



VISION SOURCE[®]

SIGNATURE EYE CARE

Gazette

Issue 63

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Top Story

Diabetes Awareness Month: Make It a Goal



November is Diabetes Awareness Month—and while that is an important and worthy public education campaign, I also want to emphasize the importance of diabetes awareness and protocols for practice among practitioners. For Vision Source[®], it takes on particular importance as our doctors and administrators are working to secure more collaborative care arrangements. This is especially

interesting since Vision Source[®] members will care for and treat nearly 2 million diabetics in 2015. Being able to show these provider and payor networks that our doctors understand and are compliant with the best strategies in management of diabetic patients is key.

As you are all aware, the two-hour CE, *Diabetes Mellitus BrainStream Practice Protocol*, which covers management of patients with diabetes, remains online, and we encourage every



Vision Source[®] doctor to complete the program and pass the online test. [Click here](#) for full details. Special thank you to Optos, Regeneron and Optovue for sponsoring this program. If you want to help us make a difference in the health of America, please take the course and encourage everyone in your market to do the same. There is no better way to set our network apart with respect to explaining why Vision Source[®] represents the preferred solution during discussions with healthcare delivery systems in your community.

Also, as a reminder, Regeneron has created a new program called *Collective Focus: Focusing on the vision of patients with diabetes*. The program is designed to encourage patients to receive annual, comprehensive dilated eye exams, and to seek treatment for diabetic eye disease, if required, and support ODs providing the service. For more information, visit mycollectivefocus.com.

Other organizations, such as the [American Diabetes Association](#) and the [American Optometric Association](#), also have created a wealth of consumer-facing materials to help you spread the word about diabetes and eye health in your communities.

Take the time as we approach this holiday season to enjoy time with your families, take care of yourselves, as well as your patients. We at Vision Source[®] are

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

grateful to serve and thankful for the commitment and professionalism you bring to optometry.

Be well,
Jim Greenwood
President & CEO
Vision Source®



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®



Three Ways to Win

1. Get ready for the holidays with the December Giveaway from Essilor! It's as easy as 1, 2, 3...



2. Keep playing the Optical DreamSM for a special bonus from Safilo. For every pair of Safilo frames you sell as part of a multiple pair, you'll receive 2 bonus points! Watch the video [here](#).

3. Need a vacation? The highest Transitions® seller in each division who is actively participating in The Optical DreamSM will win a trip to Key West! Click the graphic to begin the short training.



Breaking News

Don't Wait! Register Now for the 2016 Exchange®



Although registration for the 2016 Exchange® in San Antonio has been open for just over 3 weeks, we're already pacing ahead of registration for the 2015 Exchange® and its record attendance. To ensure your choice of hotel rooms, be sure to register now at VSTheExchange.com and enjoy all of this and more:

- Opening night party starring ZZ Top, Wednesday, March 16
- Keynote Addresses from Dave Ridley (Southwest Airlines) and legendary coaches Lou Holtz and Bobby Knight
- Free CE – 11 hours for ODs and 7 hours for staff
- The Exchange®-only show specials in the Exhibit Hall
- Networking with colleagues from across the country



And don't forget all the activities surrounding The Exchange® in beautiful San Antonio. Come early. Stay late. But be there March 16-19, 2016.

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!



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Vision Source® Foundation Efforts

The Vision Source® Foundation steps in to help Vision Source® doctors and their families in times of unimaginable challenge. It has had two such events recently. Last week, Kansas administrator **Mark Bettencourt, OD**, passed away after a car accident. The Vision Source® Foundation has provided financial support to Mark's wife. If you would like to make a donation to the Foundation in memory of Mark, in lieu of flowers, etc., the Foundation will acknowledge your gift with a card to Mark's wife.





The foundation—and the middle Tennessee member doctors—have also stepped out to help another Vision Source® member, **Jenny Drake, OD**, who went into premature labor during a flight to the U.S. The plane was diverted to Dublin, Ireland, where baby Zoe was born. The Vision Source Foundation has helped, and area doctors are filling in for her in her office, volunteering their services so that her patients can be seen and her staff can stay employed. A [gofundme account](#) has been set up to help the family cover medical and living expenses.

If you would like to make a continuing or one-time donation to the Vision Source® Foundation, you can [use this form](#).

The ICD-10 Mailbag

Coding for Lid Disease in ICD-10

Meibomian gland disease (MGD) and blepharitis can be difficult to code in ICD-10. MGD is difficult due to the fact that there are no specific codes for it in ICD-10. The most appropriate codes would include:

H01.8 ... Other specified inflammations of eyelid
OR
H02.89 ... Other specified disorders of eyelid



ICD-10 Quick Reference

[Coding for dry eye](#)

[Coding for glaucoma suspects](#)

[Coding for lid disease](#)

While neither specifically describes MGD, both are reasonable choices.

Notes on MGD:

- Both of the codes listed above are "other" codes. "Other" is usually a better choice than "unspecified"
- Because ICD-10 is actually more than 20 years old (having first been published in 1993), much has changed in our knowledge and treatment of MGD and dry eye.

Also frustrating are the codes for blepharitis, partly because there is no specific code and partly because there are no bilateral codes. The codes for blepharitis include:

H01.001 ... right upper eyelid
H01.002 ... right lower eyelid
H01.003 ... right eye, unspecified eyelid
H01.004 ... left upper eyelid
H01.005 ... left lower eyelid
H01.006 ... left eye, unspecified eyelid
H01.009 ... unspecified eye, unspecified eyelid

Notes on blepharitis:

- There is really no way to code for all 4 lids without using 4 separate codes
- "Other" is usually a better choice than "unspecified," but in this case "unspecified" is the best option

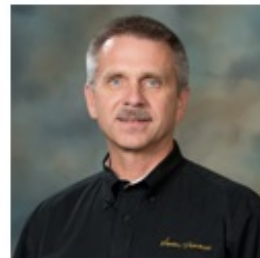
Please keep sending your coding questions to Dr. Cass at icd10@visionsource.com, and we will address the best in the next issue of the Gazette.

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.

Truclear Back Order Issues Nearly Resolved

Essilor has made great progress on Truclear backorders. Here's the [latest update](#).

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Transworld Systems Can Help With Your A/R

Transworld Systems offers solutions to take the headaches out of your accounts receivables process so you can take care of your patients.

Let's **INCREASE** your **CASH FLOW** before the end of the year
With Transworld Systems Inc!

We offer diplomatic 1st party and 3rd party solutions that take the headache out of your A/R process and help you get back to what's important; taking care of your patients and running your practice.

- Saves the frustration of administering recovery efforts in-house.
- Increases your cash flow.
- Maintains positive patient relationships.

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Visit
**TRANSWORLD
SYSTEMS INC**
Vendor Page
for Details

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PFO Global Announces Year-end Blowout

PFO Global is introducing its newest generation of UVA, UVB and HEV protection technology lens, VITARIS™ to Vision Source® members at tremendous year-end pricing. [Click here](#) for more details.



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Getwell Releases a Free and Simple EHR for ODs



Getwell uses state-of-the-art technology to keep you and your practice safe, compliant, and profitable. There's no training necessary, and you can make ICD-9 to ICD-10 conversion with one click. The system is meaningful use certified. [Click here](#) to log onto the interactive demo.

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Introducing New Vendor Wells Fargo Practice Finance

Wells Fargo Practice Finance helps optometrists start, grow, and transition their practices with specialized financing, plus planning resources and professional support to help navigate the path. A leading specialty health care lender with more than 25 years of healthcare experience, it understands the business of growing successful practices and can help practitioners achieve their goals. Visit the Wells Fargo Practice Finance vendor page or [click here](#) for more information.



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Holiday Savings from Marcolin

Marcolin is offering special promotions to Vision Source® members who purchase Robert Cavalli, Tom Ford Eyewear, Ermenegildo Zegna or Balenciaga frames between now and the end of the year. Details are in the vendor book.

MARCOLIN

roberto cavalli
Purchase 18 pieces of Roberto Cavalli and receive a Roberto Cavalli Scarf

TOM FORD EYEWEAR
Purchase 7 Tom Ford Sunglasses, including frames selected for 007 Spectre, and receive: \$25 Fandango gift card to see the movie and Tom Ford USB with download of 007 SPECTRE Trailer

Ermenegildo Zegna
Buy 15 pieces of Zegna and receive a Zegna tie (\$205 Retail)

BALENCIAGA
Buy 18 pieces of Balenciaga and receive a Balenciaga bracelet
Or
Buy 40 or more pieces of Balenciaga and receive a Balenciaga handbag

Details:
• valid only 12/1/2013-12/31/2013
• Must include a minimum 15 pieces from eligible brand to receive branded gift
• Gift-gate network, while supplies last, while inventory, substitutions may apply
• Cannot be combined with any other program
• Receipt must be in good credit standing
• Not for return or exchange

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Eyefinity Offers Vision Source® a Limited-time Offer

New Eyefinity customers* can get 50 percent off activation fees on the purchase of Eyefinity EHR, along with no implementation fees and one free iPad.

Existing OfficeMate® and ExamWRITER® customers* can earn 100 percent off activation and implementation fees on the purchase of Eyefinity EHR, plus one free iPad.

*This offer is valid to current members of Vision Source® from Nov. 2, 2015 - Dec. 31, 2015 on the purchase of Eyefinity EHR. Discount applies to upfront fees for two doctors and the first location per account. [Click here](#) for more details; other restrictions may apply. iPad is a trademark of Apple, Inc. registered in the U.S. and other countries. Apple is not a participant in or sponsor of this promotion.

Around Vision Source®

Practice Development

Welcome New Vision Source® Members: New Member Spotlight

Vision Source® continually attracts doctors to become members. In this space, we will spotlight recent new members and their decisions for joining the network.

The first New Member Spotlight features **Stephanie Johnson-Brown, OD**, of Chicago, Illinois.



Continuing the legacy started by her father, the late **Robert L. Johnson, MS, OD, FCOVD**, Dr. Johnson-Brown is the executive director of Plano Child Development Center (PLANO), a not-for-profit optometric center dedicated to providing vision service to under privileged children who can benefit from vision education and the identification, evaluation and vision therapy treatment of their vision development problems.

As networks narrow in the state of Illinois for managed Medicaid plans, Dr. Johnson-Brown, immediate past president of the National Optometric Association, sought a way to stay on target with her goal of reaching \$1 million in gross revenue in her private practice, Plano Optometrics. She felt Vision Source® with its emphasis on community service was a medium to help her get there. Vision Source® offered a practice management strategy to remain profitable in the current and future health care climate, while continuing to serve her lower-income communities.

"My dad started PLANO to provide vision service so that people who couldn't afford vision therapy would have an opportunity to receive it," Dr. Johnson-Brown says. "I hope the practice will continue to serve the community and be a model for new practitioners demonstrating success while serving patients of all cultures and socioeconomic levels." Visit planovision.org for additional information about PLANO or to make a donation to the center during this season of giving.

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Trusting in a Gold Standard Referral

It's nice to have the trusted referral network of Vision Source® colleagues.

"I had a patient traveling in Florida who called me because she was seeing flashes and floaters. I was new to Vision Source® at the time and very thankful that I had a network in which to search to find a trusted doctor to see her. The Vision Source® doctor took great care of the patient and she is doing fine. I found such comfort in using the Vision Source® network for patients who are moving or having eye trouble when out of town, and have used it many times

since."



– **Dawn Wattenhofer, OD**, Vision Source® Specialists in Rapid City, Philip and Hot Springs, South Dakota

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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Expanding Scope Means Expanding Services

This is the 36th 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 **Jeff Anastasio, OD**, of Covington, Louisiana, who details his practice's journey to increasing the scope of care that his patients receive. [Click here](#) to read the story.

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Avoidable HIPAA Violations

At \$50,000 for a HIPAA fine, here are [8 common mistakes](#) you cannot afford to make.

Marketing



There's Still Time to Order 4th Quarter Marketing Tools

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.

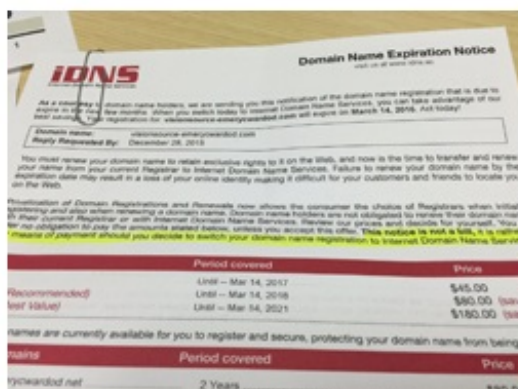
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Holiday Marketing Tools Available

Be sure to visit the Marketing Toolkit regularly to source new and complimentary Vision Source® content for your social media pages. Look for new Thanksgiving and Black Friday graphics and cover photos. [Click here](#) to browse the growing graphic library.



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Digital Marketing: Beware of iDNS Scam

Have you received a renewal notice from iDNS? If so, it's a scam. It might look like an invoice, but notice the words, highlighted here: This Is Not An Invoice. All website addresses with "visionsource" in the url, i.e. visionsource-yourpracticename.com are maintained and renewed by the Member Support Center at **no cost to the members**.

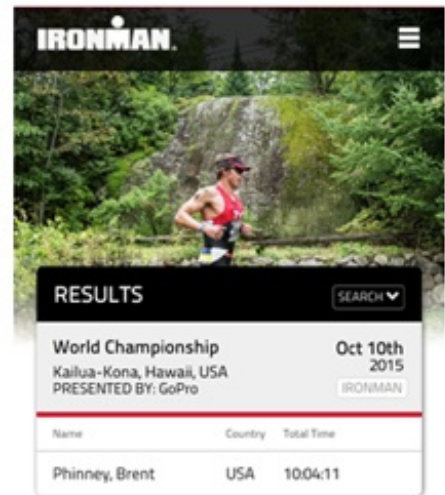
Vision Source® Member News

Recognitions

Jerry Wassel, OD, of Jarrettsville, Maryland, [talks about the diagnostic technology](#) such as OCT and optomaps that

let ODs assess eye health.

Congratulations to **Brent Phinney, OD**, of Windsor, Colorado, who completed a Hawaii Ironman competition in 10:04:11.



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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