president and chief executive officer.

In this newly created role, Dr. Ellisor will continue to lead the company's Board of Directors as the executive chairman and will remain actively involved in the company's strategy development, including being the full-time, clinical lead of the company, setting the strategic direction of the organization for the Kingwood-based leading optometric alliance. Greenwood will lead the senior team and will be responsible for the execution of major strategic plans, investments and initiatives required for achievement of key organization priorities, working closely with Ellisor.

"With the implementation of the Affordable Care Act approved on March 23, 2010 by President Obama, and upheld on June 28, 2012 by the United States Supreme Court, the formation of ACOs, physician consolidation, reimbursement pressures and new technologies, it is clear that the industry is facing more, complex change than ever before. My full-time focus will now be how we best serve independent ODs and our members in this rapidly evolving, new environment. This is the appropriate time to transition the chief executive responsibilities to Jim," Dr. Ellisor commented. "Jim is well known and respected throughout the healthcare industry and is an outstanding business person with strategic vision and excellent execution skills. As I expected, Jim's energy, enthusiasm and genuine passion for the company's mission have earned him the trust and respect of the independent optometrists served by Vision Source®, as he will be working closely with **Bobby Christensen, OD; Derrick Artis, OD; John McCall, OD; Rob Houdek, OD; Walt West, OD**, in addition to the balance of the Vision Source® senior leaders. Under his leadership, I am confident Vision Source® will continue to grow and lead as the top, independent optometrist alliance."

Greenwood brings to the chief executive role more than 20 years of healthcare experience and a proven track record of accomplishment at Concentra. During his 20 years at Concentra, a \$1 billion physician practice management company,

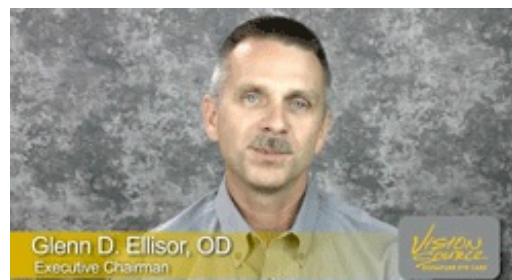
Greenwood worked in close partnership with the clinical leaders of a dynamic industry leading organization that consistently delivered excellent clinical outcomes and an outstanding patient experience during a time of rapid transformational change. Additionally, Greenwood serves on the board of directors for several, premium healthcare organizations, and a healthcare administration program's advisory council, which enrich his experience that he brings into Vision Source® in his new role.

"We're fortunate to have Glenn in a full-time position to concentrate on the critical areas of identifying and pursuing key strategies to help our members' practices grow. Glenn and I will work closely together to serve and create additional value for our members and their patients in all that we do."

Dr. Ellisor is the founder of the organization and has served as its top executive in various roles including President, Chief Executive Officer and Chairman of the Board. Since June 1991, Dr. Ellisor has owned or co-owned several, Vision Source® practices, and currently owns a multi-doctor practice in Kingwood, Texas. He's served on numerous industry boards and advisory panels, as well as those of charitable organizations.

This announcement comes during the most successful time period in the 22+ year history of Vision Source®. As the organization continues innovating forward in its 3rd decade as the leading Eye Care Professional Alliance, Vision Source® will offer members a wide range of exciting, new, value added solutions, practice enhancement tools, marketing programs, vendor offerings and other industry leading member services.

Founded in 1991, Vision Source® is North America's largest network of private practice optometrists with 2,800+ practices consisting of the most influential experts in the eye care industry. Through leveraging the network's collective power, Vision Source® is able to deliver practice and professional development tools, marketing expertise and services, and unsurpassed purchasing power. For more information, call 888-558-2020 or visit visionsource.com.



If you haven't yet seen the video message from Dr. Ellisor, [click here](#) or on the image above.

Breaking News

New Websites Rolling Out



Vision Source® has begun the conversion of member websites to a new design, platform and vendor. Members are loving the new look, technology and the ease of the migration process. Vision Source® has heard of a few companies using scare tactics and misinformation about the process. We assure you that the process is easy and does not require you to hire someone to manage it for you. In addition, both OOGP and ABB OPTICAL GROUP will provide shopping cart functionality. Please disregard unsolicited advice on the process and direct your questions to the Vision Source® marketing office or vendor Avelient.

The website conversion is very easily completed through these steps and was designed so your staff can take care of it while you see patients.

1. Provide the answers to 12 basic questions about your practice once you are contacted to convert.
2. Decide what template you would like and what images, bios, etc. you would like to move over to the new site.
3. Have a 30 minute conversation with Avelient to review all info. The average intake call is 20-25 minutes.

Vision Source® Learning is Moving

As the conversion to the updated member portal is underway, Vision Source® Learning is temporarily inaccessible. As practices migrate to the new portal, doctors and staff will be able to find Vision Source® Learning under the tabs: *Resources* and then *Staff Education*.



That's where you can find The Library, a collection of pertinent clinical and practice management articles, and the Spotlights, training sessions formatted for workshops for office or VSR group use. Each Spotlight focuses on business growth in one aspect of the practice.

Words from our Sponsors

In this section, you will find the latest offers and promotions from Vision Source® vendors.

Go Glamorous

WestGroupe not only offers a 35 percent discount to those who participate in its Profit Plus Program, but it is also giving away a minimum of two and a maximum of six trips to glamorous Las Vegas and South Beach destinations to members who sign up for the program. The four days and three nights travel will include airfare, lodging at a 4-star hotel, car rental and \$500 spending money. Travel must take place in 2014. A minimum number of practices must participate, and the number of

trips awarded depends on participation.

Members who have already signed up automatically earn six chances in the drawing. Practices signing up in August earn five chances, four in September, three in October, two in November and one in December. WestGroupe will also make a contribution to a state optometric organization in the name of a winning administrator.

Visit the WestGroupe page in the vendor book at visionsource.com to register and enroll in the WestGroupe Profit Plus Program.

TruClear Training Videos Now Available

Vision Source® has produced five TruClear training videos. The first one, hosted by Vision Source® Director of Staff Education **Jill Cox**. In [The Power of Because](#) she explains that studies have shown that people respond more positively when a reason is given

for why they should act. That's important to Vision Source® practices, she says. "Giving a reason for why you're prescribing a specific lens and using the simple word 'because' will increase the percentage of patients who fill their prescriptions in your office."



Marchon Mega-Profit is Back

The Marchon Mega-Profit program is back. Choose from MarchoNYC and Disney to earn a fast return on your investment. Go to visionsource.com and visit the Marchon page in the vendor book to find order forms and ordering instructions.

Welcome, New Vendors

HR for Health



HR For Health, a leading provider of cloud-based HR compliance software for the optometric community, has joined Vision Source® as a vendor for your HR needs.

Visit [HRFH's vendor page](#) for details on exclusive Vision Source® pricing.

VISIONEQUIP

New equipment vendor VISIONEQUIP offers specialty refractive/diagnostic equipment to Vision Source® members at special discounted pricing along with a two-year warranty. The robust, compact RETI-port/scan 21 ALL-IN-ONE system delivers early, fast and absolute ISCEV standard detection of retina, macula, glaucoma, diabetic and other ocular disorders in concise printable formats. Code 30 ICD-9s to justify CPT Codes 95930, 92270 and 92275 with confidence; the average practice could net more than \$113,000 annually. For more information on the devices offered by VISIONEQUIP, visit [the VISIONEQUIP page](#) in the vendor book.



Around Vision Source®

Practice Development

Members Save on CE at International Vision Expo West

Take your CE credits, compare products for competitive purchasing opportunities and attend valuable networking opportunities. Your Vision Source® membership qualifies you for even more benefits including discounted CE, a free exhibit hall pass and an exclusive party.

Two special sessions of interest to Vision Source® members:

Vision Expo Experience: Building Patient-Centricity & Profit, Touchpoint by Touchpoint

Friday, Oct. 4 from 8:00 a.m. - 12:00 p.m.

Visit visionexpowest.com/visionsource for more information.

Preparing for the Affordable Care Act, Change As a Strategic Advantage with Walt West, OD

Thursday, Oct. 3 from 9:45 a.m. - 11:45 a.m.

Course #: 22B5, COPE-approved (37474-PM)

Note: Vision Source® members can apply their FREE CE credits or 10 percent CE discount to attend this course.

In addition, Vision Source® members have these benefits at International Vision Expo West:

- The first 100 ODs to register for Continuing Education receive 6 free hours of CE.
- ODs and staff receive a 10 percent discount on CE (Please note this offer does not apply to Bootcamps, Workshops and Total Office Packages)
- **FREE** exhibit hall registration (a \$75 value)
- **FREE** Vision Source® Experience
- **FREE** Vision Source® Party, sponsored by Marco

Register today with your Vision Source® Office ID! To obtain your office ID, contact Vision Source® headquarters at 888-558-2020. Visit the [Vision Source® Vision Expo website](http://VisionSource.com/VisionExpo) for complete details.

Going Above and Beyond

Here's an episode that fits right into the kind of high-quality customer service tips found in *The Gold Standard* book.

A patient was in for his exam on a Friday, two days before the end of his flex spending calendar year. He was diagnosed with a vitreous detachment two months ago in his left eye and was confident the new disturbances in his right eye were the same benign occurrence. At the exam, **Dr. Susan Quinn** of Athens, Ohio, discovered a retinal tear in his right eye, necessitating an immediate referral to the nearest retinal specialist two hours away for treatment. As he hurried out of the office, the gentleman realized he wouldn't have time to pick out eyeglasses that day. The next day was Saturday, the last day of his flex spend year, and the office would be closed. Optician Molly overheard the dilemma and volunteered to come in on her day off to allow this gentleman to pick out eyeglasses within his flex spend window. The next Saturday morning Molly met the gentleman at the office, opened the optical and personally assisted him with his eyeglass selection and fitting.



Act Now to Claim Limited Seats Available in Project SpringBoard



Springboard the growth of your practice through implementation of proven strategies driven by Vision Source® member experts and industry

partner consultants. The Project Springboard initiative was developed to help practices become more effective and efficient in key areas of revenue-generation.

Maximizing Optical Profitability

- Seats are still available in the Vision Source track; contact springboard@visionsource.com immediately and provide your name, practice location and phone number.

Maximizing Contact Lens Profitability and Patient Care

- Increase annual supply sales by improving proven strategies. Seats still available.

Macular Degeneration Management

- Effectively manage this leading cause of vision loss of those over the age of 50

Contact springboard@visionsource.com to secure your seat for the latter two programs, which start in September.

Member Services

The Value of the VSR

VSR Facilitator **Barbara J. Hakes**, of Place Eye Care in Leroy, N.Y., writes about the value of the VSR program.

"At one meeting, my group learned from one of our members that a local insurance company was now reimbursing for a refraction in addition to the exam. Previously, the insurer only paid based on a bundled fee. (Bless the people who actually read those insurance company bulletins.) Nearly everyone at the meeting was billing only the bundled fee."



"If you saw 10 patients with that carrier per week (520 per year) and the carrier reimbursed you just \$10 more, your office would now receive \$5200 per year for doing nothing other than adding a line to the bill. The exam is the same, only the way it is billed has changed."

Look at the ROI, she says. If it costs your office \$100 to send your VSR to a quarterly meeting, or \$400 per year, that little tip alone would cover your VSR meeting cost for 13 years, "and, in the ensuing 12 years, put \$62,400 in your pocket," she says. "So I ask you, is having a VSR worth it?"

Administrators Get the Big Picture



At the Vision Source® Administrators' meeting in Houston, Vision Source® President and CEO **Jim Greenwood** (at right) recognizes those administrators who are also past presidents of the American Optometric Association. (l-r): **Pete Kehoe, OD**; **Vic Connors, OD**; **Harvey Hanlen, OD**; **Wes Pittman, OD**; **John McCall, OD**. *Not pictured: Mitch Munson, OD*, current president of the AOA, is also a Vision Source® doctor.

At the Vision Source® Biannual Administrators' meeting in Houston:

- **Roger Lambourn**, president of Lockton Deanning Benefits spoke on *Health Care Reform—The Employer's Perspective*.
- **Richard Manning**, senior VP of clinic operations of Wellmed Management, Inc., spoke on *Population Health Management—The Key Role Optometry Can Play*.
- **Matt Heidelbaugh**, senior director, brokerage services, Cushman & Wakefield, delivered a talk, *Location, Location, Location—Maximizing Opportunity*.
- **Neil Godbey**, president of The Godbey Group, spoke on *Health Care Delivery—The Past, The Present, & The Future*.

Vendor sponsors included Alcon, Cooper and Essilor.

Administrators Recognized

2013 Fast Start Recognitions for Leadership and Member Care were awarded to **Dr. Steve Wolfe**, **Dr. Moes Nasser**, **Dr. Jim Beckwith**, **Dr. Tom Nye** and **Dr. Jeff Gonnason**.

Most New Member Additions recognitions were awarded to **Dr. William Strickland**, **Dr. Bill Breen**, **Dr. Joe Pfeifer** and **Dr. Ivan Hyde**, **Dr. Wes Pittman**, **Dr. Michael Clarke** and **Dr. Amir Khoshnevis**, **Dr. Perry Lopez** and **Dr. Doug Morrow**, **Dr. Harvey Hanlen**, and **Dr. Kurt Steele**.

The Old Dog-New Trick award went to **Dr. Mario Gutierrez**.

Dr. Harvey Hanlen was awarded Technology Superstar.

Dr. William Strickland won the 2012 Administrator—Most New Member Additions award.

Rising Star of the Region recognition was awarded to **Dr. Aaron Warner** (West); **Dr. Oliver Lou** (Central); **Dr. Brad Byergo** (Great Lakes); **Dr. Harry Landsaw** (Southeast); and **Dr. Al Morier** and **Dr. Rocco Loccisano** (Northeast).

Administrator of the Region recognition was awarded to **Dr. Brett Hagen** (West); **Dr. Rusty Simmons** (Central); **Dr. Steve Rice** (Great Lakes); **Dr. William Strickland** (Southeast) and **Dr. Brian Thamel** and **Dr. Valarie Riccardi** (Northeast).

Overall Administrator of the Year award went to **Dr. William Strickland**.

Success with the Marketing Toolkit

The Marketing Toolkit is proving itself as a valuable resource. Here's what members are saying.

"I'm located in a town of about 3,500 people, and supporting various organizations, such as high school sport teams and churches, is important to us. I salute

Vision Source® for creating the Marketing Toolkit and customizable ads. It was extremely easy to walk through the process of set up, proofing and receiving professional looking artwork. For me, these are more than marketing pieces. They demonstrate support to a community that supports me. I encourage other Vision Source® doctors to utilize the Marketing Toolkit. When requests come up on short notice, you'll be ready, willing and able to send out the professional image we all aspire to project."

—Steven Wilson, OD, owner of Wilson Eye Care, Williamson, W.V.



WE BELIEVE YOUR SUCCESS STARTS WITH YOUR VISION

www.xyzfamilyeyecare.com

The Marketing Toolkit shows previews of customized options.

Give Us Your Feedback

Please take a moment to click through to [this link](#) to let us know how we can improve *The Gazette*.

