

2011 MEMBERSHIP PROGRAM



REWARDS
PROGRAM



VISION WEST®

The preferred buying group
for independent eye care providers.

Features and Benefits

Return Rewards Vision West will refund your admin fee on returned products, when your monthly purchase volume exceeds \$5,000.

Masters Rewards A special program for our Diamond, Platinum and Gold Members. As a thank you for your support and loyalty, we will reward you on your net/net purchases at the end of the year by crediting you in the first quarter of the following year.

Example: Net/Net Purchases:
Diamond \$276,000
Total Admin \$4,140 (Est. annual admin fee @ 1.5%)
Masters Reward = \$1,500
Net Admin Fee = \$2,640/yr or effective admin fee rate of 0.96% - lowest in the industry

Premium Vendor Programs Each of our Premium Vendors will reward you for your support and loyalty in various ways throughout the year. Each Vendor Program is specific to sales with that vendor. We thank the following Premium Vendors for their support. Please call 800.640.9485 for details.

- Aspex
- Essilor
- Wiley X
- Charmant
- L'Amey
- REMEyewear

Superior Customer Service and Free Invoice Consulting Let us help you make informed choices regarding your vendors. We will analyze your invoices and make recommendations to help you increase your profitability.

Manage Your Account Online – Track and View

- Yearly purchases and current expenditures
- Online Invoice details from participating vendors
- Your benchmark stats on your monthly statement

Easy Payment Options Cash / Check • Check by Phone • Free Online Payment • Visa / Mastercard / AMEX • Flexible Payment Plans. Call for 800.640.9485 Details.

Dated Billing Flexibility We accept all vendor approved deferred terms. You will not lose any discounts or incur finance charges if paid as agreed.

Dispute Resolution If you disagree with a vendor charge on your statement and are unable to resolve it, let Vision West assist in resolving the dispute fairly. All it takes is a phone call to get things started.

“No-Fee” Early Credit Service Vision West will process credit for your return during the month the vendor submits their credit memo. If you do not want to wait for credit to be applied to your account, you can take advantage of our “No Fee” Early Credit Service. Simply send the credit memo from the vendor to the Vision West Customer Service Department by the 17th of each month for an Early Credit to be processed.

Medical Credentialing (Insurance Paneling) provided by Credentialing Specialist of America (CSOA). Looking to join more insurance panels but don't have the time or staff to handling the credentialing process? Lean on us, we're here to make it easy for you. Vision West has partnered with CSOA to meet your needs. CSOA has over 15 years in the health care industry. CSOA's goal is to increase your medical practice productivity and profitability. CSOA has access to all insurance panels/carriers in the USA and most credentialing is completed within a 30-90 day period! Let their professionals assist you! CSOA offers:

- Complete Medical/Optometric Credentialing (Insurance Paneling)
- Provider Enrollment and Re-Credentialing
- Medicare, Medicaid and NPI Enrollment
- 1/2 OFF Medical Credentialing for Vision West Members
- Renegotiate Contract Reimbursement Rates
- Plus much, much more!

State and Group Associations Vision West will continue to support state associations and ophthalmic groups with their current programs. Certain associations and groups may not be eligible for some aspects of the Vision West billing program. If you are an office outside California, please contact our Customer Service department for more specific information.

Billing Methodology Members benefit from maximum savings because Vision West passes on **full product discounts** from vendors directly to members. Vision West then applies a nominal administrative fee to the monthly purchase volume. Your admin rate is based on your monthly purchase volume. The greater your purchase volume, the lower your admin rate.

Example:

Platinum Level

Gross Invoice Total:	\$20,000
- Discounts (15%)	(\$3,000)
- Returns	(\$1,000)
Net/net total =	\$16,000
Admin fee @ 2.5% =	\$400

Total Due \$16,400*

*Assuming member is a cash/check payor.

To help you run a more efficient practice, our friendly and knowledgeable customer service specialists are just a phone call away to assist in resolving your concerns. As a Vision West member, you will also benefit from increased savings, plus the most convenient, full service, one-source buying group anywhere!

For more information please contact
a Customer Service Specialist:

800.640.9485 • www.vweye.com
1927 Avenida Plaza Real, Oceanside, CA 92056-6024

The preferred buying group for independent eye care providers.

For over 20 years our company has been committed to helping independent eye care providers with a wide range of benefits, and a low administrative rate that actually declines as your purchase volume increases.

Our iRewards program continues to offer the largest selection of vendors, with the best discounts that are passed on to you at 100%, to help you run a more profitable optical practice.



DIAMOND iREWARDS

- \$276,000 annual purchases
- \$23,000 monthly purchases
- Admin rate 1.5%*
- Masters Reward of \$1,500
- Free OSHA Posters and CMS/HCFA Forms
- Free online OD education (CE)
- Dedicated Customer Service Specialist



PLATINUM iREWARDS

- \$192,000 - \$275,999 annual purchases
- \$16,000 - \$22,999 monthly purchases
- Admin rate 2.5%*
- Masters Reward of \$1,000
- Free OSHA Posters and CMS/HCFA Forms



GOLD iREWARDS

- \$120,000 - \$191,999 annual purchases
- \$10,000 - \$15,999 monthly purchases
- Admin rate 3.5%*
- Masters Reward of \$500



SILVER iREWARDS

- \$60,000 - \$119,999 annual purchases
- \$5,000 - \$9,999 monthly purchases
- Admin rate 4%*



BRONZE iREWARDS

- \$21,000 - \$59,999 annual purchases
- \$1,750 - \$4,999 monthly purchases
- Admin rate 4.5%*



BASIC iREWARDS

- Up to \$20,999 annual purchases
- Up to \$1,749 monthly purchases
- Admin rate 5%*

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Membership Benefits

In office education, training and support:

In California (most areas)

1. In office practice management help on the following topics:

- Staff Meetings and Training
- Patient Flow
- Office Manuals
- Frame Board Management
- Lab/Contact Lens Ordering
- Vendor Relations
- Managed Care
- Software/Practice Management Systems

Outside California

1. Phone consultation help on the following topics:

- Vendor Relations
- Frame Board Management
- Lab/Contact Lens Ordering
- Software/Practice Management Systems

Billing and business:

1. Live Customer Service
2. "No-Fee" Early Credit Service
3. Medical Credentialing and Insurance Paneling
4. No Membership Fees - No Contracts!
5. No Monthly Billing Minimums
6. Pass Through Full Vendor Discounts
7. Premium Vendor Programs
8. Over 200+ Vendors
9. New Account Program - Call for Details
10. Payment Options Including Free Online Payments
11. Online Statements and Invoices

Expanded Website • Staff Education and Training
Directory to Resources • Up to Date Vendor Information
Opticenter • Event Calendar

Continued Support for State Associations and Ophthalmic Groups To date Vision West has given over 7 million dollars of support back to the various groups and state associations we are endorsed by nationwide!



Premium Vendor Programs



Essilor Laboratories of America Vision West members receive a 26% discount

off the current National Price List. In addition, for members that average \$5,000 per month in gross lab business through any of the Essilor labs, will receive a 4% rebate on total discountable RX sales after all discounts are applied.* (No rebates will be paid on net packages, stock sales or 'floor' priced coatings.)



Vision West members receive a 20% discount on all lines. In addition,

members that purchase at least \$3,000 per quarter will receive an additional 10% discount.*



Vision West members receive up to a 20% discount, depending on the line. In addition, members that purchase at least \$1,500 per quarter will receive an additional 10% discount.*



Vision West members receive an 18% discount on Easyclip, Cool Clip, Turbosun,

Easytwist, Manhattan Design Studio, Magnetite, Takumi, Pentax and Cargo lines. And Aspex has 2 premium programs: 1st Program, Members receive free shipping from Aspex for a period of 12 months if they carry a minimum of 45 pieces on the boards with a minimum of 15 pieces from each of their 3 divisions (Easyclip, Easytwist, and Takumi). 2nd Program Members, members receive an additional 5% year end discount if they purchase at least \$10,000 for the year and carry magnetic clip frames exclusively from Aspex.**



Vision West members receive a 10% discount on all lines. In addition, members that purchase six or more Wiley X frames at a time will receive 30/60/90 billing. This is an exclusive split-billing program only offered for Vision West members.



Vision West members receive up to a 15% discount, depending on

the line. Members can receive extended billing terms and lower minimum order requirements as follows:

- Net 60 billing with \$600 minimum purchase
- 30/60/90 split billing with \$1200 minimum purchase
- 60/90/120 split billing with \$2400 minimum purchase

* These additional discounts and/or rebates will be handled quarterly and will show as a credit on your Vision West statement. ** The additional discount will pass to the member as a credit on their Vision West statement at the end of the year.