



VM 2011
global
Leadership
summit





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Vision Monday's Annual Global Leadership Summit

“FORGING NEW ALLIANCES FOR INDEPENDENT ECPs”

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VP, Vendor Relations Vision Source
Wednesday March 16th, 2011
New York, New York*



Vision Source



Vision Source!



Vision Source Today

- Experienced OD and Industry led Sr. Mgt Team
- Celebrating 20 years in Business
- Over 2200 offices (65 in Canada)
- Over 4600 ECPs
- Over \$1.6 B in aggregate sales
- Tremendous member retention & tenure
- 120 local markets that meet monthly or qtrly
- Annual NAM with over 2000 attendees
- Almost 200 Employees

Vision Source!



How Does Vision Source Help Doctors Compete ?

Vision Source is a legal franchise of independent doctors in all 50 states and Canada that provides doctors:

- Cost of goods savings
- Practice management and education
- Co-operative marketing & territory exclusivity

Vision Source!



Examples of COG Savings

- Proprietary Ophthalmic Lenses and Lens Treatments
- Private Label Contact Lenses
- Proprietary Frame Line

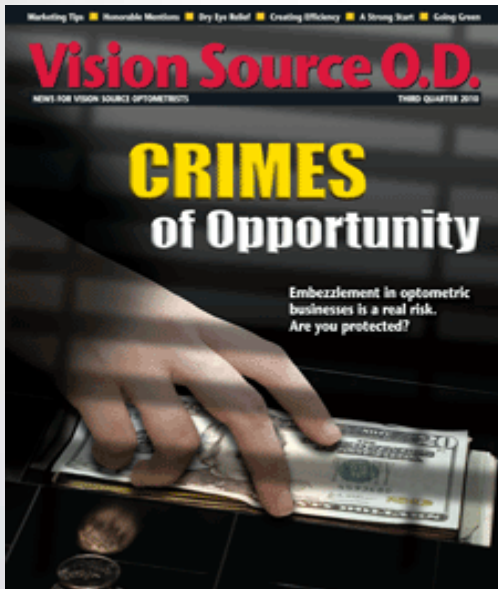


Examples of Practice Mgt Tools

- Best in class Staff Education program
- Office Manager Training & Development
- Billing & Coding Support
- Member Services Team
- 35 page quarterly practice management publication



Quarterly Professional Publication



Vision Source!



Cooperative Marketing & Territory Exclusivity

- Free Member Websites
- Phone App for referrals
- Media campaigns major markets
- Territory Exclusivity
- New Member Opportunity



Free Member Websites

Welcome to
Welcome To Vision Source-Meyer Park




Home Doctors & Staff Vision Care Vision Products Hours & Directions Appointments Promotions Office Forms Contact Us
EXPRESS Contacts Shop Online EyeCyclopedia

Welcome To Vision Source-Meyer Park
Eye Exams, Vision Care, Eyeglasses, Sunglasses, Contact Lenses

Dr. Steven H. Lai, Therapeutic Optometrist
Dr. Ann Han, Therapeutic Optometrist

9959 S Post Oak Rd
Houston, TX 77096
Phone: 713-721-7717
[Click here for directions.](#)
Mon - Fri: 9 am - 6 pm
Saturday: 8 am - 3 pm

Proud Supporter of:



Vision Source - Meyer Park is your source for **family eye care, eyeglasses and contact lenses**. We provide comprehensive eye health services including **examinations, treatment of eye injuries and infections**, and treatment and management of many eye diseases and conditions such as **glaucoma, cataracts, diabetic eye disease, dry eye and computer vision syndrome**.

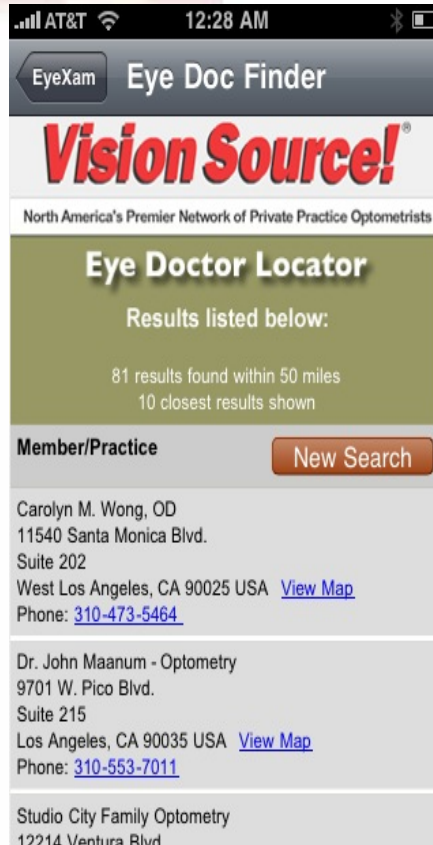
We serve families from Bellaire, Fondren Southwest, Link Meadows, Meyerland, the Reliant Park area, Willowbend and Westbury. Vision Source - Meyer Park accepts most major medical and vision insurance plans, including:

- Compbenefits
- Davis Vision
- Eyemed
- Specters
- Superior
- Texas Children's Insurance Plan
- United Healthcare
- VSP

We feature more than 800 **eyeglass frames and sunglasses** in stock, plus **contact lenses** from all major manufacturers.

draivisionsource@yahoo.com
Visitors since October 25, 2010
2 2 3 7
Visit AllAboutVision.com to learn about eyeglasses, types of contact lenses, options for bifocals and more.

Vision Source!



Developed by Nikki Iravani, O.D.
Global EyeVentures, LLC

Vision Source!



What we provide Vendor partners

- Platforms to educate doctors/staff about their products efficiently
- Co- Branding opportunities
- Sales growth thru Cooperative Independence



Platforms for Vendor Partners

North American Meeting

- Over 2000 attendees
- No Continuing Education
- Vendor Lectures
- 15 hours of Exhibit time

Over 500 local Doctor meetings per year

Over 200 local Office Manager Meetings per year

Daily Web and Print Dr Communication

Vision Source!



Vision Source Co-Branding In-office Promotion





Cooperative Independence

Doctors are independent, but act cooperatively when clinically appropriate



Vision Source and Optical Industry

VS introduced concept to the optical industry 20 yrs ago

(Professional purchasing organization vs. traditional buy group)

Investment in our infrastructure is the key to our longevity & sustainability

Vision Source!



VS Investment in Infrastructure

To build and support an international organization of over 2300 practices and 4600 OD's, we invest in infrastructure:

Almost 200 employees

- Business Development Team
- Vendor Relations Team
- Local OD Leadership in 120 Mkts
- Member Services Team
- Marketing Team
- Full-time legal & Accounting Groups
- IT Team

Host Monthly/Qtrly Local, regional and Nat'l Dr and Staff Mtgs



Challenges facing independent optometry today

- Staffing
- Managing technology and the pace of change in Business
- Decrease in young ODs choosing Private Practice
- Alternative Sources of Eyewear (Internet, retail, MD's etc.)



20 Years of advancing Optometry and Eyecare

- Vision Source Foundation
- Optometry Giving Sight
- Over 150 VS Doctors hold AOA or State Level positions