



Vision Source® Gazette

Issue 9

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

Top Story

[Click Here](#) for Member Satisfaction Survey: Your Input Counts

The [Annual Member Satisfaction Survey](#) is out. You can [click here](#) to participate.

Note: What follows is a letter I've sent out encouraging all Vision Source® members to participate. In this Vision Expo West edition of *The Gazette*, you'll also find a few late-breaking announcements from vendors and the Vision Source® Member Support Center.



Please Take the Survey Soon

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 today you fill out the [2013 Annual Member Satisfaction Survey](#). 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 visionsourcelearning.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 visionsourcelearning.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 is available through the link above right now and through Oct. 18. It should take about 10 to 15 minutes to complete. 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 today 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

Words from our Sponsors

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

CooperVision Contact Lens Event Expands

Deadline extended and toric lenses now included



CooperVision is offering an exclusive event to help Vision Source® member practices build their contact lens business. Purchase 100-box bulk of AquaClear Sphere, AquaClear100 Sphere, or Proclear 1 day from 9/1/13 through 11/30/13 and receive an exclusive contact lens counter

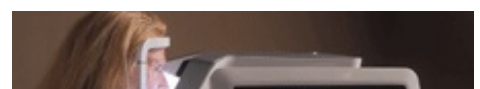
card with corresponding patient rebate.

The patient rebate has higher values than the current rebate and is valid for both new and current wearers. Contact your local CooperVision representative for further information at 1-800-341-2020.

TearScience Presents Webinar

TearScience is presenting an exclusive webinar for Vision Source® members, *Improving Dry Eye Patient Care, The Next Big Opportunity in Your Practice*, on Tuesday, Oct. 22 at 8 p.m., EDT. The guest speaker is **Suzanne Offen, OD, FCOVD**, of Offen Eye Associates, a Vision Source® member practice in Westfield, N.J.

More than 25 million Americans collectively spend \$3.8 billion annually to manage their dry eye symptoms.



Unfortunately, traditional therapies have left these patients frustrated and seeking more effective options. This 30-minute webinar will explore how the latest technology can help you identify and treat the underlying cause of 86 percent of dry eye, Meibomian Gland Dysfunction. TearScience® will offer a special promotion for Vision Source® members.



To register and join the event, [click here](#) and then click **Register** or **Join Now** and use the password: *lipiflow*.

To join the teleconference only, dial in to +1-415-655-0001 and use the access code 664 569 487. For assistance, email marketing@tearscience.com.



[Click here](#) to watch a two-minute video from TearSciences. Vision Source® member **Dr. John Todd Cornett** of Amarillo, Texas, explains how the LipiView® Interferometer works.

Customizable HIPAA Resources Available



Keeping up with HIPAA regulations has become a little easier with this customizable, comprehensive training module from Optometric Business Solutions. This 2013 HIPAA Manual, customized by state requirements*, will help you comply with the latest rules and procedures. It will also provide your office with the tools needed to produce your own privacy and security manuals as well as a 200-slide PowerPoint to train your staff.

[View the PDF](#) at left, and [click here](#) to learn more and to order.

**Customized manuals for 12 states are available now; all others will be ready by Oct. 15.*

Around Vision Source®

World Sight Day Challenge

Oct. 10, 2013, is World Sight Day.

[Watch a message](#) from Vision Source® doctor **Amir Khoshnevis, OD**, on the importance of supporting Optometry Giving Sight, the Vision Source® charity of choice. Then [click here](#) to download details on participation.



All About Vision Supports Vision Source® Charity of Choice

All About Vision is making Vision Source® member donations to Optometry Giving Sight go even further. All About Vision has a promotion which will increase a

donation made to Optometry Giving Sight by any practice listed in its ECP Directory by \$25. (The donation needs to be made through a [dedicated page on the Optometry Giving Sight website](#).)

Many Vision Source® member practices are listed through this directory. [Click here](#) for more details.

Practice Development

Vision Source® SpringBoard Programs Preparing for Second Wave

Another SpringBoard launch webinar scheduled for next week

With the launch webinars for two Vision Source® SpringBoard programs successfully completed, Vision Source® will soon be enrolling member practices in the second wave of *Maximizing Contact Lens Profitability and Patient Care* and the Vision Source® Track of *Maximizing Optical Profitability*. Anyone interested in enrolling in the second wave of these SpringBoard programs can email springboard@visionsource.com.

The launch webinar for *Macular Degeneration Management and Patient Growth* is scheduled for Tues., Oct. 8. and doctors and staff are encouraged to attend.

The Essilor Track for *Maximizing Optical Profitability* is also full. Vision Source® will provide updates as they become available on additional programs.

Take the Annual Member Satisfaction Survey



Don't forget to take our [2013 Annual Member Satisfaction Survey](#). It's available now through Oct. 18 only, so please participate now.