



## Chairman's CORNER

— Doug Jackman, OD



## Grow Intentionally

Many of us have just returned from Vision Quest and this was the theme of our conference. This is also the theme of our Network.

More specifically, how do we put in place the tools to enable each individual office in the TSO Network to grow to its maximum potential and in so doing enable the Network to grow?

Most of us have probably done some marketing for our offices, but not much, and we assumed or hoped our offices would attract patients and grow. For many of us this has worked. But have we reached our potential? Probably not. Potential is not just a monetary evaluation. It is also a customer service evaluation.

Vision Quest opened with our keynote speaker, Bob Phibbs, the Retail Doctor. His interactive presentation enlightened us on how to deal with competition and provide customer service unequaled. Proof of his teachings is shown by the small coffee shop owner that he helped withstand the opening of two Starbucks within a block of his location. The coffee shop not only increased their business, but eventually the Starbucks closed.

Our two days of continuing education were interactive presentations by Jay Binkowitz and two of his team members from Gateway Professional Network. They stressed ways in which we can say

things a little differently and become more personable with our patients, so that there is no reason for them to go elsewhere, especially when it comes to purchasing eyewear.

Our closing speaker, Tim McKenzie, challenged us to go out immediately and utilize the skills we learned at the conference.

We all have the potential to do incredible things. For our offices, that means doing much more business. We have to plan and set in place the means to achieve our goals.

Now that we have all returned to our practices, we must put the necessary tools and learned skills in place to move forward. If we fail to succeed in these small tasks, our excitement is much like the balloon Bob had us blow up and release during his presentation. It will take a nosedive and die.

Our goal as individuals and as the TSO Network is to not let this happen. We can succeed by utilizing the continuous training that has been put into place for each TSO Network Office.

### This training consists of:

- Your region managers being there to help you;
- The "Creating Yeses" seminar presented by Rosie Daniel;
- The Quick Start seminars that will be coming to each region soon;

- The Tuesday morning regional managers conference call training;
- The 26-week training manual each office will be receiving;
- The Lunch and Learn Webinars and
- The consistent training of the in-office trainers.

The groundwork has been laid. If you have not taken advantage of the training programs that have been presented so far, please start doing so in the near future.

Offices grow by having happy patients who tell their friends and family about the care they received during their appointments. This is accomplished by having a happy, trained staff that knows their job and consistently does it well. This in turn increases the office income by having more patients, higher dollar sales and fewer remakes. And the circle continues.

We have the potential to be the strongest eye care organization in the state of Texas. We are well on our way, but we must provide consistent service and care throughout the TSO Network. To achieve that, we must continue to provide continuous training to the Doctors and Staff of the TSO Network. Please utilize all that is being offered. You are paying for it. No chain is stronger than its weakest link. Don't be the weak link!



## Network News

### New Associate Quick Start Program Classes Continue

The TSO New Associate Quick Start Seminar is a half-day training program recommended for all new office staff members.

New associates learn the importance of the TSO brand standards, customer service and train in basic optics and more. Each class receives an overview of third party vision savings plans and the basics in frame design, lens materials and coatings.

A New Associate Quick Start course is held on the first Wednesday of each month from noon - 5:00 PM in the Doctors of TSO Educational Alumni Center located within the University of Houston College of Optometry. Course attendees will be required to attend a follow up presentation session after their initial class date. Sign up for the August course today.

**August Quick Start Class - Registration Open!**

August 5, 2015 • Noon - 5:00 PM

The Doctors of TSO Education Center - UHCO  
 4901 Calhoun Road • Houston, TX 77024

For additional questions on course materials, please contact Market Manager John Soper at john@tso.com. For registration information, please contact Robin Oloyede at robin@tso.com or 713-953-7600 x 205.

### Congratulations New Associate Quick Start Program Students

Congratulations to the May 2015 Quick Start Program associates! These associates finished the Quick Start program by leaps and bounds and have returned to their offices with the tools to succeed.



John Soper and Quick Start Graduates.

### TSO Network Core Values



What forms the bond between us as a group of independent practices is the voluntary commitment to a set of core values. By embracing and conducting ourselves in this manner, we set ourselves apart as an example in our industry.

**Visionary Spirit**

The belief that there are no challenges but rather opportunities.

**Invested in Relationships**

Providing quality eye care depends on building and nurturing relationships with our patients, our colleagues and our profession.

**Dedicated Professionals**

We demonstrate respect for our patients and profession by the manner in which we conduct ourselves and the effort made improving our skills and abilities.

**Leadership Through Service**

We believe leadership is earned through service to others, service to our associates, our network members and our professional and civic communities.

## Message from Vendor Relations Committee



**Michael Reade, OD**  
*Chairman*

Over the past three years, members of the Vendor Relations Committee have made it their mission to create a forum for communication between vendors and the TSO Network Board, with the goal that in turn this will enhance membership value by finding ways to maximize TSO members return on investment in the industry and allow vendors and sponsors to communicate ideas and issues with the TSO Network Board members who can take action and make changes.

First, thank you to the doctors who participated in our recent Vendor Relations Survey. Due to your expressed interest to understand the progress of the Vendor Relations Committee and the areas we focus on through strategic partnerships, we are committed to provide you with increased communications thru periodic updates.

Through sub-committees, the Vendor Relations committee members focus on contact lenses, frames, equipment, lab and sponsors for the annual Vision Quest Conference. As chair of the contact lens sub-committee, I would like to take you through some of the items that we have accomplished through strategic partnerships over the past few years.



### Key Accomplishments

Starting in 2012 and continuing to the present, the Vendor Relations Committee has secured several strategic partnerships with the leading contact lens vendors that have resulted in:

1. Between 2012 and 2014, the Vendor Relations Committee has been able to double the amount of rebates that were given to TSO Network Offices.
2. Between 2012 and 2014, the dollar volume that went back to TSO Network members exceeded \$1.5 million.

### Strategic Partnership Updates

#### ALCON

As of January 1, 2015, our new three-year agreement with Alcon is underway. This partnership is a continuation of the previous year's agreements with additional benefits. Alcon will be distributing changes to each Doctor of TSO soon.

#### VISTAKON

Our current agreement ends June 2015 with hopes to make new agreement announcements before the end of June.

We are still working on agreements with several contact lens distributors with hopes to enhance benefits with one strategic distributor agreement in the near future. You are able to locate any of our current agreements by visiting the Vendors section on TSO Network Update doctor login side.

I encourage participation on the Vendor Relations Committee or on the sub-committees to all Doctors of TSO. We meet through conference call and email, so no travel is involved. Please feel free to email me at [mareade@tso2020.com](mailto:mareade@tso2020.com) if you have questions or would like to join the committee.

Thank you to all of the current Vendor Relations Committee Members!

### 2015 Vendor Relations Committee

- Dr. Brian Blount*
- Nidal BouChedid*
- Dr. Doug Clark*
- Finch Dunkin*
- Dr. Maxwell Olumba*
- Craig Parker*
- Dr. Phong Pham*
- Dr. Amit Shah*

## Houston Livestock Show & Rodeo Scholarship Recipient Gives Thanks

The Doctors of TSO previously held a long-standing commitment as a corporate contributor to the Houston Livestock Show and Rodeo (HLS&R), which benefits students throughout Texas with scholarships and other educational programs. Each year, the Doctors of TSO proudly supported the students of Texas by underwriting one four-year scholarship to a Texas high school student totaling \$16,000 for their education.

The Doctors of TSO's final scholarship recipient, Stephanie Wythe, recently contacted our office to express her gratitude for her scholarship. Stephanie began her college journey in 2011 and is now in her final semester of undergraduate school at Texas A & M University. Because of the longstanding commitment to caring for their patients and the communities they serve, the Doctors of TSO have helped Stephanie move closer to her dreams of becoming a physician.

## TSO Welcomes Mary Han as Office Administrator



Please welcome the new office administrator for the TSO Network Office, Mary Han. Mary has a background in customer service and accounts payable. Mary will be responsible for all office related tasks as well as assisting Operations Manager Cindy Huynh with credentialing doctors and adding doctors to vision plans.

"I am excited to join the TSO Network and focus on ensuring that customer's needs are met. Feel free to contact me with any questions you may have," said Mary.

Please join us in welcoming Mary to our team!

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 She can be reached at [officeadmin@tso.com](mailto:officeadmin@tso.com) or or 713-953-7600 ext. 201.  
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May 26, 2015



### Howdy from Aggieland!

Mr. John D. Marvin, President  
Texas State Optical



**It is hard to believe that I have completed my second-to-last semester here in Aggieland! My focus this semester was to ensure that I remained the best possible medical school applicant I can be, while also getting the most fun out of my continually winding-down college days. I completed 13 credit hours with a 4.0 (YAY!), held down three jobs that I LOVE, volunteered, and had my final degree audit to prepare myself for graduation this fall. Needless to say, I was never bored!**

One of the highlights of my semester was studying and getting an "A" in Anatomy. This course was a combined lab/lecture course that covered canine anatomy and frequently drew connections with human anatomy. I had my own canine cadaver which I dissected each week, and studied everything from muscles, bones, and all the organ systems. It was so nice to get to do something hands-on and have a break from textbook based classes. Plus, dissecting is just so cool! Anatomy lab was one of the most enjoyable (albeit, smelly) experiences I have had in my entire college career, and I am really looking forward to doing it again as a medical student!

This semester I also completed my Art/Architectural History Minor with a course called Archaeology of Ancient Italy. For me, this class was a much-needed escape away from the science world, and each week I lost myself in the rich history and amazing architecture of the Ancient Roman Empire. I cannot wait until I can leave the textbooks and have the opportunity to go to Rome and see these breathtaking buildings and monuments for myself!

In addition to school, I continued to teach group fitness classes, tutor, and TA— in total working over 20 hours a week. Somehow during all of this, I even made time to volunteer regularly with the Pre-Medical Society. This semester, our main focus was to raise money for our philanthropy, the Alzheimer's Association. I participated in many fundraisers, including a Bake Sale, a Powderpuff Flag Football Tournament, and several Walks Against Alzheimer's. I was also fortunate enough to be one of the top members this semester, and earned a spot on a field trip to visit and tour the medical school at the University of Texas Health Science Center in San Antonio with several of my fellow Pre-Medders! It has definitely been a crazy busy semester, but I have never felt more involved in the community or at the University.

**Playing Powderpuff Football for Alzheimer's!**



**Touring the UT Health Science Center in San Antonio!**



It is hard to believe I only have one more semester of undergraduate school left! This is a very exciting time in my college career, because I am currently in the process of applying to medical schools all across the state of Texas. After I submit my applications, I will (hopefully) be invited for interviews throughout the fall semester and may even know about my acceptances by Christmas time! As I get another step closer to pursuing my dream of becoming a physician, I definitely plan on keeping you updated about every step in this process. I couldn't have made it this far without all of your help and support! ☺ Thank you!!!

Sincerely,  
Stephanie Wythe

**I got my Aggie ring!**




**Photo for Med School Application!**



ThankYou & Gig'em! – Stephanie Wythe E-Mail: [snwythe@yahoo.com](mailto:snwythe@yahoo.com)

# TSO Continues to Support Optometry Giving Sight



For the third year, TSO welcomed Optometry Giving Sight to exhibit and interact with attendees at the Vision Quest Conference. Optometry Giving Sight is the only global fundraising initiative that specifically targets the prevention of blindness and impaired vision due to uncorrected refractive error.

During the conference, Optometry Giving Sight's Chief Development Officer, Eric Anderson encouraged offices to participate in the World Sight Day Challenge.

The World Sight Day Challenge invites members of Texas State Optical to raise funds throughout September and October to help the 600 million people around the world who are needlessly vision impaired. World Sight Day is an annual day of awareness in October to focus global attention on blindness and vision impairment. It is coordinated by the International Agency for the Prevention of Blindness (IAPB) as part of the VISION 2020 Global Initiative. This year's World Sight Day is on October 9, 2015.

Fundraising activities in practices are always a highlight of the campaign. Last year saw practitioners shaving their heads, practice staff proudly wearing their t-shirts throughout October and patients happily joining in the fun. The World Sight Day Challenge is an excellent opportunity for your office to let your patients and local community know that you contribute to the global cause of vision loss.

To donate, or pledge your participation by selecting one of our giving levels, please visit [www.givingsight.org](http://www.givingsight.org) or call 888-647-4483 for more information. Optometry Giving Sight has t-shirts and wristbands for purchase and materials to help you promote your involvement in the practice, at work or at your School.

## Vision Quest Snapshots



## Vision Quest Recap

During the annual shareholder’s meeting, President John Marvin recognized two Doctors of TSO and presented them with awards to reinforce their hard work within the TSO Network.

### Rising Star Award



The first TSO Network Rising Star award was awarded to Dr. Phong Pham of TSO Kingwood. The award is intended to recognize an emerging leader within the TSO Network whose record reflects ongoing and exceptional growth in contribution to the profession and increased levels of leadership and responsibility. Although Dr. Pham has not yet reached a senior-level position, his track record reflects a

strong potential for achievement at the highest levels of the profession.

Dr. Phong Pham, grew up in Houston, Texas, where he was inspired to enter the field of optometry. Pouncing on his dreams, Dr. Pham received his Bachelor of Science and his Doctor of Optometry degree from the University of Houston. While in school, Dr. Pham received the Clinical Excellence Award as a sophomore, and graduated with honors. Dr. Pham has been working in the Optometry field since 1999, with his first job being a lab technician/optician with TSO.

Dr. Pham specializes in a wide range of eye care specialties and enjoys working with young children.

### Lifetime Achievement Award



Dr. Kevin Katz of TSO Galveston received the second lifetime achievement award to be awarded at Vision Quest. The award honors Dr. Katz’s career in optometry and further demonstrates how his talents have advanced the optometry profession in a fundamental way. Scholars, professional peers and the general public have acknowledged his accomplishments and his work has

genuinely demonstrated the art of patient care.

Dr. Kevin Katz has been in Galveston since 1980. He originally went to optometry school in South Africa where he was born. He came to the United States to go to graduate school in 1976. Katz did a Masters degree in Physiological Optics with an emphasis in Clinical Optometry at Pacific University in Forest Grove, Oregon. During that time he did original research and taught in the student clinics in addition to didactic education. He received his Doctor of Optometry degree from the University of Houston. After living in Houston and Seattle for brief time periods he settled on the Gulf Coast and purchased Texas State Optical in Galveston in 1980.

Dr. Katz is a past chairman of the board of Texas State Optical and past president of the Texas Optometric Association. He is a member of the American Optometric Association and the Harris County Optometric Society. He is an Optometric Glaucoma Specialist. Dr. Katz is a diplomat of the American Board of Optometry and is board certified. In February 2012 he was honored as Texas Optometrist of the Year by the Texas Optometric Association.

Dr. Katz has been involved in the Galveston community being on the boards of the Downtown Revitalization Coalition as president, Temple B’nai Israel, Gulf Coast Society to Prevent Blindness, and advisory boards of the Galveston Historical Foundation and Strand Theater. He has been a member of the Galveston Rotary Club for over 30 years and has served on the board.

## Awards & Recognition at Vision Quest

Each year TSO recognizes offices that achieved a certain amount of success in terms of percentage growth and dollar growth and designates those offices as Platinum Practices. With teamwork, leadership development and overcoming challenges, the following offices reached an annual sales volume of \$1 million dollars or more in 2014.



**Carlos Flores, OD**  
*San Antonio, TX*



**Nathan Garcia, OD**



**Scott Snowberger, OD**



**Leigha Nielsen, OD**  
*Schertz, TX*



**Pam Solly, OD**  
*Bastrop, TX*

A million dollars in sales doesn't happen without delivering care to thousands of people, which exhibits the service provided to patients, as well as produces loyalty amongst current patients and generates referrals. In the past, Platinum Practices have received recognition at Vision Quest only. This year TSO celebrated the four Platinum Practices of 2014 by taking the doctors and their staff to dinner and presenting the doctor with an award during the dinner.


Largest Percentage Increase		2014
First Place	Drs. Garcia & Snowberger Pflugerville, TX	133%
Second Place	Dr. Laura Stancik Wichita Falls, TX	47%
Third Place	Dr. Benny Peña Fredericksburg, TX	40%

Largest Dollar Increase		2014
First Place	Dr. Laura Stancik Wichita Falls, TX	\$591,932
Second Place	Dr. Linda Matocha Dr. Eric Underwood Houston, TX	\$268,288
Third Place	Dr. Pam Solly Bastrop, TX	\$256,425




Phong Pham, OD  
 Kingwood, TX

**Rising Star Award**

Kevin Katz OD MS  
 Galveston, TX

**Lifetime Achievement**



## Vision Quest Recap



Dr. Doug Jackman, Chairman of the Board of Directors, welcomes everyone to Vision Quest 2015.

The 2015 Vision Quest conference in Chicago, Illinois was an opportunity for learning by team activities for the Doctors and Staff of Texas State Optical. From structured education to casual conversations at The Hilton Chicago Hotel, the Doctors and Staff of TSO, exhibitors, sponsors and guests spent four days renewing old friendships and making new ones.

Grow Intentionally was this year’s conference theme. It was selected with the purpose of emphasizing the importance of being intentional about making changes and improvements to the way you care for patients. Whether one wants to grow office sales, the abilities of staff or individual capabilities, it must be intentional. Improvement and growth does not just happen, it is the result of making the conscious effort to cause that growth. It was during this time that all in attendance were reminded that focusing on growth, exchanging information and experience is a great way to improve practice operations and deliver complete patient satisfaction.

*“Many thanks to all who attended Vision Quest this year. The hotel, food and amenities were terrific. Thanks to all the exhibitors for their support as well.” – Dr. Jackman*

A business report was delivered during the conference and following are its highlights:

- The TSO Network reported total sales of over \$105 million dollars in 2014.
- 9.5% of Network members exceed the national average of \$861,267 in gross sales.
- Network membership shifted to 113 locations of independent professional optometrists.



**Tim McKenzie, Employer Flexible**  
 — VP Training and Development

With a passion to inspire people to live more purposeful, fulfilling, and productive lives, Tim has spoken at a variety of organizations and conferences across the country over the past twenty-five years. He

also focuses on developing strategies, people, and culture through a variety of services.

His approach to personnel and personal development is through designing your desired outcome; you can achieve your full potential. Live your life by design and not by default. Whether you’re launching a rocket or throwing a ball, small changes can make a big difference. Power, design, technique, and angle are all critically important when it comes to trajectory.



“We all know that there’s a big difference between knowing what to do and doing what you know. It is my hope that our time together bridged that gap by providing a roadmap to simplify choices, establish priorities, and win the battle of execution. By intentionally and purposefully determining what matters, we obtain line of sight to significant and meaningful results,” stated McKenzie.





**Bob Phibbs, The Retail Doctor**

Bob Phibbs, The Retail Doctor, is a nationally recognized business strategist, customer service expert, sales coach, marketing mentor, retail author, and motivational business speaker. With over thirty years experience beginning in the trenches of retail and extending to senior management positions, he has been a corporate officer, franchisor and entrepreneur. His presentations are designed to provide practical information in a fun and engaging way that leaves a lasting impression, earning raving fans along the way.

Phibbs spoke to the Vision Quest attendees on the importance of understanding their competition and how to truly engage your customers before trying to sell them on a pair of eyewear. He discussed why millennial employees may be costing you sales and how you can realistically make bigger sales with the same traffic count. His interactive presentation left the attendees thrilled and ready to conquer the conference continuing education.



**TSO Shareholder Meeting Snapshots**



# Vision Quest Photo Gallery

Chicago 2015







# Practice Management



## Region Market Manager's CORNER

— John Soper, *Houston West*

### A Little Off Axis

#### Five Least Favorite Things You Would Want to Hear a Patient Say: Part II

There are times when a patient can mention a few words and it makes us cringe. In this installment we are going to deal with some hated phrases that tackle product quality problems.

#### **4. "I don't know how my glasses broke. I just woke and they were this way," said the innocent child.**

The issue here is not that aliens came down and broke this kid's glasses in his sleep, but rather this child is afraid of who has to pay. You can always be the smart aleck and place the glasses on the table and wait for the aliens to come again. Or you can replace or repair the glasses with the smallest amount of discussion and in the quickest time.

Understand the economics of losing an entire family's exams, contacts and glasses forever over a \$20 temple. Which one will make you go broke fastest? Drum roll please.

#### **5. "I was told my lenses were scratch-proof."**

Inform the patient that their lenses are scratch-resistant, but no lens is completely scratch proof and are not warrantied against abuse.

Your patient may think, "Now, I'm real happy. You told me not only did you rip me off by lying to me when I purchased them, but now you're saying I purposely scratched my own lenses."

How do we alleviate this situation?

Every TSO offers a warranty to remake scratched lenses. Tell the patient that they are lucky they purchased them



from TSO because we stand behind every pair of glasses we make. No questions, no arguments and no disrespectful repeating of a nonexistent policy. The policy is: replace them quickly, no questions asked and have the happy patient out the door.

The key when dealing with questions of quality of product is to get the patient out the door with a repair or replacement quickly. Exceed expectation. On the other hand, when dealing with complaints that question our ability to accurately fill a prescription, you want to take extra time with the patients to instill confidence.

Best Regards and remember in life it can be right, wrong or just a little off axis.

# Recognition to Revenue Boost Morale and Productivity via Staff Encouragement



A doctor once asked me, "Why should I recognize my employees? Nobody recognizes me. And besides that, they get a paycheck." The answer to his question is simple: Personal recognition plays a huge role in overall job satisfaction. Why? Because people feel good when getting positive feedback for a job well done.

In my experience, recognition is the top motivator of employee performance, and motivated employees produce more revenue.

But providing encouragement may be more difficult than it seems. A study by Success Dynamics, Inc., shows an immense gap between the amount of encouragement employers think they are giving and the perception of the employee. When 2,500 doctors were asked to rank on a scale of one to five (one=never, five=always) the following statement, "I let my employees know when they are doing a good job," their average response was a whopping 4.4. However, when the employees were asked to use the same rankings for the statement, "The doctor lets me know when I am doing a good job," the average response was a mere 1.7. This discrepancy in encouragement leads to lack of motivation, employee turnover and decreased productivity.

So, if you want happy, motivated employees, providing encouragement will help you reach your goal. Here, I provide four guidelines of recognition, as outlined in the book, "1001 Ways To Reward Employees," by Bob Nelson:

### 1. BE TIMELY AND SPECIFIC

In order to be effective, the recognition should happen within a short time frame of the well-done deed — the same day, if possible — so plan ahead. For example, you could keep on hand small tokens of appreciation (\$20 or less) from local businesses, such as a gift certificate from a restaurant your staff frequently orders from. Not only will you be supporting the local economy, but if you stop in every few months to purchase gift certificates for your staff, the restaurant owner and/or employees may be inclined to schedule their next eye exam at your office. Now your practice receives an extra benefit.

### 2. MATCH THE REWARD TO THE ACHIEVEMENT

Take into account the significance of the achievement. For example, two movie passes might feel insulting to someone who has done a fantastic job on a large-scale project, such as coordinating EHR implementation or staff training, but would be greatly appreciated by an employee who saved a sale in the optical.

### 3. MATCH THE REWARD TO THE PERSON

Recognition is not a one-size-fits-all concept. Some employees beam when they are formally recognized in front of the whole team, while others prefer to be thanked in a private setting.

How do you know how an employee enjoys being recognized? Ask! If that's too forward, another option is to observe staff for clues. For example, if your optician's nails are always finely manicured, compliment her and ask her where she gets them done. Then, when she goes above and beyond, give her a gift certificate to that nail salon.

Now it's clear you actually observe and listen to your employees. And again, you're networking with other local businesses.

### 4. GIVE THANKS

Last, but not least, never underestimate the power of a sincere "thank you." This simple act can go a long way, especially at the end of a difficult day at the office.

### A PAT ON THE BACK

Recognize your staff often for a job well done, and reap the benefits of a happier, more productive workplace.

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*This article was originally published on Optometric Management and written by Rebecca L. Johnson CPOT, COT, COE. Johnson is the founder and president of Eyetrain4you and the executive director of business services for GPN. Email her at Rebecca@GatewayPN.com.*

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## Bedside Peanuts



**Sparky Nolan**  
 — Chamber Executive,  
 Community Builder and a Public  
 Relations Specialist

People don't care how much you know, until they know how much you care ... about them."  
 - Zig Ziglar

**NEWS FLASH;** Doctors with good bedside manners seem to get hassled less and rewarded more. I'll spare you the citations and mini-lecture about what it means to your bottom line, but it's clear you do more adding and less subtracting from it when you are nice. You know, like your mamma taught you to be? And we aren't talking peanuts either.

Oh wait, now we can talk Peanuts. To me the world is still in balance if Snoopy is fighting the Red Barron and Linus is holding his security blanket and Schroeder is playing Mozart. No doubt Lucy is still one aggressive gal, while Charlie Brown is still a really nice kid. Have you ever wondered which Peanut character you were most like? For me, I have to consider I'm a mix of Lucy and Charlie Brown, because I'm aggressively nice.

If self-analysis and introspection are hard for you, please consider the following pearl of wisdom. Dr. Stephen Covey said "Fish discover water last." And, they discover it quickly when they are out of it. We often forget the obvious about others and ourselves as well. People like to hear their name, a cheerful word, and their Doctor empathize with their challenges. You too might not know exactly what kind of feelings you broadcast to your patients, so I encourage you to take inventory of your personal communication toolkit and realize nice still sells. It's like clean, crisp, clear water.

Being nice won't ever take the place of competencies in your field, but being nice can always take the place of being less than nice. Being nice is a value-added service you can offer for FREE. Being nice in your practice gives nice returns. So, please consider having a nice day!

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 Sparky Nolan is a Chamber Executive, a Community Builder and a Public Relations Specialist. For expert advice on how to plug in to your community, Sparky can be reached via text at 832-633-6332 or e-mail at Sparky@RollingBallIPR.com.  
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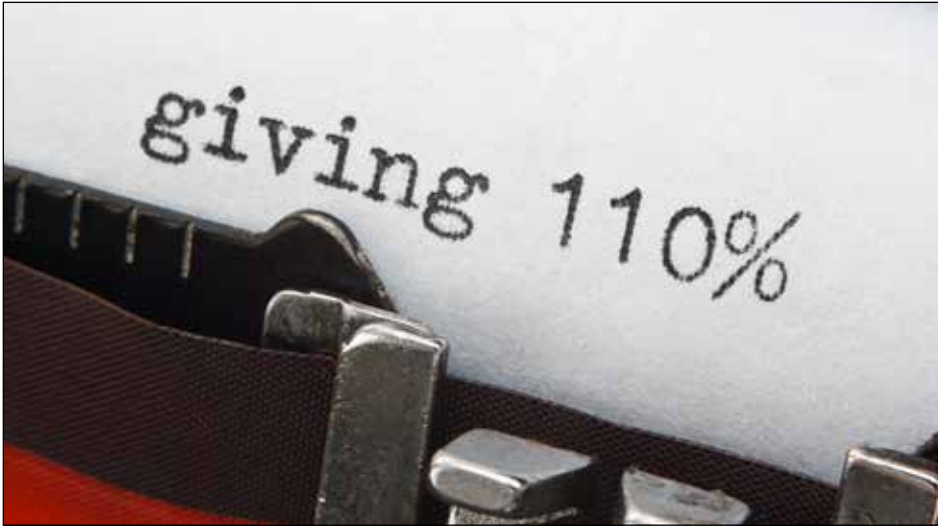
## New Back to School Banners and Counter Cards Available on eStore

The third quarter is an important opportunity for network members to capitalize on the surge in retail activity associated with back to school. Our message of the importance of good vision for a child in school is important to share with your patients and communities.

TSO Marketing has produced a collection of display advertisements, counter cards and banners to spread the message that 80% of learning is visual and that a quality education requires good vision. These items can be ordered online at the TSO Network update website in the member login area eStore. They are available at no cost to members. Only shipping charges apply.



## Give More to Get More



How many times a day are you and your team faced with the question of whether to provide more for a patient? “More,” in this instance, being products and services. In some situations, patients expect more for their money or more discounts, while others expect you to provide more personalized service. What do you do? How far are you willing to go to make your patients happy?

### Products

Let’s start with products. At a recent staff meeting, a question came up about what to do for a patient when his eyewear is late or needs to be redone. My philosophy is simple: Regardless of whose fault it is — the lab, the insurance carrier, a staff member, etc. — our priority is to rectify the situation and make the patient happy.

So, my answer to this question is simple: Inform the patient about the delay and find out whether he has a back-up pair of glasses. If not, offer a temporary pair to hold him over until his glasses are ready. (This can be a very inexpensive frame in either single vision lenses or low-end progressives that can be turned around the next day). When the original glasses are ready, let the patient know he can keep the “temporary” pair.

In this example, the cost of providing more to correct the mistake — an inexpensive pair of glasses ranging from \$10 to \$50 — is less expensive than discounting the ordered glasses or issuing a full refund. And, it is considerably less expensive than losing the future business of the patient and others because of a bad review.

### Services

From my perspective, you can’t be generous enough when it comes to service. This includes respecting patients’ valuable time and educating them on the value of your services so they appreciate the care you provide, and even how

you welcome them to your practice. For example, do you offer patients a bottle of water and let them know how happy you are to see them, or do you tell them to sit, fill out forms and wait? How about surprising your patients with true hospitality? It’s the little things that can make all the difference.

Another key component is ensuring patients that their needs and goals are your priority. True customer service is about always letting a patient know what you can do, not what you can’t. “Cans” win, “Can’ts” loose. It’s that simple.

### The Answer

To give or not to give? That is the question. And my answer is give, give, give! It will pay dividends, both to your bottom line and to the satisfaction of your patients.

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*This article was originally published on Optometric Management and written by Jay Binkowitz. Binkowitz is the president of GPN, an optometric consulting company based in Huntington, N.Y. He has had extensive experience in retail operations, merchandising and marketing. Email him at jay.gpn@gmail.com.*

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## Insurance & Third Party

### Texas Governor Signs Law Preventing Managed Care Companies from Requiring ODs to Use Their Labs



On Saturday, June 20, 2015, Texas Governor Greg Abbott signed Senate Bill 684 into law allowing private optometric practitioners to provide patients with materials from sources of their own choosing rather than being required to use those of managed vision

care companies. The new law goes into effect on Sept. 1, 2015, and it applies to contracts entered into or renewed on or after that date.

Specifically, the law prohibits managed care plans from restricting or limiting an optometrist's choice of sources or suppliers of services or materials, including optical laboratories used by the optometrist to provide services or materials to patients.

In addition, the law also prohibits managed care plans from controlling the professional judgment, manner of practice, or practice of an optometrist or therapeutic optometrist; paying an optometrist for a service not provided; or requiring an optometrist to disclose a patient's confidential or protected health information unless the disclosure is authorized by the patient or permitted without authorization under HIPAA.

The law also requires optometrists to disclose to a patient any business interest the optometrist has in an out-of-network supplier or manufacturer to which the optometrist refers the patient.

The impetus for the legislation, according to analysis of the bill in the Texas House Committee report, was based on the fact that interested parties assert that some vision plan companies "require optometrists to disclose confidential medical diagnoses of their patients in order for the optometrist to remain in compliance with plan rules" and "the parties report that some vision plan companies also require optometrists to use an optical laboratory the vision plan owns, even when the optometrist knows that a different lab can produce glasses for a patient more quickly, at a lower price, and with better craftsmanship and quality control."

The law was approved by the Texas legislature earlier this month, as reported by VMail.

### TOA Hosts ICD-10 Seminar on August 2, 2015



TOA in partnership with Optometric Business Solutions will host another ICD-10 seminar on August 2 in Austin, Texas. All Doctors and staff of TSO are able to register for a discounted price of \$150 per person.

#### SCHEDULE

9 AM - 11 AM

ICD-10 - New rules, new codes

11 AM - NOON

Clinical Applications of ICD-10 Part I

NOON - 1 PM

Lunch

1 PM - 2 PM

Clinical Applications of ICD-10 Part II

2 PM - 3 PM

Coordination of Care

#### LOCATION

Westin at the Domain

11301 Domain Drive

Austin, TX 78758

512-832-4197

#### Group Room Rates:

Starting at \$149 until July 9, 2015

In order to receive the discount, you must fax your downloaded registration form to Sherry Balance at [sherry@txeyedoctors.com](mailto:sherry@txeyedoctors.com) and reference you are a TSO doctor on the form. Please visit [texas.aoa.org](http://texas.aoa.org) to download the registration form. For additional questions, please call (512) 707-2020.

## TSO Hosts ICD-10 Seminar in San Marcos

All TSO Network Doctors and Staff are encouraged to attend an ICD-10 course prior to the major changes occurring October 1, 2015. A registration invitation will be sent via email to the Doctors and staff of TSO in early July.

**Sunday, August 23, 2015**

9:00 AM - 4:00 PM

\$50 Registration Fee (includes lunch)



Dr. Rumpakis is currently President & CEO of Practice Resource Management, Inc., a firm that specializes in providing a full array of consulting, appraisal, and management services for healthcare professionals and industry partners. He has developed some of the leading Internet based software applications for the medical/eye care field such as CodeSAFEPLUS.com®, the industry leading cloud based CPT & ICD Code Data and Information Service, and he is also the founder of Opt-ED® Professional Continuing Education.

Through clinical cases, TSO Network Doctors and Staff will be presented with the history, rationale, formation, and application of the ICD-10 system and proper medical record compliance. Practical application of forming a timeline and implementation plan for the successful transition from the ICD-9 to ICD-10 systems will be covered.

### OBJECTIVES

- Learn the genesis of the ICD-10 system
- Learn the rationale and format of the ICD-10 system
- Learn the practical application of the ICD-10 system through clinical case presentation
- Learn clinical conventions of the ICD-10 system
- Learn the clinical ramifications of multiple diagnoses reporting
- Learn clinical hierarchies of the ICD-10 system
- Develop a timeline for in-office training
- Develop an implementation plan for successfully incorporating the ICD-10 into their practice

### Location:

**Embassy Suites San Marcos Hotel, Spa & Conference Center**

1001 E. McCarty Lane • San Marcos, Texas, 78666

Room rates starting at \$139 through July 24, 2015

### Vision Quest Snapshots





# Marketing & Advertising

## Advertisement Deadline Management



In order to best serve the Doctors of TSO, your Marketing Coordinators are recommending that all advertising and marketing requests be submitted at least five business days prior to the given advertisement deadline.

**Example:** Deadline for a half page advertisement in your local publication ad is May 22, 2015. It is recommended for you to submit your advertisement request on or before May 15, 2015 in order to avoid delays in production.

Please note, if an advertisement submission is requested with less than a five-business day notice before the deadline, there may be a delay in creating the artwork. In an effort to allow each Doctor of TSO ample time to review their advertisement before submission, it is strongly suggested to work within a five-business day time frame.

For additional questions on how you can place advertisements in your local publication, please contact your Market Coordinator.

**Yanely Majano**

Market Coordinator, Texas North & Central Regions  
 877-953-7600, ext. 202  
 Email: Yanely@tso.com

**Lindsey Hazelwood**

Market Coordinator, Houston East & West Regions  
 877-953-7600 ext. 208  
 Email: Lindsey@tso.com

## July Webinar Schedule



All Lunch and Learn Webinars are held from 12:30 PM - 1:00 PM. Unless otherwise noted, all webinars are recorded and placed on [www.tsonetworkupdate.com](http://www.tsonetworkupdate.com) on the webinars page.

**Tuesday, July 7, 2015**

**Lunch and Learn Webinar: Navigating the TSO eStore**  
 Helping you through the ins and outs of the TSO eStore!  
 Submit your questions prior to the webinar to Lindsey Hazelwood at [Lindsey@tso.com](mailto:Lindsey@tso.com).  
 12:30 PM - 1:00 PM

**Tuesday, July 14, 2015**

**Lunch and Learn Webinar: Troubleshooting Eyewear**  
 12:30 PM - 1:00 PM

**Tuesday, July 21, 2015**

**Lunch and Learn Webinar: Understanding Vision Savings Plan Benefits**  
 12:30 PM - 1:00 PM

**Tuesday, July 28, 2015**

**Lunch and Learn Webinar: President's Update**  
 12:30 PM - 1:00 PM

## July Region Market Manager Conference Call Schedule



As part of our ongoing training and support program, we are pleased

to introduce weekly Region Market Manager Conference Calls. Each Tuesday morning from 8:30 to 9:00 AM one of our four region market managers will host a conference call featuring a specific topic. A portion of the call will be used to answer questions from network members and associates. Please see below the schedule for upcoming conference calls, topics and information on how to participate. No registration needed, just dial the conference code and participate!

Conference Dial-in number:  
712-432-0900

Participant access code: 495106

### Tuesday, July 7, 2015

Training Levels of Staff and Qualifications or Certifications  
8:30 AM – 9:00 AM

### Tuesday, July 14, 2015

Greeting When Patients Walks into the Office  
8:30 AM – 9:00 AM

### Tuesday, July 21, 2015

Communication After the Purchases  
8:30 AM – 9:00 AM

### Tuesday, July 28, 2015

Uniform of Staff and Doctors  
8:30 AM – 9:00 AM

## TSO Network Members Utilized Social Media During Vision Quest

Well done, TSO Katy for utilizing Facebook during Vision Quest 2015 in Chicago and winning a TSO mug filled with goodies, which included two scratch off tickets with a value of up to \$200! Yanelly Majano, TSO Market Coordinator issued a Vision Quest selfie contest to increase the online presence of the conference.

Shown below are honorary mentions to the contest. Thank you to all the Doctors and Staff of the TSO Network who are members of the TSO Network Members Facebook group. All Doctors and Staff of TSO are encouraged to join the TSO Network Members Facebook group today to be eligible for contests and stay connected with the TSO family.



Dr. Shiroz Virani and Nizar Virani.



Items won for most "Likes."



TSO Staff member, Jack Day, at the Willis Tower.



Dr. Elle Fazlalizadeh and Lindsey Hazelwood.

## Advertising Committee Report



**Roland Montemayor, OD**  
*Chairman*

Your advertising committee has been busy at work this year. I must take time to say thank you to all committee members who have taken extra time out of their practices and away from their families to work on a project that is important to all of us. We have had numerous conference calls, several day long meetings and hours and hours of discussion on what we can offer to our network doctors and their offices.

We have set our sights on three things that we hope to accomplish for 2015.

1. To refresh the "Caring for the Eyes of Texas" message with a more contemporary look and feel.
2. Develop a comprehensive internet strategy.
3. Create a local office marketing toolbox to allow offices to market and advertise to their local markets.

At Vision Quest in Chicago, we were able to unveil the "new" Caring for the Eyes of Texas ads and marketing materials. Our committee reviewed numerous designs with the help of Love Advertising Agency. We felt that the new ads utilized diverse models, incorporated bright colors but kept the Caring message prominent. Over the years, this phrase continues to test well with consumers. Love advertising is developing the

components of numerous marketing pieces that your offices will be able to select on the TSO eStore. We hope to have all the parts available within the next few weeks. Once developed, you will be able to order different size ads, trunks show ads, thank you cards and billboard designs just to name a few. We will continue to add different marketing materials to give you a variety of choices and sizes in ads. I would encourage you to meet with your region marketing managers and start to plan ways for this year and beyond to create your local market campaign.

Keep in mind that these marketing materials are only a part of the way that we advertise our offices and the TSO Brand. The way your office looks and smells, its curbside appeal, how your staff greets patients and answers the phone, how your staff is dressed and the customer service you provide your patients are all important to helping grow your practice. So this may be a great time to evaluate ways you can improve your office's patient experience. The right mixes of ads, marketing materials and a top-notch staff and facility is what are needed to keep the TSO name strong for years to come.

**2015 Advertising Committee**

*Dr. Renee Dunlap*  
*Dr. Kevin Katz*  
*Dr. Nitin Patel*  
*Dr. Leigha Nielsen*  
*Dr. Jon House*  
*Dr. Ly Nguyen*  
*Dr. Douglas Clark*  
*Dr. Reid Robertson*

### Vision Quest Snapshots





## Around the Network

### TSO San Marcos Selling Visioffice

Enhance your “wow” factor with state-of-the-art dispensing technology in your office. The Visioffice from Essilor allows you to provide comprehensive patient care with a full range of accurate patient measurements, detailed and consumer-friendly patient education modules, and access to exclusive Varilux® lenses. This free-standing unit is in great condition and is being sold because San Marcos TSO will be upgrading soon to version 2. The unit was originally installed in late 2010 and all updates have been kept up. Asking price is \$4,000 and will need to be picked up in San Marcos, Texas.

For more information, please contact Amy Stanfield, Business and Marketing Director for San Marcos TSO at 512-754-6161 or [glasses@tso.com](mailto:glasses@tso.com).



### TSO Cypress Employees Celebrate One Year with TSO

TSO Cypress employees commemorated one year of Caring for the Eyes of Texas. Thank you to Kayla, Eli, Tony, Andy and Dr. Hatridge for your service. The TSO Network values your contributions and hopes you will remain with Dr. Nguyen for many years to come.



Dr. Hatridge celebrating one year.

## TSO Northshore Team Participates in Team Building Activity

The TSO Northshore team dedicated an afternoon to join in on the challenging Houston Escape Room event. The Houston Escape Room provides a great opportunity for groups to flex their team building muscles in a fun but challenging environment. The team had one hour to escape a locked room using clues and finished the challenge in 54 minutes!



## TSO Telfair Celebrates First Anniversary

Congratulations to Dr. Lisa Le and her staff on celebrating one year of operation at the TSO Telfair location.

During this first year, Dr. Le and her staff have aimed and succeed in providing each patient with an amazing walk away experience and her practice is growing tremendously. Telfair is the newest community in the Sugar Land area, which is vastly growing. Dr. Le continues to leverage the city's growth and cultivate her practice.

A native Houstonian, Dr. Le graduated from the University of Houston College of Optometry and has been in practice for 15 years. She is a member of the AOA and Fort Bend Chamber of Commerce. She is also a certified Glaucoma Specialist. Dr. Le grew up loving science and healthcare and was particularly interested in the complexity of the eye.



Dr. Le and staff celebrating one year of Caring for the Eyes of Texas.



## Upcoming Events

Please check your emails regularly for additional meetings and events throughout July

### Tuesday, July 7, 2015

- **Region Manager Conference Call:**
- Training Levels of Staff and Qualifications or Certifications
- 8:30 AM - 9:00 AM

### Tuesday, July 7, 2015

- **Lunch and Learn Webinar:**
- Navigating the TSO eStore
- 12:30 PM - 1:00 PM

### Tuesday, July 14, 2015

- **Region Manager Conference Call:**
- Greeting When Patients Walks into The Office
- 8:30 AM - 9:00 AM

### Tuesday, July 14, 2015

- **Lunch and Learn Webinar:**
- Troubleshooting Eyewear
- 12:30 PM - 1:00 PM

### Tuesday, July 21, 2015

- **Region Manager Conference Call:**
- Communication After the Purchases
- 8:30 AM - 9:00 AM

### Tuesday, July 21, 2015

- **Lunch and Learn Webinar:**
- Understanding Vision Savings Plan Benefits
- 12:30 PM - 1:00 PM

### Tuesday, July 28, 2015

- **Region Manager Conference Call:**
- Uniform of Staff and Doctors
- 8:30 AM - 9:00 AM

### Tuesday, July 28, 2015

- **Lunch and Learn Webinar:**
- President's Update
- 12:30 PM - 1:00 PM



If you would like to register and participate in any of the listed webinars please visit [www.tsonetworkupdate.com](http://www.tsonetworkupdate.com)



Happy Birthday

### July

Robert Barton, O.D.	7/1
Jason Cole, O.D.	7/4
Leigha Nielsen, O.D.	7/5
Cindy Pouw, O.D.	7/9
Matthew Barber, O.D.	7/12
Aaron Reneau, O.D.	7/16
Heidi Doucet, O.D.	7/17
Ly Nguyen, O.D.	7/20
Randall Cox, O.D.	7/24
Drew Douglas, O.D.	7/25
Melanie Vardeman, O.D.	7/26
Douglas Clark, O.D.	7/28





5858 Westheimer, Suite 105  
Houston, TX 77057



## We want to hear about you!

We'd like to share with others what is going on in your part of the Network. Big or small, it doesn't matter. If you have a special event, community recognition or something important to you and your office, please let us share it with the rest of the TSO Network.

*Please send your story and photographs to [robin@tso.com](mailto:robin@tso.com). Then, make sure to read each monthly issue to see when it is shared Around the Network.*