



Clarkson  
Eyecare



We help people see better  
and live better, healthier  
lives by providing  
Excellent Comprehensive,  
Professional  
&  
Profitable  
Eye Care Services.






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Eyecare



## Clarkson Eyecare

- Clarkson Eyecare was founded in 1979 by Dr. Lawrence J. Jehling.
- We are the largest eye care provider in the St. Louis region of Missouri and Illinois.
- We are a  accredited provider with an A+ rating and 2009 Torch Award winner.

*30<sup>th</sup>*  Clarkson  
Eyecare  
*Anniversary*



# We Offer Complete Comprehensive Eye Care Services

- Optometry
- Ophthalmology
- Retina Services
- LASIK





## Clarkson Eyecare at a Glance

- 47 Offices
- 65 Doctors (Optometrists, Ophthalmologists, and Retina Specialists)
- 375 Employees
- 2 State-of-the-Art LASIK Surgery Centers
- 125,000 Comprehensive Eye Exams in 2009

And growing....





## Core Competencies Include:

- Quality Clinical Care
- Insurance-Based Transaction Process
- State-of-the-Art Lens Laboratory
- Manpower Planning
- Financial Management
- Streamlined in-office Process Focused on the Patient



## Quality Clinical Care:

- Only the Best Doctors
- Broad Range of Ancillary Test Equipment
- Latest LASIK Technology for All Laser, Custom LASIK
- Ongoing Training and Mentoring
- Completed Transition to EMR





# Insurance-Based Transaction Handling

- Internally Designed, Developed and Written Practice Management Software



All Encompassing / All Enabling

**Clarkson Eyecare**

Patient Information			
Name (Last,First,MI)	Home Phone	Birthday	
Insurance Information			
Company	Plan	Type	
VSP 2.0	APPLE INC		
Subscriber (Last,First,MI)	Relationship	Insurance ID#	Group
Authorization Information			
Authorization	From Auth	Medical Auth	Referral Request
02/10/2010			NO
Notes			
Signature: Signature			
Patient Benefits			
<i>Patient is responsible for all fees outlined below.</i>			
VSP Total Copayment: \$10.00 Fee			
Exam Benefits See Below, Default(100% of UoC Price)			
Routine Exam Benefit: 0% of UoC Price			
Refraction Benefit: 0% of UoC Price			
Frame Benefits See Below, Default(100% of UoC Price)			
Retail Frame Benefit: 90% of (Retail - Insurance Amount) \$130.00 Allowance			
Wholesale Frame Benefit: 0% - Insurance Amount \$50.00 Allowance			
Lens Benefits See Below, Default(100% of UoC Price)			
Single Vision Lens Benefit: 0% of UoC Price			
ST 20 Lens Benefit: 0% of UoC Price			
ST 28 Lens Benefit: 0% of UoC Price			
ST 35 Lens Benefit: 0% of UoC Price			
Round Top 22 Lens Benefit: 0% of UoC Price			
Executive Bifocal Lens Benefit: 0% of UoC Price			
ST 7030 Lens Benefit: 0% of UoC Price			
ST 8035 Lens Benefit: 0% of UoC Price			
Executive Trifocal Lens Benefit: 0% of UoC Price			
Standard PAL Lens Benefit: \$60.00 Fee			
Premium PAL Lens Benefit: \$80.00 Fee			
Specialty PAL Kodak Unique Lens Benefit: \$119.00 Fee			
Specialty PAL Adaptor Lens Benefit: \$71.00 Fee			
Specialty PAL AO Compact Lens Benefit: \$81.00 Fee			
Specialty PAL AO Pro Lens Benefit: \$71.00 Fee			
Specialty PAL Varilux Comfort Lens Benefit: \$97.00 Fee			
Specialty PAL Varilux Ellipse Lens Benefit: \$93.00 Fee			
Specialty PAL Varilux Panamax Lens Benefit: \$99.00 Fee			
Specialty PAL Varilux Physio Lens Benefit: \$97.00 Fee			
Specialty PAL Varilux Physio 360 Lens Benefit: \$119.00 Fee			
Specialty PAL VIP Lens Benefit: \$71.00 Fee			
Specialty PAL Other Lens Benefit: \$119.00 Fee			



## State-of-the-Art Lens Laboratory

- Robotic Edging
- Quality Levels Enhanced by Using Six Sigma Process Techniques
  - Black Belt on Staff
- Digital Surfacing Technology This Spring







## Manpower Planning & Financial Management

- Detailed Organization Planning Process
- Color-Me-Green Analysis
- Waterfall Analysis of Margin Impact by all Cost Components

 1. Name: Julie Leis 2. Position: Office Manager 3. Resides: Barnhart 4. Date of Hire: 08/11/2003 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: Grade Level: 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:	
 1. Name: Melissa Leis 2. Position: Optician 3. Resides: Barnhart 4. Date of Hire: 07/12/2004 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: Grade Level: 4000 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:	 1. Name: Rocky Souza 2. Position: Optician 3. Resides: Pevy 4. Date of Hire: 02/01/1997 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: Grade Level: 4000 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:
 1. Name: Amy Aucutt 2. Position: Optician 3. Resides: Arnold 4. Date of Hire: 05/02/2008 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: Grade Level: 3000 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:	 1. Name: Scott Reilly 2. Position: Optician 3. Resides: St. Louis 4. Date of Hire: 02/19/2008 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:
 1. Name: Stephanie Scott 2. Position: Pre-tester 3. Resides: High Ridge 4. Date of Hire: 10/24/2005 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: Grade Level: 2000 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:	 1. Name: Key Semmler 2. Position: Optician 3. Resides: 4. Date of Hire: 04/28/2008 5. Compensation: 6. Performance rating: 7. Potential rating: 8. Replacement's name: 9. Replacement's yrs. of service: 10. Replacement's comp.: \$xx,xxx 11. Degree of readiness:

Clarkson Eyecare, Inc.  
Historical and Projected Business Metrics

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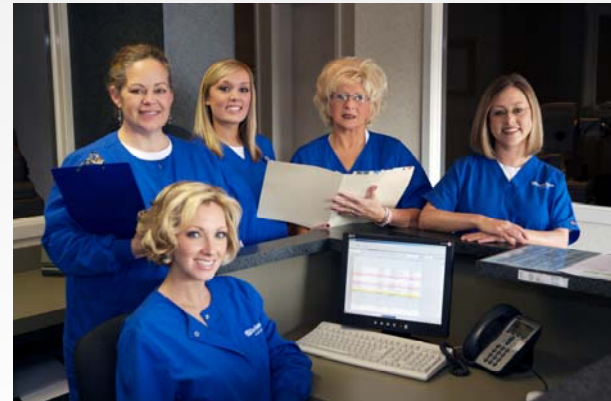
Performance Summary

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Revenue	1,000,000	1,050,000	1,100,000	1,150,000	1,200,000	1,250,000	1,300,000	1,350,000	1,400,000	1,450,000	1,500,000	1,550,000	1,600,000	1,650,000
Cost of Goods Sold	300,000	310,000	320,000	330,000	340,000	350,000	360,000	370,000	380,000	390,000	400,000	410,000	420,000	430,000
Gross Profit	700,000	740,000	780,000	820,000	860,000	900,000	940,000	980,000	1,020,000	1,060,000	1,100,000	1,140,000	1,180,000	1,220,000
Operating Expenses	400,000	410,000	420,000	430,000	440,000	450,000	460,000	470,000	480,000	490,000	500,000	510,000	520,000	530,000
Operating Income	300,000	330,000	360,000	390,000	420,000	450,000	480,000	510,000	540,000	570,000	600,000	630,000	660,000	690,000
Net Income	200,000	220,000	240,000	260,000	280,000	300,000	320,000	340,000	360,000	380,000	400,000	420,000	440,000	460,000



## Patient Oriented In-Office Process

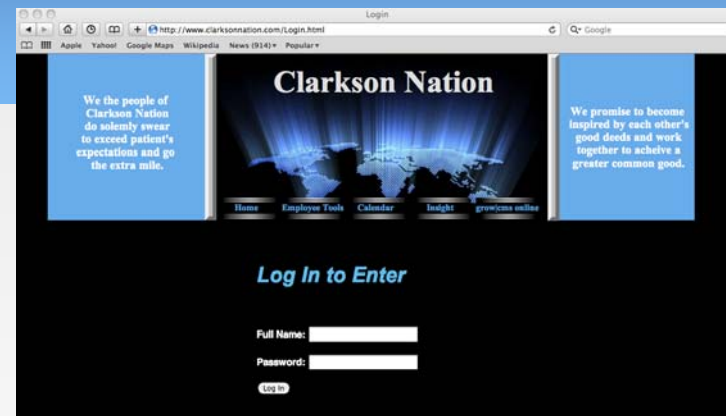
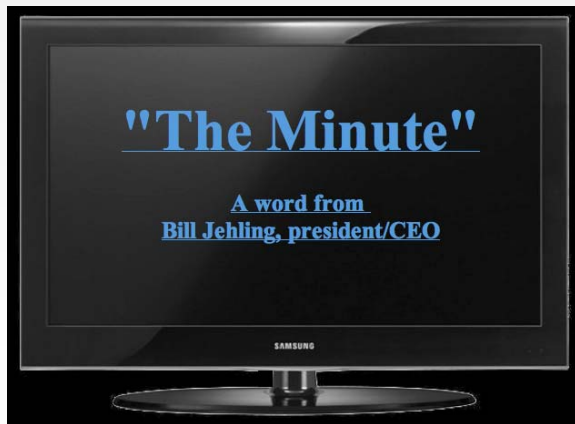
- Centralization of All Processes Outside the In-Office Experience
  - The Telephone
  - Insurance Verification
  - Billing
  - Procurement
- Practice “The Clarkson Way” of Patient Care





## “The Clarkson Way”

- Clarkson Nation Website
- “The Minute” Video



- Informational Resource
  - Employee Tools
  - Calendar of Anniversaries & Birthdays
  - Monthly Newsletters
  - Access to online software



# THE CLARKSON EYECARE FOUNDATION

- Free Vision Clinics at Herbert Hoover Boys & Girls Clubs and Food Pantry
- Community Outreach
- World Vision

- LASIK for the Physically Challenged
- EyeGeneration
- InfantSEE
- Season for Sight



3 Free Vision Clinics



Mission Trip to Dominican Republic



Mobile Vision Clinic