



# Vision Source® Gazette

Issue 8

September 20, 2013

## In This Edition

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

## Issue 8

- Download a PDF
- View in Web Browser

## The Gazette Archives

- Issue 7
- Issue 6
- Issue 5



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

## Top Story

### Look for Your Member Satisfaction Survey



At Vision Source® it is critical that we deliver superior member satisfaction and great member experiences to you, our members, year round. In that spirit, we are looking forward to once again 'hearing from you' as we ask that in the coming weeks you fill out the 2013 Annual Member Satisfaction Survey. This survey will be emailed out to all members so that you can provide us direct and helpful feedback on how we can improve, what you are seeking, what you like, dislike and yearn for in your practice to maximize your membership from the Vision Source® Member Support Center in 2014.

### Why is it important?

We will take your feedback and integrate it into our 2014 business planning in investing for the corporation, so that everyone in Kingwood and in the field can be armed with the tools and services to better serve your needs and the needs of your practices.

In 2012, you gave us some great feedback and requested a number of times such as new member websites, a streamlined communication process from the Vision Source® Member Support Center, increased [vslearning.com](http://vslearning.com) courses, a more user-friendly registration system for The Exchange, the ability to refer like-minded ODs into Vision Source® and a library of day-to-day marketing tools. Thanks to that feedback we were able to deliver new state-of-the-art member websites, *The Gazette* online newsletter, 92 new [vslearning.com](http://vslearning.com) courses, C-Vent registration system for The Exchange, the Refer-a-Friend program and the marketing toolkit, in addition to many other requested initiatives. We could not have done this without your feedback, and we are very appreciative of your excellent suggestions.

### Does your input matter?

Your voice absolutely counts! Whether you are new to Vision Source® or have been here for years, it's very important that we hear from each one of you. And you can be assured that the survey is confidential unless you note your name in the comment sections of the survey. The data will be collected, and we will summarize the findings of the survey as we did last year and earlier this year when we conducted the managed care survey.

### How do you take it?

The survey will be available from Friday, Oct. 4, 2013 to Oct. 18, 2013 and should take about 10 to 15 minutes to complete. You will receive an invitation via e-mail with instructions on how to complete the survey. I look forward to sharing the

aggregate results with you and we will inform you of our key initiatives as we head into 2014. I would like to encourage all of you, much like the managed care survey we sent out a few months back, to take the survey and respond as quickly and as thoroughly as possible.

We are committed to delivering the value and service that you expect and are counting on your guidance to help make us better.

Thanks for taking the time to complete the survey, and have a great September and balance of the year in 2013.

Be well,

**Jim Greenwood**

Vision Source® President and CEO

## Breaking News

### Notify Your Employees About Health Care Exchanges

As the Vision Source® Member Support Center works to assure access to patients for its members under the Affordable Care Act (ACA), we're also mindful that ours is a network of small business owners. The ACA requires employers to provide all new hires and current employees with a written notice about the ACA's Exchanges or Health Insurance Marketplace by Oct. 1, 2013.

[Click here](#) to download a document on your requirements as an employer to provide this notice, including a link to Model Notices that you can print and post in your practice.



### Vision Source® Member Privileges at International Vision Expo

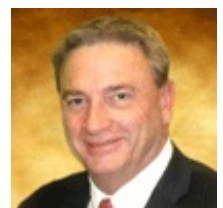


Take your CE credits, compare products for competitive purchasing opportunities and attend valuable networking opportunities. Your Vision Source® membership qualifies you for even more benefits including discounted CE, a free exhibit hall

pass and an exclusive party.

Here are some meeting highlights.

- Thursday, Oct. 3, from 9:45 a.m. – 11:45 a.m.  
**Preparing for the Affordable Care Act, Change As a Strategic Advantage** (Course 22B5, COPE-approved)  
Speaker: **Walt West, OD**  
*Note: Vision Source members can apply their 10 percent CE discount to attend this course.*



- Friday, Oct. 4 from 8 a.m. – 12 p.m.  
**Vision Source® Experience**  
*Note: Attendees of the free session will receive a voucher for a free lunch in the exhibit hall.*



- Friday, Oct. 4 from 6 p.m. – 8 p.m.

### **Vision Source® Reception**

You must register for Vision Expo West with your Vision Source® ID to be able to register for these events.

### **Added Bonus**

- 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® Reception, sponsored by Marco

### **Register Today**

Register today with your Vision Source® Office ID. To obtain your office ID, contact Vision Source® at 888-558-2020. [Click here](#) for complete details.

### **Register for Focus**

It's your last chance to register for the Focus 2013 program from Eyefinity, offered at Vision Expo West. Learn how technology can benefit your practice and improve interaction with your patients. Register today at [eyefinity.com/focus2013](http://eyefinity.com/focus2013).



### **Take Advantage of Rare Opportunity**

Take part in a rare and important opportunity at Vision Expo West to hear Professor **John Nolan, PhD**, principal investigator from the Macular Pigment Research Group, Waterford Institute of Technology, Waterford, Ireland, speak. His multidisciplinary research team is now the largest group studying the macular carotenoids in the world. His session, *The Future of Private Practice: Enhancing Vision for Life*, will be presented Friday, Oct. 4, 2013, from 10 a.m. to 11 a.m. PDT. Seating is limited so [register now](#).

## **Words from our Sponsors**

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

### **Webinar Focuses on m'eyeFit Tips and Features**

Learn important factors in acquiring the most accurate measurements possible using the m'eyeFit Digital Measuring System. Six webinars will be offered—but

space is limited to register soon. The webinar topics will include

- Protocol requirements
- Lighting scenarios
- Useful settings

The webinars will also examine some of the new features that will be included in the next scheduled software update, due to be released in October 2013. See the webinar schedule listed below, and [click here](#) to register for a session.

**Wednesday, Sept. 25**

9:00 a.m. – 10:00 a.m. CDT  
3:00 p.m. – 4:00 p.m. CDT

**Thursday, Sept. 26**

8:00 a.m. – 9:00 a.m. CDT

**Friday, Sept. 27**

8:00 a.m. – 9:00 a.m. CDT  
11:00 a.m. – 12:00 p.m. CDT  
3:00 p.m. – 4:00 p.m. CDT

### ***Useful Content***

You may download the following documents for your reference: The [m'eyeFit Quick Measuring Guide](#) and the [m'eyeFit Quick Start Webinar](#).

### **Vision Expo Specials**

Several vendors are extending extra special offers during Vision Expo West.



- Bushnell: Special discount to members for online orders, plus, the first 25 accounts to preview the 2014 collection will receive a free pair Bollé or Serengeti sunglasses.



- Comlite

For more details on VEW promotions, visit [visionsource.com](http://visionsource.com).

### **Set Your Sights on Becoming the Next Transitions Eyecare Practice of the Year**

Transitions Optical, Inc., is accepting nominations for the 2013 Transitions Eyecare Practice of the Year Award to recognize those who actively support the Transitions® brand and demonstrate a commitment to enhancing the vision of their customers and communities. Selection of award winners is based on commitment to Transitions sales growth, participation in Transitions Optical programs and promotions, marketing initiatives and community involvement, education and training efforts and Transitions Academy Activation (if applicable).

The top three finalists will receive a premium coffee system for the office and a trip for two to attend the 2014 Transitions Academy in Orlando, where the winner will be announced. There are additional prizes for all winners, too.



You can nominate yourself—or be nominated by others—by [downloading this form](#) and submitting it before Nov. 1, 2013.

## Enroll in WestGroupe Profit Plus Program Glamorous Destination Drawing

Sign up for the WestGroupe Profit Plus Program and receive a highly competitive discount on the excellent collection of frames. Increase profits and reduce cost of goods while providing your patients with high-quality, fashionable frames.

You still have time this month to earn four chances in the Glamorous Destination Drawing, a four-day, three-night trip to glamorous Las Vegas or South Beach destinations. Airfare, lodging at a 4-star hotel, car rental and \$500 in spending money is included.

Sign up in September, earn four chances.

Sign up in October, earn three chances.

Sign up in November, earn two chances.

Sign up in December, earn one chance.

*(Members who have signed up prior to August automatically earned six chances in the drawing)*

In addition, WestGroupe will also make a contribution to a state optometric organization in the name of a winning administrator.

A minimum 250 additional practices are required to meet contest thresholds. We will provide progress updates. Contact **Mike Suliteanu**

[Michael@westernoptical.ca](mailto:Michael@westernoptical.ca) to sign up for the Profit Plus Program. Visit [westgroupe.com](http://westgroupe.com) or contact your local WestGroupe representative to view their great collection.

## Earn Rebates on Crizal®



To ensure that every patient has the opportunity to experience Crizal No-Glare lenses, Essilor is providing a \$10 rebate for patients on the lenses. Enroll by e-mailing

[EnrollCrizalRewards@essilorusa.com](mailto:EnrollCrizalRewards@essilorusa.com), and provide your contact name, practice name and full street address, as well

as your phone number. Or ask your Essilor Sales Consultant. You'll receive your rebate pads about two weeks after enrolling.

## TruClear® SD and TruClear® XD Progressive Lenses Available in Trivex®

Practices can begin ordering the exclusive for Vision Source® TruClear® SD and TruClear® XD digital progressive lenses in Trivex® materials, in clear and Transitions®, beginning Oct. 1.

This launch is an extension of the current offering of products; no other products will be replaced or discontinued due to this launch.

## Buy Now and Defer Payments Until 2014

With U.S. Bank, you can take applicable 2013 tax incentives on equipment purchases and defer payments until 2014. The allowable Section 179 deduction has been increased to \$500,000 on the cost of new and used equipment purchased through 12/31/2013, and it allows a 50 percent bonus depreciation of the cost of new equipment [under certain conditions] through Dec.





31, 2013. U.S. Bank offers low rates and 100 percent financing with no money down. It's quick and easy, just complete the application and learn more about 2013 tax advantages under Section 179 by visiting the [U.S. Bank section in the vendor book](#).

## Around Vision Source®

### Practice Development

#### Vision Source® SpringBoard Update

Take your practice to the next level by maximizing profitability and patient care in these key areas of your practice.



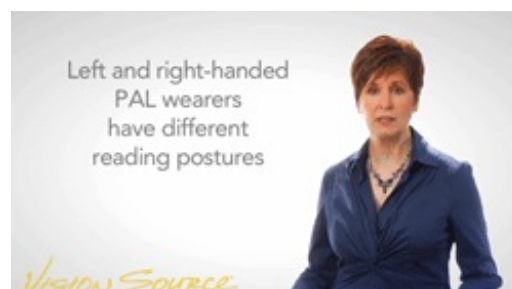
**Maximizing Contact Lens Profitability and Patient Care:** The launch webinars for the first wave have been held. E-mail [springboard@visionsource.com](mailto:springboard@visionsource.com) if you are interested in enrolling in wave 2.

**Maximizing Optical Profitability – Vision Source® Track:** The launch webinars are scheduled on Tuesday, Oct. 1, and Wednesday, Oct. 2, and attendees are required to participate in one of the two webinar sessions. Remember to reply to the launch update email by Sept. 27 to confirm participation.

**Maximizing Optical Profitability – Essilor Track:** This program is full, with 31 practices engaged in it. Vision Source® will provide information on when this program will accept a new group of practices.

**Macular Degeneration Management and Patient Growth:** This program is scheduled to launch in October, and all registrants should have received an email update this week. Seats are still available, so e-mail [springboard@visionsource.com](mailto:springboard@visionsource.com) if you would like to participate.

#### Handedness Plays A Role



In this [training video](#), Jill Cox, Vision Source® director of staff education, explains that whether a person is left-handed or right-handed plays a role in some near-distance activities. Hear how TruClear® SD and TruClear® XD lenses account for those differences to provide a truly

customized design.

#### FYIdoctors Acquires Vision Source® Canada

Earlier this month, FYIdoctors, a leading Canadian eye care company, announce that it has acquired the Canadian assets and operations and entered into a licensing agreement with Vision Source®, North America's largest network of private practice optometrists with approximately 2,800 practices.

Vision Source® will transfer its Canadian assets and operations, consisting of 95 franchisees, to FYIdoctors, including rights to the Vision Source® name in Canada

through a trademark licensing agreement. The transaction is expected to close on Oct. 1, 2013, subject to certain customary closing conditions. Vision Source® and FYidoctors will continue to work closely together through a planned transition period.

"We are very excited about this agreement with FYidoctors in Canada," said Vision Source® Executive Chairman **Glenn Ellisor, OD**. "Canada continues to be a thriving area in our business growth, and to now work even more closely with FYidoctors moving forward, independent optometrists and consumers who need eye exams will benefit even more as they enjoy more shared services and locations of both organizations."

## Marketing

### Another Gold Standard Moment

*The Gold Standard Book is providing ideas for improving service. How has the book impacted your practice?*

"When we called to verify a follow-up appointment for a post-surgical glaucoma patient, she had forgotten about it and could not make it in the following day as scheduled. This upset the patient since she also works in a health care environment and hated to reschedule at the last minute. She was comforted by the staff, noting how nice they were in getting things rescheduled. She was even more comforted and impressed when she received a get-well card from our office the next day. It was a great job by the office staff in owning that situation and, above all else, taking care of our patients."



– **Mark E. Leary, OD**, a member of Vision Source® in New Bern, N.C.

### Powerful New Website

"I just want to take a moment to thank the marketing team at Vision Source® Member Support Center for pulling together a herculean effort in moving our website design forward. The results are amazing! The website body is written specifically by copywriters who design text to maximize search engine optimization. The conversion was simple. In fact, I had a staff member take care of the whole thing, which took about 20 minutes on the phone. It was honestly like pushing the 'easy button.'

I love the ease of navigation through the website for the consumer...it is clearly designed for the way the eye tracks. Most importantly it is designed for someone to read who is *not* an eye care professional. Who among us could have accomplished this on his or her own? Vision Source® is truly an example of critical mass...the whole is greater than the sum of the parts! Thank you marketing team for an awesome product."

– **Jennifer Planitz, OD**, Vision Source® Rio in Rio Rancho, N.M.

### Two Vision Source® Practices Recognized



The winners of the *Vision Monday* Third Annual Dispensing And Retail Excellence (D.A.R.E.) Awards included two Vision Source® practices.

The Lead, Follow or Get Out of the Web Award for Most Daring Social Media or

Web Presence – Vision Source® My Eye Xpert, Gurnee, Ill., and an honorable mention went to The Eye Gallery, a Vision Source® member in Ypsilanti, Mich.

## We Value Your Feedback



Please [click here](#) to answer a two-question survey—even if you've answered for previous issues. We like to track how we're doing.