



Vision Source[®] Gazette

Special Edition

March 11, 2014

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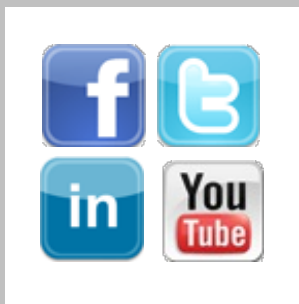
- Urgent Contact Lens Cost-saving Message

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

Special Edition

URGENT Contact Lens Cost-saving Message Below

Valued Vision Source® Members,

As we grow closer to The Exchange in Boston April 10-13, it is **critical** that you note the following actions in your office:

1. For contact lenses, **please sell through and limit any new inventory purchases** in your practice as **there will be never-before-seen specials** by our Elite Vendor Alcon and our Vendors Sauflon and VISTAKON at The Exchange.
 - It is key that you don't lock up your hard-earned dollars, so that you can take advantage of these new, innovative deals and brand launches.
 - When clinically appropriate, support the Vision Source® vendor strategy and prescribe products made by our Elite Vendors first. Use products from our Vendors when Elite Vendor products aren't appropriate.
2. **Be very cautious of deals in the market by other contact lens companies** that are **not** Vision Source® **Elite Vendors/Vendors**.
 - Again, our Elite Vendor is Alcon and our Vendors are Sauflon and VISTAKON.
 - **Other deals, pricing, brands, policies or offerings by other companies are not supported by The Vision Source® Member Support Center.**
3. **Provide Elite Vendor and Vendor sales representatives with an opportunity to brief you and your staff** on their products and exclusive Vision Source® pricing; determine where these products can help your practice; and fit, sell and reduce all inventories of other brands so you can be ready for new vendor deals and products at The Exchange Boston 2014.
 - In supporting the overall Vision Source® model, we highly encourage you to use the aforementioned Elite Vendors and Vendors that are creating a competitive edge for you by investing in your success and all offer you great differentials vs. your competition

Thank you **for taking action on these three areas**, whether you are attending The Exchange or taking advantage of The Exchange show specials during the month of April 2014, as they are **critical to maintaining your competitive advantage** as proud Vision Source® members.

For any questions about any of the above, please **click here** or visit the the vendor book at **portal.visionsource.com** for more information on these contact lens companies. You can also call the Vision Source® Member Support Center at 888-558-2020.

We appreciate your membership and have a great week.

Vision Source® Member Support Center

