

2010 MEMBERSHIP PROGRAM



i REWARDS
PROGRAM

The preferred buying group
for independent eye care providers.



Welcome to Vision West

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%*

*Admin fee rate reflects monthly purchase volume.

Vision West 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
- Vendor Relations
- Frame Board Management
- Managed Care
- Lab/Contact Lens Ordering
- 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. No Membership Fees - No Cost to Join.
2. No Monthly Billing Minimums
3. Pass Through Full Vendor Discounts
4. Premier Vendor Program
5. Special Vision West Vendor Discounts.
6. New Account Program - Call for Details.
7. Six Payment Options Including Free Online Payments.
8. 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

Premium Vendor Discount Rewards



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.)

Charmant GROUP Vision West members receive a 20% discount on all lines, except Christian Roth. **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 all lines. Aspex has 2 premium programs: **1st program Members will receive an additional 5% discount if they purchase at least \$10,000 for the year and carry a minimum of 30 pieces on their frame board.** 2nd program Members can receive free shipping from Aspex if they carry a minimum of 40 pieces with a minimum of 12 pieces from each of their 3 divisions (easy clip, easy twist, and Takumi).**

* 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.

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 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 Rewards

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

- Aspex
- Essilor
- Charmant
- L'Amey

Superior Customer Service and Free Invoice Consulting

Let us help you make informed choices regarding your vendors. We will analyze your invoices and make recommendation to help you increase your profitability.

Manage Your Account – Track & View Online

- Yearly purchases and current expenditures
- 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 plan allows for 2 payments per month (10th and EOM). Call for 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.

Authorized Access

With authorized access, a “no fee feature” of your account, you can designate anyone you trust to help manage your account on your behalf.

Dispute Resolution

If you disagree with a 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.

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 the 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:*

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