



# VISION SOURCE<sup>®</sup> SIGNATURE EYE CARE Gazette

Issue 62

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## Top Story



### Spring Break 2016 Is The Vision Source<sup>®</sup> Exchange<sup>®</sup> to Celebrate 25 Years

#### Registration now open



March 16-19, 2016, in San Antonio, Texas, promises to be best event Vision Source<sup>®</sup> has ever hosted. First of all, it's our 25th anniversary, so that's reason enough to celebrate and reflect on the vision of founder **Dr. Glenn Ellisor**, who recognized that a strong network of independent ODs could bring a competitive edge to its members. Even the earliest national meetings, now called The Exchange<sup>®</sup>, were created as a way to exchange information and

develop strategies for a successful future. That small idea has grown into something amazing, and annually The Exchange<sup>®</sup> is recognized as one of the foremost meetings in the industry.

That's why I encourage you to register now and confirm that you have a seat at this historic meeting. Here are some of the 2016 highlights:

- **A special opening night party:** That "Little Ol' Band from Texas," ZZ Top, will perform at the kickoff on Wednesday, March 16, 2016.
- **Dynamic keynote speakers:** On Thursday, March, 17, 2016, Dave Ridley, former Southwest Airlines executive, will share lessons learned on how to build and sustain a professional environment that delivers Legendary Customer Service. On Friday, Lou Holtz and Bob Knight, two coaching legends, will share the stage in a casual "fireside chat" discussing their experiences and offering their insights into creating a culture within an organization that leads to greater success and overall fulfillment.



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.



Lou Holtz



Bob Knight



Dave Ridley

- **Free Hours of CE:** Doctors can earn up to 11 hours of CE credit; staff can earn up to 7.
- **Networking:** The chance to meet your colleagues, some of the leading voices in the industry, is a huge draw. Last year, we saw record attendance of 3,400 at The Exchange®, and this year, we expect even more. You'll have plenty of chances to share best practices in formal settings, like at the Saturday Learning Labs, or through informal meet-ups throughout the week.
- **Show specials:** Vendors bring their latest technology, newest styles and best prices to the exhibit hall at The Exchange®.
- **San Antonio itself:** There's history at the Alamo, family fun at Seaworld and Six Flags Fiesta Texas, along with world-class dining and nightlife on San Antonio's famed Riverwalk. Plan to come early, stay late and bring the family.

### **REGISTER TODAY!**

Choose your CE classes, pick your Learning Labs and reserve your hotel room today.

As you can see, it's going to be an electric and innovative week of collaboration with your colleagues at The Exchange®. On behalf of The Vision Source® Member Support Center team, we are excited to see you there soon!

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





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

THE OPTICAL DREAM<sup>SM</sup>  
POWERED BY VISION SOURCE<sup>®</sup>  
A one-of-a-kind learning and rewards solution to drive real results

### Congratulations to the Winners; You Could Be Next

Congratulations to the Platinum, MVP and Engagement Winners for the month of October. [Click here](#) to see the full list of winners.

Don't forget about the Transitions<sup>®</sup> Eye-land Getaway. The highest Transitions<sup>®</sup> seller in each division, who is actively participating in The Optical Dream<sup>SM</sup>3, will win a trip to Key West! Click the graphic to begin the short training.



How else can you win? Just keep playing the Optical Dream<sup>SM</sup> for a special bonus from Safilo! Watch this [short video](#) to learn more.

THE OPTICAL DREAM<sup>SM</sup>  
POWERED BY VISION SOURCE<sup>®</sup>

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## Breaking News

### Live Brightly.® Give Brightly. CooperVision-inspired Campaign to Start

CooperVision is helping Vision Source® in its Optometry Giving Sight Million Dollar campaign by creating a way to help patients participate, too. It takes just 60 seconds. Patients visit [givebrightly.com](http://givebrightly.com) and play a short, five-question game, which will teach them some surprising facts about eye health. Their participation will earn them five points worth \$5, which CooperVision will donate to Optometry Giving Sight. Through this program, CooperVision will donate up to \$20,000.

Remember that patients can also apply some or all of their rebate earnings from CooperVision-brand purchases as donations to Optometry Giving Sight. Look for a free marketing kit with everything you need to communicate this fun, meaningful opportunity to patients—in your office, online or by mail.

Read more [here](#) or link to the video [here](#).



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### Coordinated Care Relationship Announced

This week, Vision Source® announced its first arrangement with a community-based health group, the Health Council of East Central Florida. Here is the [press release](#) and an [Orlando Sentinel story](#).

## The ICD-10 Mailbag

### Coding for Dry Eye in ICD-10

Several doctors and billers have asked how to properly code for dry eye in ICD-10, because some have had a hard time converting the ICD-9 code in their EHR systems. There are some options for dry eye codes in the disorders of lacrimal system category (H04-) and the keratitis category (H16-), which are listed below (note that non-billable codes are grayed out). Part of the problem with locating a code is that there was no dry eye code in ICD-9, so most of us used:

375.15 Tear film insufficiency, unspecified

That code converts to the ICD-10 codes:

H04.121 ... Dry eye syndrome of right lacrimal gland



### ICD-10 Quick Reference

[Coding for dry eye](#)

[Coding for Glaucoma suspects](#)



H04.122 ... Dry eye syndrome of left lacrimal gland  
H04.123 ... Dry eye syndrome of bilateral lacrimal glands

But a more accurate set of codes for Dry Eye in ICD-10 may be:

H16.221 ... Keratoconjunctivitis sicca, not specified as Sjögren's right eye  
H16.222 ... Keratoconjunctivitis sicca, not specified as Sjögren's left eye  
H16.223 ... Keratoconjunctivitis sicca, not specified as Sjögren's bilateral

#### Notes:

- There were no "pure" dry eye codes in ICD-9 and there are none in ICD-10 either.
- Remember that ICD-10 is actually more than 20 years old (having been first published in 1993). Since that time, much has changed in our knowledge and treatment of dry eye.

Please keep sending your coding questions to Dr. Cass at [icd10@visionsource.com](mailto:icd10@visionsource.com), and we will address the best in the next issue of the Gazette.

## Fresh Day® and Fresh 30® Success Stories

### Take Fresh Day® for a Test Drive

**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. I can wear this lens 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 never been comfortable in a toric, and this lens truly doesn't feel like a toric at all. The material really is that comfortable, and the optics are that good."



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### Freshen up Your Fresh Day®/Fresh 30® Marketing

CooperVision has introduced two new free marketing tools for the Vision Source® proprietary contact lens family of Fresh Day® and Fresh 30®: a series of colorful posters and a video comparing the Fresh Day®/Fresh 30® experience to the fresh fare you find at a farmer's market.

[Click here](#) to view the posters, then contact your CooperVision representative to order for your office. [Here's the video](#) that you can post on your website or social media pages.

## Words from our Vendors

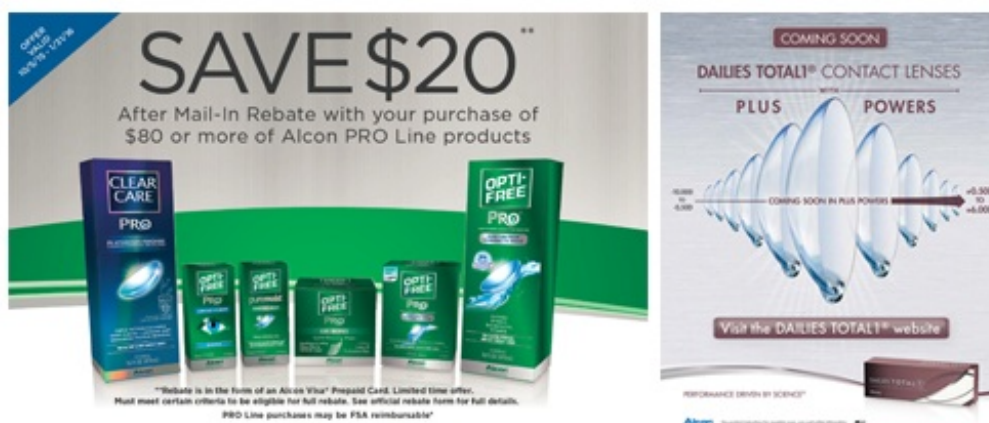
In this section, you will find the latest offers and promotions from Vision Source® vendors. For more details, log in at [visionsource.com](http://visionsource.com) and view the vendor book.

## Best Practices Recognition Program—a CooperVision Initiative

It's a new movement that honors what eye care practices do best. Please tell CooperVision representative about what you are doing with innovation, professional leadership, patient care, or just your individuality that sets your practice apart. For more information and to submit today for a chance to be named one of the 2015 Best Practices visit [eyecarebestpractices.com](http://eyecarebestpractices.com). Deadline to submit is Nov. 23, 2015.

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## Alcon: PROLine Rebate and DAILIES® TOTAL1 Plus Powers Coming



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## New Pro Omega 2000: Compliance Just Got Easier

Nordic Natural's new Pro Omega 2000 offers the highest triglyceride form concentrate available. Just two soft gels deliver 2000 mg of combined EPA and DHA, which seems to be the "magic number" for dry eye practices.

Call 800-662-2544x1 to order today. Visit Nordic Natural's page in the Vision Source® vendor book for more information on Vision Source® exclusive discounts.

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Call 800-969-3666 or visit [trizettoprovider.com/request-demo](https://trizettoprovider.com/request-demo).



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

### Practice Development



#### Trusted Colleague Nets Efficiencies Through Outsourcing

This is the 35th 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 **Ian Buchli, OD**, with three offices in Georgia, who explains how outsourcing his medical insurance collections has paid off in unexpected ways. [Click here](#) to read the story.

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#### Helping a Patient Through a Long Drive

##### *Travel plans demanded some quick action*



"I demonstrated to a patient how an increase in myopia would sharpen his distance vision while wearing his monovision gas perm contact lenses. He was excited about the clearer vision since he was driving to Canada in a few days and the better vision would help with the long drive. The lens arrived, and the patient picked it up on his way home from work. He called me at 7:30 a.m. the next



**Office manager Kim Yeckel and Dr. Strain**

morning to say that we ordered the old power for his contact lens.

He was leaving for Canada about 24 hours later. I called the local lab and asked if it could make remake the lens that same day. It did. The office manager volunteered to pick up the lens early the next morning when the lab opened and had it at the office by 9 a.m. The patient picked up the lens, and then started his drive to Canada. Five hours later, the patient called to thank me for the exceptional service he received. He said the trip was so much more enjoyable since his vision was clear. It made me very proud of my staff!"

– **Joann Strain, OD**, Vision Source® South Hills

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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## The Digital Edition of Vision Source® OD and *The Insider* Are Here

[Click here](#) to read the most recent edition of Vision Source® OD and *The Insider*.

## Marketing



### New Social Media Graphics Available in the Marketing Toolkit

Be sure to visit the Marketing Toolkit regularly to source new and complimentary Vision Source® content for your social media pages. Look for new Diabetes Awareness graphics and cover photos for November and several more graphics for the holiday season. [Click here](#) to browse the growing graphic library.



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### Your 4Q Marketing Plan Is a Click Away

The fourth quarter is the time to remind current and prospective patients with Flexible Spending Accounts to use their benefits for eyewear and eye care before Dec. 31. You'll find a complete package of marketing tools to encourage patients to *Use It. Don't Lose It.* in the Online Marketing Tool Kit inside the Vision Source® Member Intranet. These include:

- Postcards to mail to prospective patients in your neighborhood.
- Counter cards and posters to remind patients in your office to use their benefits to the fullest.
- A retractable banner that lets you go big with your message in the office. They're also perfect for health fairs.

[Click here](#) to browse all that's available and to place your order.



## 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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