



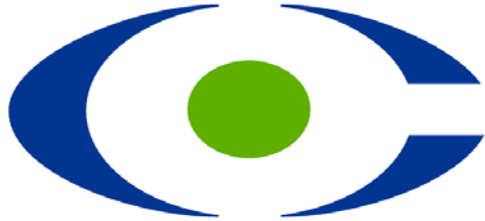
VM 2011
global
Leadership
summit





Brad Shapiro

Principal, C & E Vision Services, Inc. and
Vision West, Inc.



C & E VISION
BUYING GROUP
YOUR BUYING GROUP OF **CHOICE**SM



VISION WEST[®]

Inspiring Profitable Eyecare Practices[™]

Overview

- Founded more than 25 years ago
- Collectively the largest buying group in the U.S. with 8,000+ member ECPs located in all 50 states
- Practices size from \$ multi-million to start-up
- Operating separately
 - Different management teams
 - Enables us to work with vendors to experiment with different programs and concepts for each

Customer Focused

- *Outside-in* perspective
- Member surveys
- ECP Advisory Board
- Vendor marketing programs



Supporting Organized Optometry

- Since inception contributed more than \$9 million to organized optometry
- Endorsed by 11 State Optometric Associations including CA, CO, FL, NY, PA
- Ongoing support of state and local society meetings/programs





Core Focus Today | Beyond Billing: Putting the Pieces in Place to Support the Entire Practice


- **Increase** back-office administrative efficiencies
- **Assist** ECPs adapt to a changing market
- **Offer** services to increase patient revenue & traffic
- **Educate** practice and staff
- **Respond to** margin compression: save ECPs \$\$\$



Increasing Back-Office Efficiencies

...with a series of online
account management tools
to help ECPs
manage their practices more efficiently,
saving time and money

Increasing Back-Office Efficiencies

 <p>iDOCS internet documents</p>	 <p>GET CONNECTED powered by MCAE</p>	 <p>RU BRANDED</p>
<p>IDocs - Internet Documents</p> <p>With iDOCS going green has never been easier! You can view your vendor invoices online, industry news and much more with the hassle of paper.</p>	<p>Get Connected</p> <p>Get Connected with your vendor when it is convenient for you. Select Get Connected to contact a C&E representative or one of your vendors.</p>	<p>R U Branded</p> <p>What frame goes with what life style? Find the right selection of frames for the right patient with our frame information database.</p>
 <p>BeyeRight powered by MCAE</p>	 <p>Virtual. FRAMEBOARD powered by MCAE</p>	 <p>IEP BENCHMARK</p>
<p>BeyeRight</p> <p>BeyeRight will assist you in making more timely and informed frame purchasing decisions by showing you the top selling frames with each vendor by brand.</p>	<p>Virtual Frameboard</p> <p>Virtual Frameboard offers you the ability to virtually expand your frame selection. Now thousands of frames are available at the click of a mouse.</p>	<p>IEP Benchmark</p> <p>Quickly and simply benchmark significant aspects of your revenue and operating costs of your practice.</p>
 <p>EyeSurf.info Optical Search Engine</p>	 <p>OPTILIST OPTICAL CLASSIFIED ADS</p>	
<p>EyeSurf.info</p> <p>An optical search engine, search optical</p>	<p>OptiList</p> <p>A free classified ad service available</p>	

Online Statement/Invoice

TURA LP

Invoice Date	Due Date
07/02/10	08/2010
07/15/10	08/2010

VIVA OPTIQUE, INC.

Invoice Date	Due Date
07/02/10	08/2010
07/02/10	09/2010
07/07/10	08/2010
07/07/10	08/2010
07/07/10	08/2010
07/14/10	08/2010
07/14/10	09/2010
07/29/10	08/2010
07/30/10	08/2010

Screen: invdet Customer: 010478 - JAMBOREE OPTOMETRY

[Change Customer](#) | [Member Inquiry](#) | [Logout](#)

[Click here for a printer friendly version](#)



Customer#: 010478
Invoice#: 870195
Invoice Date: 07/30/10
Order#: 774314


PO#:
Terms: 30 DAYS
Shipvia: CUSTOM - SOUTH CALIF

Bill To:

Name: JAMBOREE OPTOMETRY
Address: 13257 JAMBOREE RD
 TUSTIN, CA 92782
 (714) 832-7575

Ship To:

Name: JAMBOREE OPTOMETRY010478
Address: 13257 JAMBOREE ROAD
 TUSTIN, CA 92782
 (714) 832-7575

Line	Item Number	Item Description	Quantity	Unit Price	Extension
16	G MOTT	G MOTT TO 5415 GANT	1	57.95	57.95
					
17	GT OM-045	GT OM-045 CASE	1	.00	.00

Sub-Total: 57.95
Shipping: 4.90
Sales Tax: 5.07
Invoice Total: 67.92

Top Sellers

Beye Right.
v 2.01

Top Selling Fashion Frames

Select the vendor below:

VENDOR

MARCHON

GROUP

COLLECTIONS

All Brands
 Airlock
 Autoflex
 Blue Ribbon
 Calvin Klein
 ck Calvin Klein
 Coach
 Disney
 Disney Princess
 Fendi
 Flexion
 Flexion Select
 Marchon
 Michael Kors
 Nautica
 Nike
 Tres Jolie

All Brands

<p style="font-weight: bold; font-size: 0.8em;">Model: Flexion 600</p>	<p style="font-weight: bold; font-size: 0.8em;">Model: Flexion 610</p>
<p style="font-weight: bold; font-size: 0.8em;">Model: Flexion 606</p>	<p style="font-weight: bold; font-size: 0.8em;">Model: Airlock 760-1</p>
<p style="font-weight: bold; font-size: 0.8em;">Model: Autoflex 47</p>	<p style="font-weight: bold; font-size: 0.8em;">Model: 720 Chassis</p>

Member Purchase Report

Screen: tin Customer: 1222 - RANDOLPH BROWN,OD

[Change Customer](#) | [Member Inquiry](#) | [Logout](#)

Transaction & Details

To view details about a particular transaction, click the invoice number to view the invoice copy or request a copy to send you. **Note:** Any transactions made in the current month may not appear until the next billing cycle.

C&E Vision Insurance Program
Brought to you by Holmes Murphy & Associates

Account Details as of Sep 1, 2010

Current Balance	Deferred	Payments	Amount Due	Payment Due
5,896.64	36.55	-5,860.09	.00	Sep 20, 2010

Transaction History

Recent Month: Jun-2010 <input type="button" value="v"/> Month Start: <input type="button" value="v"/> Month End: <input type="button" value="v"/> <input type="button" value="Show"/>	Filter By: Frames <input type="button" value="v"/> Luxottica Group <input type="button" value="v"/> Detail by Items <input type="button" value="v"/>	Statements: <input type="button" value="v"/> View Deferred History View Payment History
---	---	--

Invoice Date	Due Date	Invoice Number	Vendor	Category	Amount	Item	Qty
06/09/10	07/20/10	93188488	Luxottica Group	Frames	59.00	0AK908751491	1
06/14/10	07/20/10	93211097	Luxottica Group	Frames	59.50	0RB413159710/13	1
06/22/10	07/20/10	93245909	Luxottica Group	Frames	80.00	0BE2019493001	1
06/23/10	07/20/10	93250648	Luxottica Group	Frames	60.00	0RA500460510/83	1
REPORT TOTAL					274.41		



Adapting to Changing Markets: Supporting Expansion and Scope of Optometry to a Medically-Based Practice

- Ocular Symposia: nationally renowned speakers

- Glaucoma
- Ocular disease
- Other key trending areas
- 400-500 attendees per seminar

- Regional seminars

- How to establish a medically-based practice
- Billing and coding tips

- Medical/Optometric credentialing services





Adapting to Changing Markets: SOCIAL MEDIA

- Advising members how to integrate social media into marketing and communications programs



- Active sites

- Partnering with



to have members “unlock” their listings & leverage free tools

- Blogs: Vision West, C & E

Adapting to Changing Markets: Peer-to-Peer

- Providing a forum for our Member Community to exchange best practices, opinions & ideas
- Recently launched first of a series:
 - Ongoing Practice Builder Roundtable Dinners in various markets
 - Idea exchange: discussions on relevant topics



Increasing Patient Revenue & Traffic: LifeStyle Eyecare Centers™

WHERE LIFE MEETS VISION

LIFE Style EYECARE CENTERS

HOME | ABOUT US

PREVIOUS DAY & NIGHT

LACKING & FEELING GOOD

SPORTS EYEWEAR

LENSES & LIFESTYLES

BY SEA OR SHORE

AT THE OFFICE

TRYING AGAIN

At your neighborhood LifeStyle Eyecare Center, you will find caring professionals that are ready to help you find the eyewear and lenses that best meet your LifeStyle needs.

CARE CREDIT | LIFESTYLES | PROMOTIONS

WHERE LIFE MEETS VISION™

GANT EYEWEAR | COVERGIRL EYEWEAR | NATIONAL by warcolin | JUSTCAVALLI | Candie's Eyewear | ESSLOR | RUDY PROJECT Eyewear

Affiliate Opportunities | Privacy Policy | Terms & Conditions | Glossary

Frame, lens & promotional selection varies by location | © 2010 LifeStyle Eyecare Centers. All rights reserved.

f | t | YouTube

Increasing Patient Revenue & Traffic:

Sample Electronic Template for Patient Recall



It's time for your child's optometric exam.

It's been twelve months since we've seen you. It's that time.

Take Advantage of the Benefits.

We've recently updated our facilities to advance our exam process. Also, we have added to our product line with all the most desired brand names and durable frames. For your convenience, we've scheduled your child's exam for:

FRIDAY, AUGUST 15, 2011 at 10:00 am

Please contact us directly if there is a more convenient date/time. Remember, school starts right around the corner take advantage of our **BACK-TO-SCHOOL** savings of \$20 for every \$100 purchase.



Full Line of Child Friendly Eyewear



Forward email

SafeUnsubscribe®

This email was sent to lorem@ipsum.com by customerservice@advancedeyecare.com
[Update Profile/Email Address](#) | [Instant removal with SafeUnsubscribe™](#) | [Privacy Policy](#).

Easier to Increase Sales to Informed Patients

MARKETING FOR PENNIES ON THE DOLLAR

Services Offered

- Electronic Email Marketing
- Social Media Set-up
- In-office point of purchase materials
- Direct mail
- Customer design
- And more



Educating ECPs and Their Staffs

Online staff members-only section of website



MEMBER/STAFF EDUCATION

HOME/LIST

Merchandising Techniques for Your Practice



Let's start with a change in one simple word that will change the mindset of your staff and patients/ customers. The place in your practice with all the glasses is no longer a "dispensary" (Think: boring, untouchable, behind the glass counter, pharmacy). It should now be referred to as the "optical boutique" (Think: fun, fresh, stylish, upscale, Rodeo Drive).

Within the space limitations of your boutique, set aside the most visible area to place the bulk of the sunglasses. Place bold signage to point out the obvious, that your practice takes sunglasses seriously and has a significant selection to choose from. Sunglasses are very much brand oriented and be sure to carry at least one or two of the most popular lines in reasonable quantities as well as covering a few different price points. The Sunglass Center should have at a minimum of 125 to 150 pieces in the average 600 to 700 total displayed frame inventory.

One technique of managing the inventory is to allocate a specific number of "slots on the board" to each frame vendor and hold the sales representative responsible for the mix of product. The lines that are most successful get more slots and the poor performers lose slots. Some ECP's charge the vendors rent per slot per quarter and collect that rent in free product, coop advertising dollars or gift checks. Additionally, some vendors will spiff the opticians directly on every frame of theirs that is sold. Review your office policy of this

tell us!
Suggestions?
Our Service to YOU and YOUR PRACTICE is our Top Priority. Help Us Improve Our Service. Contact Us with Suggestions.

VISION WEST
MEMBER EXCLUSIVE

Implementing Medical Standards
with Dr. Lech



Staff training seminars/webinars with nationally-recognized consultants

MEMBER LOG-IN | ABOUT US | MEMBER BENEFITS | PAYMENT OPTIONS | REWARDS | EDUCATION/SEMINARS | NEW VENDORS



staff education

Take Your Practice to the Next Level by Building an Unbeatable Team and Improving Patient Satisfaction

Presented by Sharon Carter



What you can expect to learn:

Patient Satisfaction vs. Patient Loyalty ABO-1 hour
"Customer satisfaction guaranteed", we've all heard it. Is that your goal? If so you aim too low. Have you ever purchased something and been satisfied? Patient satisfaction is great but what will make them return to your practice? This course will teach you how to take satisfied patients and make them loyal patients.

Teambuilding ABO-1 hour
T.E.A.M.-Together Everyone Achieves More. This course will teach that building a team starts with the individual as a building block. You will learn that to be a team player requires effort, right attitude, communication, goal setting, and example setting. Wow! What could you do if everyone practiced these attributes?

Communicating With Patients ABO-1 hour
Communicating with patients should be the most important thing we do each day. How we communicate and understand our patients' needs, will determine if they will become an established patient with your practice or if they will choose to go somewhere else for their eye care needs.

Only \$39 Includes Dinner and ABO

Monday, April 25th 2011
5:30-9:00 pm
San Diego - Dave & Busters Mission Valley
2931 Camino Del Rio North San Diego, CA 92108

Tuesday, April 26th 2011
5:30-9:00 pm
Ontario - Dave & Busters Ontario Mills
4821 Mills Circle Ontario, CA 91764

Wednesday May 25th 2011
5:30-9:00 pm
Radisson Hotel Sacramento
500 Leisure Lane Sacramento, CA 95815

Thursday, May 26th 2011
5:30-9:00 pm
Kula Ranch Island Steakhouse, Marina
3295 Dunes Road Marina, CA 93933

Sharon Carter has 20 years of optometric experience including working in an office as an office manager, sales and training for an optometric software company to consulting for private practices. She started her own consulting company in 2001 and personally consults in offices all over the country. Sharon spreads her team building philosophy to help offices set and reach new goals with her energetic and enthusiastic approach. Sharon speaks and motivates staff at many national conferences and events: Vision Expo West, Vision Expo East, SECO and for many other State Associations and Paraoptometric Groups.

"Excellent seminar! Informative, lively and interesting!"

"I could relate entirely to every situation and it made the seminar very interesting. I can't wait to see the improvement in our practice!"

"Totally fun, informative and great energy. Makes me want to work harder for our practice."

SPONSORED BY:



www.vweye.com

Educating ECPs and Their Staffs (continued)

COPE Online



QUALITY ONLINE EDUCATION FOR INDEPENDENT OPTOMETRY

CONTINUING EDUCATION FOR OPTOMETRISTS

The Southern California College of Optometry and Vision West are partnering to offer Online COPE- approved continuing education online for optometrists.

Our goal is to provide you with education that is high-quality, convenient and user-friendly. No matter the time or place, you can log on to a computer to obtain your credits. SCCO and Vision West want to support you in your ongoing need for innovative, accessible education.

You are welcome to browse the courses that are displayed. If you need CE credit for a course, complete a registration form and examination for the course you choose. Upon receipt of your registration, payment, and completed exam (submitted via online, fax or mail), SCCO will send a certificate confirming the number of CE credit hours earned.

You pay only \$25.00 per course credit hour (\$22.50 for Vision West members). You may pay using a credit card and if you are a Vision West member, you can bill your Vision West account directly.

Select from the course list below. Additional courses will be added on an ongoing basis.

Questions on whether your State Board will accept certain courses? [Click here](#) for more information. For example, in California the board will accept a maximum of 20 hours of self study CE. Credit is given as 1 hour of credit for 1 hour of self study.

We appreciate any [feedback \(click here\)](#) you may have about the online courses.

Course List

Click on a Course Title to start the course
Click on an Author for their biography
Click on Course Description for that course's content

Computer Vision Syndrome: Diagnosis and Treatment

Author: Jeffrey Anshel, BS, OD

Course Description

CE Hours: 2

Cost: \$50 (\$45 for Vision West members)

COPE Approved

Corneal Infiltrates

Author: Barry A. Weissman, O.D. Ph.D.

Course Description

CE Hours: 2

Cost: \$50 (\$45 for Vision West members)

COPE Approved

Diabetic Retinopathy

Author: Steven Ferrucci, O.D., F.A.A.O.

ONLINE CE HOME

SCCO HOME

VISION WEST HOME

CONTACT US

BROUGHT TO YOU IN
PARTNERSHIP WITH



Online practice benchmark analysis



Home Transactions Web Enhanced Member Services Reports Live Chat

Simulated Profit & Loss Statement

	SIMULATION		YOUR PRACTICE		Dollar Difference
	Dollars	%	Dollars	%	
Private Patient Revenue-	\$192,537	47.14%	260,000	56.52%	\$67,463
Managed Care & Third Party I	\$215,870	52.86%	200,000	43.48%	-\$15,870
Total Gross Revenue	\$408,407	100.00%	\$460,000	100.00%	\$51,593
Cost of Goods Sold	\$115,219	28.21%	140,000	30.43%	\$24,781
Lab Staff & Lab Equip Costs	\$ -	0.00%	0	0.00%	\$0
Total Gross Margin	\$293,188	71.79%	\$320,000	69.57%	\$26,812
Operating Expenses:					
Wages & Related Costs (Excluding Lab Staff)					
Staff Wages & P/R Taxes	\$73,805	18.07%	80,000	17.39%	\$6,195
Staff Benefit Programs- Health & Pension	\$8,946	2.19%	10,000	2.17%	\$1,054
Professional Assoc. Wages	\$0	0.00%	0	0.00%	\$0
Professional Assoc.-Health & Pension	\$0	0.00%	0	0.00%	\$0
Total Wages & Related Costs	\$82,751	20.26%	\$90,000	19.57%	\$7,249
Facility Costs (Rent & Utilities)					
	\$29,872	7.31%	30,000	6.52%	\$128
If property owned Int+Deprec+Prop Tax	\$0	0.00%		0.00%	
Equip. Lease Costs (Excluding Lab Equip)					
	\$17,941	4.39%	20,000	4.35%	\$2,059
If property owned Int+Deprec+Prop Tax	\$0	0.00%		0.00%	
General Operating Expenses					
Marketing & Advertising Costs	\$7,526	1.84%	6,000	1.30%	-\$1,526
Bank and CreditCard Charges	\$4,723	1.16%	4,000	0.87%	-\$723
Communication Costs	\$1,856	0.45%	2,000	0.43%	\$144
Office & Supply Costs	\$4,641	1.14%	4,000	0.87%	-\$641
Insurance	\$6,961	1.70%	7,000	1.52%	\$39
Repairs / Maintenance	\$2,088	0.51%	2,000	0.43%	-\$88
Other professional fees- Accounting	\$464	0.11%	0	0.00%	-\$464
Dues/ Licenses/ Education	\$4,641	1.14%	3,000	0.65%	-\$1,641
Travel & Entertainment	\$464	0.11%	2,000	0.43%	\$1,536
Misc. Taxes	\$464	0.11%	500	0.11%	\$36
Subtotal	\$33,829	8.28%	\$30,500	6.63%	\$3,329
Total Operating Expenses	\$164,393	40.25%	\$170,500	37.07%	\$6,107
Earnings before Deprec., Interest & Taxes	\$128,796	31.54%	\$149,500	32.50%	\$20,704
Other Costs					

Responding to Margin Compression to Save ECPs \$\$\$



No contracts, monthly or annual fees or minimum purchase requirements



We pass **100%** of product discount through to ECP



Tiered fee based on purchase volumes
(high volume practices = < 2%)



Premium Pricing for minimum guaranteed purchase volumes increases discounts granted by our vendor partners



Reminder to Vendors on how we partner together to help ECPs...



We actively promote your products to our members



We assume credit & collection functions



Our field sales reps work hand-in-hand with vendor reps



We pass deferred billing programs through to ECPs



Repository for vendor invoices

CONTACT US

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Continue the conversation, send me your feedback or just ask additional questions on twitter by using [@cevision.com](https://twitter.com/cevision.com)

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BUYING GROUP
YOUR BUYING GROUP OF CHOICE™

