



VISION SOURCE[®] SIGNATURE EYE CARE[™] Gazette

Issue 65

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

Top Story

Reflecting, But Not Resting

It has been a tremendous year for Vision Source[®] and its members. The two go hand-in-hand, of course. Vision Source[®] as an organization would not have seen the kind of growth and success this past year if it weren't for the diligence, the experience and the expertise of our members.



In a nutshell, here are some of the elements that have made 2015 the best year in the nearly 25 years of Vision Source[®] history.

- The Exchange[®] in Phoenix drew a record attendance with 3,400 attendees, including 1,400 Vision Source[®] doctors, 300 first-time attendees and more than 200 vendors.

- At The Exchange[®], I challenged us to commit deeply to Optometry Giving Sight, setting \$1 million as a goal in corporate, doctor and patient donations. We aren't quite there yet, but with your help, we can make it. Please consider becoming a monthly

supporter for just dollars per day and/or making a generous end-of-

OPTOMETRYGIVINGSIGHT
Transforming lives through the gift of vision

the-year donation to enable a timely launch and support of the optometry school in Haiti and, in doing so, provide self-sustaining refractive eye care in this desperately underserved nation. [Click here](#) to make your donation to the Vision Source[®] effort and support the great work of Optometry Giving Sight.

- Vision Source[®] experienced record growth. On average, we had nearly one new member practice join the network each day. 2015 will be the single largest year of external growth in our history.

- Vision Source[®] practices have enjoyed extremely strong year-over-year organic growth. Doctors have told us—and the data has borne it out—that practices participating in The Optical DreamSM grew at a significant rate compared to prior years and to those that did not participate.

- We forged new relationships. The partnership with Essilor of America is an obvious example that will position us for a stronger future. But across the country, Vision Source[®] practices entered into collaborative care agreements

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.



ICD-10 Quick Reference

[Coding for dry eye](#)

[Coding for glaucoma suspects](#)

[Coding for lid disease](#)

[Coding for retinal disease](#)

with integrated health systems, physician groups and insurers. Many of these arrangements have come to fruition, and there are about 100 in the pipeline.

- The new landscape creates some new requirements, and Vision Source® has stepped in to help bridge gaps. The Diabetes Protocol program, for example, through which members can earn CE credit (see clarification below), was created to help Vision Source® members develop a high level of consistent care for their patients with diabetes, as well as communicate that care to the primary care community. This unique certification keeps Vision Source® members well ahead of other ECPs and alliances in the minds of ACOs and integrated health care systems as they consider partnering with Vision Source® members.

Upon reflection, it has, indeed, been a very good year. However, we won't rest. We added to a strong foundation in 2015, and in 2016, our 25th anniversary year, we plan to do much more. We appreciate each and every member and staff member in the Vision Source® family, and behalf of everyone here at The Vision Source® Member Support Center, Happy Holidays and Happy New Year, and we thank you for your membership.

Be well,
Jim Greenwood
 President & CEO
 Vision Source®



The Optical DreamSM Powered by Vision Source®



Congratulations to the Grand Prize Front-runners

As a thank you to everyone participating in The Optical DreamSM this year, we're naming five Vision Source® practices The Optical DreamSM Grand Prize Winners of 2015. The practice with the most points in its division at the end of the year will receive a 0.25% reduction in its monthly royalty fee percentage for 2016 and a trip for two to Paris, France, for an employee. [Click here](#) for more information and to view the current rankings of the top five practices in each division.

Only the top team in each division will win, so remember to keep entering points this month.

The Optical Dream SM Grand Prize Front-Runners - 2015		
MA's division		
1st	Midwest Eye Associates, Inc.	1,815
2nd	Infinity Vision Associates, PLLC	1,636
3rd	Eaton Optometric Group, Inc.	1,539
4th	Lover's Crystal Clear Eye Care, PLLC	1,526
5th	Future Vision Optometry	1,518
DE's division		
1st	West Valley Vision Source	3,048
2nd	Main Street Optometry, Inc.	2,706
3rd	Richard K. Bartlett, O.D., P.A. - Planet Eyewear	2,660
4th	Platinum Eye Care, L.L.C.	2,192
5th	Kensmore Eye Care, Inc.	2,086
MI's division		
1st	Patrick Del Vecchio, P.A.	3,762
2nd	Vision Clinic - Nixa	3,722
3rd	Optix EyeCare & Gallery	3,607
4th	Pacific Eye Care Optometry	3,506
5th	Shannon Vision Care	3,134

Didn't quite make the list? It's not too late! Here's how you can increase your sales and earn more points:

1. Create a Holiday Marketing Plan

The holiday shopping season is here, college students are coming home, and many patients need to spend their remaining Flex Spending Account (FSA) dollars before the end of the year. [Click here](#) to begin your Holiday Marketing Plan training to learn how you can maintain productivity and boost sales during the holidays.

2. Take advantage of new Holiday Marketing Tools

Be sure to check out the Holiday Marketing Tools [here](#) for flyers and gift certificates as well as holiday and FSA social media graphics.

3. Keep playing The Optical DreamSM

This month, keep earning bonus points from Safilo and be sure to register for the [Essilor Holiday Giveaway](#), Transitions[®] Eye-land Getaway, and the Transitions[®] Single Vision Lens Rebate. [Click here](#) to get started.

If you have any questions or need your Vision Source[®] Practice ID, call the Member Support Center at 888-588-2020.

Breaking News

Win a Ford Mustang at The Exchange[®]

As if there weren't enough reasons to attend the Vision Source[®] 2016 Exchange[®] in San Antonio, there's now one more: one Vision Source[®] doctor will win a 2016 Ford Mustang GT! That's right, one doctor's name from those attending will be chosen during the final exhibit hall session on Saturday, March 19, to win a Ford Mustang.



It's the grand finale to four extraordinary days that include:

- Opening night performance by ZZ Top
- 11 Hours of free CE for doctors
- Huge exhibit hall with show specials only during The Exchange[®]
- Networking with colleagues from across the country
- 3 keynote speakers
- All the family fun available in San Antonio

Picture for representation only. Actual car may vary. Winner will be drawn from Vision Source[®] member doctors registered and in attendance at the 2016 Exchange[®], March 16-19, 2016. Must be present at the exhibit hall session, Saturday, March 19, to win. Winner responsible for all taxes and fees.

Make your plans now to attend the 2016 Exchange[®], March 16-19, 2016, in San Antonio. [Click here](#) to register.

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FedEx Office Now Exclusive Provider for Marketing Toolkit



Effective January 1, 2016, FedEx Office will be the exclusive provider for the Vision Source[®] Online Marketing Toolkit. FedEx will commit extraordinary resources to support the Marketing Toolkit by educating its field sales team on the uses of the toolkit, supporting local VSR and regional doctor meetings and being a major presence at the 2016 Exchange[®]. Office Depot will continue to be an approved vendor for office supplies, but it will no longer be a provider for the Marketing Toolkit.

[Click here](#) to visit the Vision Source[®] Online Marketing Toolkit.

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Pay Your Membership Online

You can now pay your Vision Source® membership online. More than 250 members have already submitted their royalty payments online. Here's what they have to say.

"The new online royalty reporting and payment processing tool is convenient and easy to use. It combines two steps into one and saves me time by allowing me to both report my monthly royalty payment and make the payment all from the same screen. I like the feature that allowed me to save my payment information, so that the next time I need to make a royalty payment, the payment method does not have to be reentered. I am looking forward to the future enhancement that will allow me to pay online using the rebates that are owed to me." – **Jason Dobson, OD**

"I love the new reporting system. It is very easy and user friendly, report and pay, done!" – **Frances Bynum, OD**

[Click here](#) for FAQs or click on the image for a short message from **Dr. Walt West**.

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Vision Source® Announces Relationship with Central Ohio Primary Care

Vision Source® announced last week that it has entered into a relationship with Central Ohio Primary Care (COPC) to provide eye health and vision services to its patient base. This collaboration will deliver improved outcomes for the patients of both organizations. COPC is the nation's largest physician-owned primary care medical group, with more than 300 providers and 55 locations in central Ohio. The organization has been voted Columbus CEO Best Medical Practice (General Practice) for the past two years, and its network includes 52 physicians recently named some of the "Best Doctors in America" by Best Doctors, Inc.

Read the entire press release issued Dec. 11 [here](#).

Fresh Day® and Fresh 30® Success Stories

See How Fresh 30® Is Having an Impact

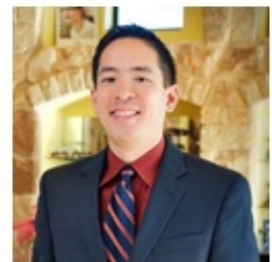
"My patients love Fresh 30®."

– **Oliver Lou, OD**, Vision Source® – Signature Eye Care, Cedar Park, Texas



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. Lou 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.

Alcon Adds End-of-year Incentive

Get a 15 percent incentive on earned payments* by growing sales by 15 percent for December 2015 versus December 2014. Stay tuned for extended program details.

*To qualify, account must have had positive sales in December, 2014 and be earning a rebate under the current terms and conditions of the program.



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Eyes On Hold Year-end Promotion Ends Dec. 31

*Free service through February and a \$100 Gift Card!**



Eyes On Hold develops custom phone on-hold message campaigns designed to build image and prestige for Vision Source® practices. Create meaningful, engaged patient relationships with effective phone on-hold messaging. During hold times, why not make a great impression on your patients? All-inclusive services are offered including playback equipment, updates when needed, custom script development and music licensing protection. A discounted \$39 per month rate is offered in the flexibility of a cancel-at-anytime agreement. Call 877-899-2020 and mention Vision Source® or visit eyesonhold.com.

*\$100 gift cards ship Jan. 3, 2016

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Mondottica Introduces Petite Collection

Mondottica introduces Bloom Optics, a petite collection. Learn more about the collection and Mondottica's special offers for Vision Source® practices.



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Our optician, **Amanda Kirsch**, was glad to help our visitor. He explained in the thank-you card that he later wrote to



(l-r): Kim Socolovitch, Amanda Kirsch, Dr. Robert Merrick

her, "Amanda promptly and expertly repaired my glasses and answered all of my 'tourist' questions. Where was Walmart, Subway, a store for postcards and the post office?" He went on to explain that he enjoys his trips and taking numerous photographs but the older he gets the more he worries and gets anxious when things don't go right—like having a lens fall out of his frame. Amanda took care of his problem and helped



him have an enjoyable trip. He appreciated her service and especially her kindness.

Amanda demonstrated to our new friend what Vision Source® really represents to all of our patients. That we are welcoming, kind, respectful and skillful."

– **Kim Socolovitch**, Office Manager, Vision Source®, Cheboygan, Michigan

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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End the Day With a Huddle

This is the 38th 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 **Dr. Chris Vincent** of Austin, Texas, who tells how an afternoon huddle with his staff helps his practice deliver Gold Standard service. [Click here](#) to read his story.

Did You Miss The Story with Drs. Jarod and Amanda Wood?

Some readers had trouble accessing the most recent Trusted Colleague installment with **Drs. Jarod and Amanda Wood** of Iowa Falls, Iowa, who share their story of delivering big-time service—and thriving—in a town of 5,000. [Click here](#) to read their story.

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CE Credit Clarification

There has been some confusion about where to send Diabetes Protocol Program course completion documents for CE credit recognition. For clarification, with successful program completion the following two documents are issued.

1. Vision Source® certificate of course completion: This document is provided by Vision Source®, recognizing individuals who have successfully completed the BrainStream Diabetes Practice Protocol Program.

2. Continuing education credit certification documentation: This documentation is provided from the University of Houston College of Optometry (UHCO). The UHCO assumes responsibility for validating COPE CE test requirement fulfillment, and when achieved sends the participant a letter certifying course completion. Printed on UHCO letterhead, this letter is the official course completion document to be used for providing CE credit certification evidence to entities requiring proof (e.g.: ARBO, State Boards of Optometry). [Click here](#) for more details.

Marketing

New Year, New Social Media Graphics

Visit the Marketing Toolkit for free social media graphics and cover photos to share this holiday season, including some for the New Year. Look for new January eye health awareness graphics coming soon. [Click here](#) to check out our growing library.

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Kick Off Your 2016 Marketing With the Marketing Toolkit

In the new year, many of your patients get new benefits through their vision or medical insurance plans. Also, patients with Flex Spending Accounts get their accounts "recharged" for the year. It's a great time to remind them to use those benefits for eye care and eyewear with the tools available through the Vision Source® Marketing Toolkit.

Just log on the [member intranet](#) and from the navigation bar, choose **Resources > Marketing > Marketing Kit**. Then click on Marketing Package, choose your office branding preference (Full/Partial), then click on Year End to browse and order.



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Marketing Toolkit Makes Year-end Benefits Reminders Easy

"We ordered the countertop marketing cards encouraging patients to use their benefits before they expire at the end of the year. The process was quick and easy and it allowed me up customize the product with my own logo and office information. They shipped to my office and were very competitively priced. I think the marketing toolkit has some great products that everyone could use. Vision Source® has created some great designs and documents to help promote our business and increase our professionalism. I highly encourage all members to check out the toolkit and see what would work in their practice."

– Jonathan Cargo, OD, of Irving, Texas

Recognitions

Congratulations, Dr. Deviney

Jason Deviney, OD, at Vision Source® - Olmos Park in San Antonio, Texas, has been named one of the finalists for Best in Patient Experience in the new Transitions Innovation Awards program. The program recognizes innovative efforts to support the Transitions brand over the past year. The winners will be announced during Transitions Academy 2016.



Today Is Deadline for Opticians Association of America Nominations

The Opticians Association of America (OAA) is now accepting nominations for the 2016 State Leader and State Website of the Year award. Winners will be honored during the 2016 Opticians Association of America's State Leadership Conference taking place in San Antonio, Texas, from Jan. 21 Jan. 23, 2016.

Click the links below to download each nomination form.

- [2016 State Leader of the Year Award](#)
- [2016 State Association Website of the Year](#)

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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