



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







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.





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:

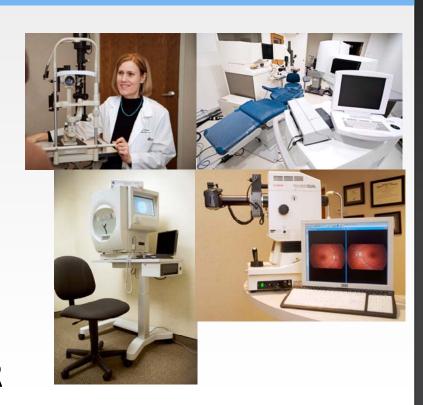
- Quality Clinical Care
- Insurance-Based Transaction Process
- State-of-the-Art Lens Laboratory
- Manpower Planning
- Financial Management
- Streamlined in-office Process Focused on the Patient





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

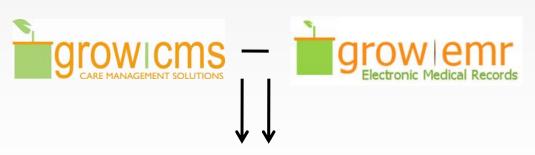






Insurance-Based Transaction Handling

 Internally Designed, Developed and Written Practice Management Software



All Encompassing / All Enabling

\bigcirc		_
$oldsymbol{arphi}$	Clarkson	Eyecare

tient Informatio	Name (Last First MI)	Home Pho	ne E	irthday	
шгансе Іңбогт	ztion	_			
	Company		'an	Type	
SP 2.0		APPLE INC			
Sub	ornber (Lact First MI)	Relationship	Insurance ID	Group	
thorization lyfe					
uthorized Date	Exam Auth	Material Auth	Referral Required	MD	
2/10/2010			NO	380	
Notes					
Signature Si					
Patient Benefits	Patient is rem	onsible for all fees outline	ed helme.		
VSP Total	Copayment: \$10.00 Fee				
	its See Below, Default(10)				
Routin	e Exam Benefit: 0% of UaC	Price			
Defraction	Benefit: 04 of UaC Price				
100220002011					
Frame Bene	fits See Below, Default(1)	ODV of UsC Price)			
Retail	Frame Benefit: 80% of (retail - Insurance Amou	nt) \$130.00 Allowance		
Wholes	ale Frame Benefit: fprice	- Insurance Amount \$50	.00 Allowance		
Lens Benef	its See Below, Default(10)				
	Vision Lens Benefit: 04	Ov of UaC Price)			
ST 25		of UsC Frice			
	Lens Benefit: 0% of UaC P	of UsC Frice rice			
ST 20	Lens Benefit: 0% of UaC P	of UsC Frice rice rice			
ST 20 ST 35	Lens Benefit: 0% of UaC P Lens Benefit: 0% of UaC P Lens Benefit: 0% of UaC P	of UsC Frice rice rice rice			
ST 20 ST 35 Round	Lens Benefit: 0% of UaC P	of UsC Frice rice rice rice f UsC Frice			
ST 20 ST 35 Round Execut ST 7X2	Lens Benefit: 0% of UaC P: Lens Benefit: 0% of UaC P: Lens Benefit: 0% of UaC P: Seg 22 lens Benefit: 0% of ive Bifocal lens Benefit: 0 Lens Benefit: 0% of UaC	of UsC Price rice rice rice f UsC Price Ok of UsC Price Price			
ST 20 ST 35 Round Execut ST 7X2 ST 8X3	Lens Benefit: 04 of UaC P: Lens Benefit: 04 of UaC P: Lens Benefit: 04 of UaC P: Seg 22 Lens Benefit: 04 of twe Bifocal Lens Benefit: 04 of UaC 5 Lens Benefit: 04 of UaC 5 Lens Benefit: 04 of UaC	of UsC Frice rice rice f UsC Frice Ol of UsC Frice Price Price			
ST 20 ST 35 Round Execut ST 7X2 ST 8X3 Execut	Lems Benefit: 0% of UGC P: Lems Benefit: 0% of UGC P: Lems Benefit: 0% of UGC P: Seg 22 Lems Benefit: 0% of use Bifocal Lems Benefit: 0 Lems Benefit: 0% of UGC 5 Lems Benefit: 0% of UGC use Trifocal Lems Benefit	of UsC Frice rice rice rice f UsC Frice ON of UsC Frice Price Price : ON of UsC Frice			
ST 20 ST 35 Round Execut ST 7K2 ST 8K3 Execut Standa	Lens Benefit: 04 of UAC Pricess Benefit: 04 of UAC Bricks Benefit: 05 of UAC Bricks Benefit: 05 of UAC UAC Bricks Benefit: 05 of UAC UAC Trifocal Lens Benefit: 460.	of UsC Frice rice rice rice rice 0 of UsC Frice Price Price 1 of UsC Frice 0 of UsC Frice 0 of UsC Frice			
ST 20 ST 35 Round Execut ST 702 ST 803 Execut Standa Fremiu	Lens Benefit: 04 of UGC P. Lens Benefit: 04 of UGC P. Lens Benefit: 04 of UGC P. Seg 22 Lens Benefit: 04 of UGC P. Seg 22 Lens Benefit: 04 of UGC Benefit: 04 of UGC S Lens Benefit: 05 of UGC Lens Benefit: 05 of UGC Lens Benefit: 06 of UGC A Lens Benefit: 06 of PAL Lens	of UsC Frice rice rice rice rice rice 0 UsC Frice 0 to of UsC Frice Price Price 1 Ot of UsC Frice 00 Fee 00 Fee			
ST 20 ST 35 Round Execut ST 702 ST 803 Execut Standa Fremiu Specia	Lean Benefit: 0% of UaC P Lean Benefit: 0% of UaC P Lean Benefit: 0% of UaC P See 22 Lean Benefit: 0% of two Bifocal Lean Benefit: 0 Lean Benefit: 0% of UaC S Lean Benefit: 0% of UaC 10% Tifocal Lean Benefit: 04 PAL Lean Benefit: 600.0 a PAL Lean Benefit: 600.0 a PAL Lean Benefit: 600.0	of UsC Frice tice tice tice tice tice tice tice t			
ST 20 ST 35 Round Execut ST 702 ST 803 Execut Standa Fremiu Specia Specia	Less Benefitt 0% of UsC P. Less Benefitt 0% of UsC P. Less Benefitt 0% of UsC P. Seg 22 Less Benefitt 0% of UsC P. Seg 22 Less Benefitt 0% of UsC P. Seg 25 Less Benefitt 0% of UsC S.	of UsC Frice tice tice tice tice tice tice tice t			
ST 20 ST 35 Round Execut ST 702 ST 803 Execut Standa Fremiu Specia Specia Specia	Lean Benefit: 0% of UaC P Lean Benefit: 0% of UaC P Lean Benefit: 0% of UaC P See 22 Lean Benefit: 0% of two Bifocal Lean Benefit: 0 Lean Benefit: 0% of UaC S Lean Benefit: 0% of UaC 10% Tifocal Lean Benefit: 04 PAL Lean Benefit: 600.0 a PAL Lean Benefit: 600.0 a PAL Lean Benefit: 600.0	of UsC Frice rice rice rice of UsC Frice ou of UsC Frice Frice : On of UsC Frice O Frice O Fee O Fee Senefit: \$119.00 Fee faut \$119.00 Fee faut \$119.00 Fee faut \$119.00 Fee			
ST 20 ST 35 Round Execut ST 7%2 ST 80%3 Execut Standa Fremiu Specia Specia Specia	Less Benefit: 0s of UCC P Less Benefit: 0s of UCC P Less Benefit: 0s of UCC P Seq 22 Lens Benefit: 0s of Les Bitocal Lens Benefit: 0 Lens Benefit: 0s of UCC S Lens Benefit: 0s of UCC S Lens Benefit: 0s of UCC Les Trifocal Lens Benefit: 601. 0 FAL Lens Benefit: 601. 1s FAL Lens Benefit: 601. 1s FAL Lens Benefit: 601. 1s FAL Lens Benefit: 801. 1s FAL Lens Benefit: 801.	of UsC Price tice tice tice tice C UsC Price O of UsC Price Price Price O of UsC Price OO Fee Benefit: 01 00 Fee foit: 471.00 Fee enefit: 401.00 Fee tic: 471.00 Fee			
ST 28 ST 35 Round Execut ST 702 Stecut Standa Fremiu Specia Specia Specia Specia Specia Specia	Less Benefit: 0% of UsC Piesma Benefit: 0% of PAL Less Benefit: 0% of UsC PAL Less Benefit: 0% of UsC PAL Piesma Benefit: 0% of UsC PAL PAL PAL Adoptat Lens Benefit: 0% of UsC PAL PAL PAL PAL DESCRIPTION	of UsC Price trice			
ST 20 ST 35 Round Execut ST 702 ST 803 Execut Standa Fremiu Specia Specia Specia Specia Specia Specia	Less Benefit: 0% of UCC P. Less Benefit: 0% of UCC P. Less Benefit: 0% of UCC P. Seg 22 Less Benefit: 0% of UCC P. Seg 22 Less Benefit: 0% of UCC P. Seg 22 Less Benefit: 0% of UCC V. Less Benefit: 0% of UCC V. Less Tiffocal Less Benefit: 0% of UCC V. Less Tiffocal Less Benefit: 0% of UCC V. Les Tiffocal Less Benefit: 600.00 Leg PAL Rodda Unique Less Less Talles Benefit: 600.00 Leg PAL Rodda Unique Less Less Talles Despet Less Benefit: 1% PAL AO Pro Less Benefit Less PAL Variant Confort Less Less PAL Variant Confort Less PAL Variant Confort Less PAL Variant Confort Less PAL Variant Despet Less PAL Variant PAL Variant PAL PAL Variant V. PAL V. P	of UsC Price tice tice tice tice tice tice tice t			
ST 20 ST 35 Round Extense ST 603 Excess Steems Specia Specia Specia Specia Specia Specia Specia Specia Specia Specia	Lems Benefit: ON of UGF 7 Lems Benefit: ON	of UsC Price tice tice tice tice tice tice tice t			
ST 20 ST 35 Round Execut ST 702 ST 803 Execut Standa Fremiu Specia Speci	Less Benefit: 0% of UCC P. Less Benefit: 0% of UCC P. Less Benefit: 0% of UCC P. Seg 22 Less Benefit: 0% of UCC P. Seg 22 Less Benefit: 0% of UCC P. Seg 22 Less Benefit: 0% of UCC V. Less Benefit: 0% of UCC V. Less Tiffocal Less Benefit: 0% of UCC V. Less Tiffocal Less Benefit: 0% of UCC V. Les Tiffocal Less Benefit: 600.00 Leg PAL Rodda Unique Less Less Talles Benefit: 600.00 Leg PAL Rodda Unique Less Less Talles Despet Less Benefit: 1% PAL AO Pro Less Benefit Less PAL Variant Confort Less Less PAL Variant Confort Less PAL Variant Confort Less PAL Variant Confort Less PAL Variant Despet Less PAL Variant PAL Variant PAL PAL Variant V. PAL V. P	of UsC Price tice tice tice tice tice tice tice t			





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

		1. Name: Julie Le	148
	Position: Office Manager Date of Hear (8/11/200)	Resides: Barrhart Compensation	-
	C. Date of Field Gard 1/2000	3. Compensation	
	6. Performance	7. Potential	
	rating	rating:	
	Replacement's name:	Grade Level	
	 Replacement's yrs. of service: 	10. Replacement's comp.: Sex.xxx	
	11. Degree of readiness:	\$10,000	_
	In organ or reservant		
	Name: Melosa Lexa	100	1. Name: Rocky Sout
2. Position: Optician	3. Resides: Bamhart	2. Position: Optician	3 Resides: Pevely
4. Date of Hire: 07/12/2004	5. Compensation:	4. Date of Hire: 02/01/1997	5. Crymoensation:
f Parlamance	TAXABLE DAY		
	The same of the sa	100	THE RESERVE TO SERVE THE PARTY OF THE PARTY
8. Replacement's name:	Grade Levet 4000	6. Replacement's name:	Grade Level: 4000
Control of the second	10. Replacement's comp.:	Replacement's yrs.	10. Replacement's comp.
Replacement's yrs. of service:	\$ex.exx	of service:	Sec.ms
11. Degree of readiness:		11. Degree of readiness:	
187	Name: Amy Aucutt	9	Name Scott Refunyo
2. Position: Optician	3. Resides: Arnold	2. Position: Optician	3. Resides: St. Louis
4. Date of Hire: 05/30/2006	5. Compensation:	4. Years of service: 02/18/2008	5. Compensation:
	4 4	The Sevicine Scaling	
a Parlamenta	To the same of the	6. Performance	7. Potential
rating	Grade Level: 3000	rating:	rating
Replacement's name: Replacement's yrs.	III. Replacement's comp.:	Replacement's name: Replacement's yrs.	10. Replacement's comp.:
of service:	Sex. xxx	of service:	Source
11. Degree of readiness:	Grade Level	11. Degree of readiness:	-
	1. Name: Stephanie Scott	9	Name: Kay Seemili
2. Position: Pre-tester	Resides: High Ridge Compensation	2. Position: Optician	3. Resides:
4. Date of Hire: 10/24/2005	5. Compensation:	4. Date of Hire: 04/28/2008	5. Compensation:
S. Performance	7. Potential saling:	6. Performance ratins:	7. Potential rating:
6. Replacement's name:	Grade Level: 2000	8. Replacement's name	1
Replacement's yrs. of service:	10. Replacement's comp.:	Reptacement's yrs. of service:	10. Replacement's comp.
		11. Degree of readiness	

Waterfall Analysis of Margin
 Impact by all Cost Components

		Clarkson E Historical and Proje	yecare, Inc. cled Business Ratios		her
- Performance Summary					P1
Cortholia	200 Cat 12		10 200 Marie	2006 05-00 2007	STARE 2008 SEA
CEI Office the Specimen					
_	-	= - = :	===	===	==:
-	=	=-=:	===	===	2-==
Commission		= - = :	===	===	===
-	=-7	= - = :		===	= ==
-	=	= -= :	===	_==	===
teletonia belietonia	=_=	T_ =		==-	-= -= :
print house	===	:	===		===
-	3-7				= =:
	=	=:	===		===
Coppette Salerian		=-=:	===		===
See Mile		=_=:	===	-=-	= ==
Country become Contr		3	1-29	~	
	=	=- =:		===	= ==
Constructive Contr	-				27:
-					
Face Street Participants		= =	=		
	= :		=	= =	
Santiferrance Automotive St. Science		ឨ_ 록.	_ = _	= - =	_ =_
In the Europe Int Ohn		= = = :	===		221
il int farmp iii			1	-	
Market Section See			 -2 		
-					
Of the Landspiece	1	7	=	무	= 7 -
Special boson	í				
					===
Services Sans Services					
Concilio Casa Carango Di Casa Carango Casa					
The Comp Com	-1				
Conclusion family of the beauty has board family to beau					
The Comp Com				===	- :-
The Comp Com					





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

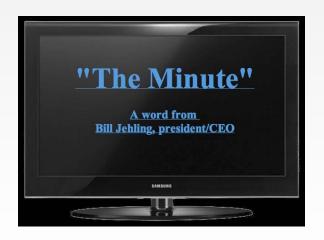






"The Clarkson Way"

- Clarkson Nation Website
 - "The Minute" Video





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

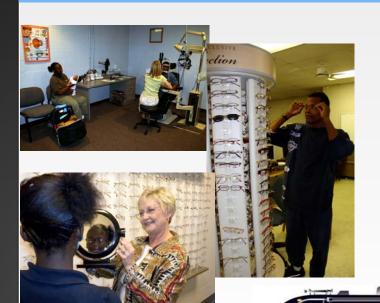


- Free Vision Clinics at Herbert Hoover Boys & Girls Clubs and Food Pantry
- Community Outreach
- World Vision





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









Mobile Vision Clinic