



# Vision Source® Gazette

Issue 7

September 6, 2013

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888-558-2020 or  
[contactus@visionsource.com](mailto:contactus@visionsource.com)

## Top Story

### The Network in Action

To begin with, one of the things I really enjoy about my role is spending time throughout the country visiting with our members and administrators. While traveling through the upper Midwest with Regional Director **Dave Edler** last week, I was able to meet with a number of folks, including **Vic Connors, OD**, and a gathering of his members in Madison, Wis.; **Jack Gardner, OD**; and a couple of prospective members in Chicago. While driving between these two cities we visited with other members along the way.

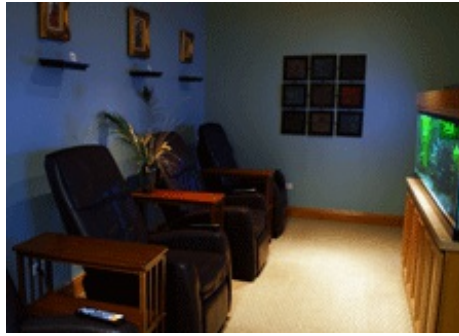


One of the practices Dave and I visited was the winner of the Vision Source® Brand Champion award at the 2012 annual meeting (now The Exchange) in Orlando. **Brent Gandolfi, OD**, and **Jeffrey Swafford, OD**, along with **Krystal Patterson**, their executive manager and VSR co-facilitator, introduced us to their amazing practice in Gurnee, Ill., in an extremely warm and welcoming manner.



(l-r): Dr. Jeffrey Swafford, Krystal Patterson and Dr. Brent Gandolfi of My Eye Xpert with David Edler and Jim Greenwood.

I was so impressed by their attention to detail and creative ideas for connecting with their patients, both in person and through social media. These members are a prime example of seeking continuous improvement and building deep and lasting relationships with their patients. From actively serving in the community to launching innovative social media contests, this team knows how to have fun and successfully grow a vibrant practice. The practice's mission statement—*Building the best relationships through exceptional care and cutting edge technology*—is used as a filter for all important decisions. The group is now beginning to measure its patient experience using the Net Promoter System, and I have a feeling that its Net Promoter Score will be among the highest in the entire Vision Source® organization.



One of the many tools the doctors and staff use to create a raving fan with each patient encounter is subtle but absolutely brilliant. There is a small section of the clinic that can serve either for regular patient flow or as an additional patient reception area. Leather chairs with built-in massaging action, a fish tank with gold, black and many other colorful fish and dim lighting create a soothing and relaxing

atmosphere. So instead of making patients angry if there are unexpected delays, the use of these chairs results in many patients hoping for extended delays. I can only imagine the conversations that take place at high school events, church gatherings and parties when a patient of this practice explains to his or her friends that they can enjoy a free massage while they wait for their comprehensive eye examination at Vision Source® – My EyeXpert!

Be well,

**Jim Greenwood**, Vision Source® President and CEO

## Breaking News

### Vision Source® Reception at EastWest Eye Conference

Join your Vision Source® colleagues and friends while enjoying cocktails, music and appetizers at the Fahrenheit Tremont immediately following the EastWest Eye Conference in Cleveland on Friday, Oct. 4, from 6 p.m. to 10 p.m.

A complimentary shuttle service for Vision Source® guests is available.

- From the Exhibit Hall, St. Clair Avenue entrance to Fahrenheit at 6 p.m.
- Return shuttles are available from Fahrenheit to the Rock & Roll Hall of Fame at 8:30 p.m. and from Fahrenheit to the parking garage on Lakeside Avenue at 10 p.m.

This event is being sponsored by Vision Source® vendors, Alcon and Essilor.

Please [click here](#) to RSVP by Sept. 20.

### Refer-A-Friend is Back

The Refer-A-Friend program that rewards member doctors who refer a colleague to the Vision Source® network is back, according to **Bret Davis**, vice president of business development. "We've heard from many members who wanted to participate but were unable to make the previous cutoff date," Davis says. Under the new program, members have until Dec. 31, 2013, to make a referral, and the new member must join by April 30, 2014.



"Members are our best ambassadors," Davis says. "Not only are they passionate about Vision Source®, they also recognize who among their network of friends, classmates and colleagues are ethically aligned with our mission to preserve private practice optometry."

To register or for more information, go to [referafriend.visionsource.com](http://referafriend.visionsource.com).

## Home Safety Month Material Available



October is Home Eye Safety Awareness Month. To help you inform your patients and your community of the need for protective eyewear when working in and around the home, Vision Source® has prepared the following for download:

- [8 1/2 x 11 Flyer \(.pdf file\)](#)
- [8 1/2 x 11 Flyer \(.doc file\)](#) – Click just below the logo to reveal a text box where you can add your practice information.
- [8 1/2 x 11 Flyer \(.jpg file\)](#)
- [News Release \(.doc file\)](#)

You can also order personalized counter cards and posters through FedEx Office or Office Depot.

**Demandforce Users:** This flyer is available in your portal under Templates from Partners called "Home Eye Safety – VS October Newsletter."

**Websystem3 Users:** Click "Campaigns" on the blue menu bar and then select "Prewritten Campaigns."

## Words from our Sponsors

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

### Register Now for CooperVision Webinar Sept. 10

CooperVision is hosting a webinar on Sept. 10 at 9 p.m., *Multifocal Success Strategies: Streamline Fits and Improve Profitability*, presented by Vision Source doctor **Kevin Reeder, OD**, of San Diego, Calif. Multifocal contact lenses are one of the faster-growing segments of the contact lens market. Learn how to leverage that trend. [Click here](#) for more information.



Also, remember to check the vendor book at [visionsource.com](http://visionsource.com) for exclusive year-end offers from CooperVision.

### Alden Optical Supports Cause



Alden Optical is donating \$25 to the World Sight Day Challenge for every pair of ASTERA Multifocal Torics ordered between Sept. 16 and Oct. 10. In addition, Vision Source® members receive exclusive pricing from Alden Optical. Experience a new level of performance in soft multifocal torics while supporting a great cause. Visit the vendor book on [visionsource.com](http://visionsource.com) for more information.

### Be Prepared

Does your practice have an AED in the facility? DXE



Medical Inc. is offering the ZOLL AED PLUS to Vision Source® members at a special rate. A victim's chance of survival after a sudden cardiac arrest decreases by 10 percent for every minute that passes without defibrillation. Protect your patients and your staff—as well as your practice. Visit [visionsource.com](http://visionsource.com) for more details.



## Double Your Rewards



There's still time to up your game and qualify for the Transitions® offer exclusive to Vision Source® members. The four top Transitions® growth offices in each Vision Source® region will "double their rewards" towards expenses for the 2014 Transitions® Academy at Walt Disney World. That means the 20 offices showing the greatest percentage growth in Transitions® sales from June through September 2013 can double their rewards to pay for registration, room nights and even airfare for themselves, an associate or a staff member.

Now in its 15th year, Transitions® Academy is one of the premier optical industry events. Attendees include top industry educators, prominent business

gurus from Covey to Gallup, representatives from major lens manufacturers, managed vision care plans and laboratories from all over North and South America. The 2014 Academy will be held Jan. 26-28 at the Contemporary Resort at Walt Disney World.



For more information on the promotion, [click here](#).

## September Bonus from TelScreen



TelScreen is offering Vision Source® members a bonus savings in addition to exclusive Vision Source® pricing on its digital imaging hardware and software. Bring high-technology visibility to your patients. TelScreen interfaces with most EHR systems, and the price includes installation and training. Visit the vendor book at [visionsource.com](http://visionsource.com) for more information.

## Rebates on the Way

In August, rebates from Opti-Free (Q2 2013), Essilor (Q1 & Q2, 2013), Definity (Q1 & Q2 2013) and Ciba (Alcon) (Q2

2013) arrived at the Vision Source® home office. These rebates will be distributed to members by Tuesday, Sept. 10. Vendors provide Vision Source® with the amount of the rebate for each member, so If you have questions regarding the amount of the rebate, please direct these questions to your vendor representative. Other questions may be directed to **Sonya Reed** ([sreed@visionsource.com](mailto:sreed@visionsource.com)) or **Angela Reamy** ([areamy@visionsource.com](mailto:areamy@visionsource.com)).

Remember that rebate checks are issued on the 10th of each month (or the following business day), and all rebates will be consolidated in one check. For any held rebates (e.g., due to delinquent accounts), release of held rebates (when appropriate) will take place within this same schedule.

## Check Your Savings

One Vision Source® practice wrote in: "My office just ordered some forms that we currently use in the practice (no, we're not completely paperless) from FedEx Office. The original quote was \$400. A month later, when my office manager checked back to see if we had received the Vision Source® discount, It was found that we had not. FedEx Office corrected it to \$175."

## Around Vision Source®

### Marketing

#### Learn What's In the Marketing Toolkit



An online tutorial, *Marketing Toolkit Contents and Best Practices: What marketing materials are available online today for your practice to leverage*, is available to access online at any time.

Download the recorded webinar [here](#).

#### Marketing Toolkit Testimonials

"Flushing Vision Source® has been delightfully surprised with the convenience, flexibility, availability of options and results using the online Marketing Toolkit and also, how responsive and immediate FedEx Office has delivered on the products at such a cost savings."

– **Michael Wallace, OD**, Flushing Vision Source® in Flushing, Mich.

"I really love the Marketing Toolkit. I had a Facebook account, but didn't really know what to post. The toolkit had ideas and themes for each month that look really professional. Everyone can use the marketing toolkit. I'm in a small town that is loyalty-based, and it helps me. I know it can be utilized in larger cities as well."

– **Melody Wright**, Marketing at Dr. Wright's Vision Source® in Seminole, Texas

## Gold Standards

*The Gold Standard* book inspires extraordinary care. How is that demonstrated in your office?

"I received a call from a classmate and fellow Vision Source® doctor in North Texas. One of his patients was in San Antonio on vacation and had called him to say that she was experiencing flashes. I told him to have her come in right away. We examined her and found that everything appeared to be fine, but I gave her my cell phone number and told her to call me anytime while she was in San Antonio if she had any more problems. Two days later, I called her to follow up and found out that she was doing fine. Just recently, we received a handwritten thank-you note saying "Thank you for the outstanding care you provided me while I was on vacation. I appreciate the care and concern that you showed me."

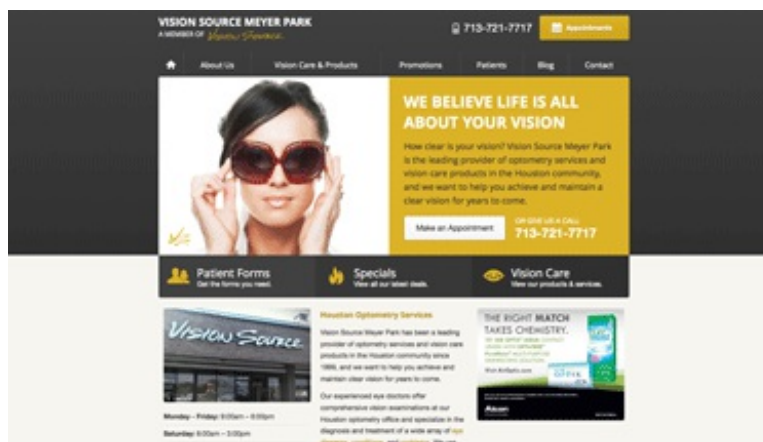


– **Jason Deviney, OD**, Vision Source® – Olmos Park in San Antonio, Texas

## Website Conversion Easy and Impressive

"I'm very pleased with both the website conversion process and my new website, [visionsource-meyerpark.com](http://visionsource-meyerpark.com). We spent less than an hour on the phone with Avelient, and the new website was up in three days. It was a total turnkey experience, and the new website is 100 percent better than my old one and offers much more of a 'Wow' factor for my patients."

– **Steven Lai, OD**, Vision Source® – Meyer Park in Houston, Texas



## Practice Development

### Spots Still Available for Great Metrics Challenge

If you haven't signed up yet, it's not too late to join us for the Great Metrics challenge in Dallas on Oct. 19 or Las Vegas Dec. 13.

The Great Metrics Challenge is an all-day, interactive workshop designed to improve financial and operation metrics in your practice starting today by helping to inform and equip staff as to how vital those metrics are to the bottom line in your practice.

You'll learn to develop Mini-Games™ in your practice that



- Keep your employees focused on a common goal
- Encourage employees to work together instead of against each other
- Create line of sight between individual contribution and The Big Picture
- Target day-to-day improvements that add up to year-end success
- Reinforce business and financial literacy training
- Develop a winning attitude
- Get results and create wins in profitability and cash flow

[Visit the website](#) for more information and to sign up today!

## Member Services

### Vision Source® SpringBoard Wave 1 Launch Webinars Announced

See a demonstration of how Vision Source® SpringBoard will change your practice, increase your sales and engage your staff to take ownership of key profit centers in the practice.



#### **Maximizing Contact Lens and Profitability and Patient Care**

*Monday, Sept. 16, 2013, and Tuesday, Sept. 17, 2013*

Attendees are required to participate in one of the two webinar sessions.

#### **Maximizing Optical Profitability – Vision Source Track**

*Tuesday, Oct. 1, 2013, or Wednesday, Oct. 2, 2013*

Attendees are required to participate in one of the two webinar sessions.

Seats are still available, so contact [springboard@visionsource.com](mailto:springboard@visionsource.com) immediately and provide your name, practice location, phone number and Vision Source® SpringBoard initiative of choice.

Registration for wave 1 of these tracks will close on Sept. 13, 2013.

## We Want Your Feedback



Please take a moment to answer our [two-question survey](#)—even if you've answered it in the past..