

CLEARVISION'S® Beyond the Brand

OPTICAL INSIGHTS & INSPIRATION

BACK TO SCHOOL

THE AFFORDABLE CARE ACT:
Will the Pediatric Vision Essential Health Benefit
Impact Your Practice?

**Build an A+
Kids Biz**



The CLEARVISION® 2014 Kids Collection

Over 80 styles for kids, newborn to 16!

Let us manage your Kids space!

Featuring 6 brands, our Kids collection helps you meet the needs of every family!



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JESSICA MCCLINTOCK
Optician for Kids



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David Friedfeld



Peter Friedfeld

Where our heart is.

Welcome back to Beyond the Brand, our informative (and fun!) magazine filled with news & views.

In light of this year's implementation of The Affordable Care Act (ACA) and changes this may bring to many of our customers, this issue focuses on the kids business. We hope you find these articles helpful to you and your practice.

At ClearVision, we truly put our hearts into our business. It's much more than providing great brands for today's consumers; we take time to learn what makes our customers tick, then provide the tools and information significant to their business. Our goal is to keep learning, innovating and inspiring, so we can make your ClearVision experience even better.

Enjoy *Beyond the Brand*.

David Friedfeld

David Friedfeld
President

Peter Friedfeld

Peter Friedfeld
Executive Vice President

The magic of being a kid.



"When my daughter started wearing glasses at age 1, I was more than a little worried! So I started the Little Four Eyes blog to connect & share with other parents. Turns out, it's common to be worried when we first learn our little ones need glasses. Parents look for glasses that are cute, sturdy & comfortable, as well as other parents who understand our worries!"

- Ann Zawistoski

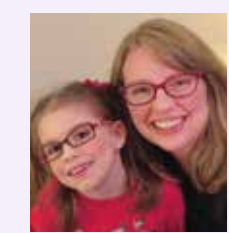
Owner and manager of littlefoureyes.com, & co-founder of the Great Glasses Play Day



"I truly believe you need a special heart full of caring and compassion to run a successful kids business! The greatest satisfaction is upon delivery of eyewear. When kids put on their frames and really "see" the difference, the reaction is just wonderful!"

- Renee Jensen, Optician

Woodlawn Optical, Redmond, WA



"As moms, we know our children start having an opinion at a young age! As product designers we pour love into our pediatric eyewear, making it fun & colorful, while ensuring it is the highest quality to also meet their medical needs."

- Pam Elfreich

Brand Manager, ClearVision Optical

Focus on: Our Customers

The Kids Business Is our Business



Ellen Linde-Fagergren
ABOC, Optician-Pediatric Specialist

We recently spoke to John A. Moran Eye Center's **Ellen Linde-Fagergren, ABOC, Optician-Pediatric Specialist**, who's been dispensing pediatric eyewear for over 17 years. Ellen shares her expertise on developing and maintaining a kids practice.

HAVE THE RIGHT RESOURCES AND AUTONOMY. When choosing frame suppliers, it's best to rely on companies with a proven track record

the proper eye and bridge sizes, you can offer frame options from catalogs. Know your product lines so you can quickly recall which brands have the styles and colors your patients are looking for. Knowledge is power!

DON'T BE AFRAID OF GETTING CREATIVE.

In our practice, we see a lot of special needs children. There have been times that I've combined three different

Patients appreciate that their frames can be repaired as they wait. Deliver them with a smile! Customer service goes a long way in today's society, where more and more people are buying eyeglasses online. If they need a repair, they cannot go back to the online retailer. So why not shine? It'll also help you gain repeat business!

HAVE THE RIGHT PERSPECTIVE.

Pediatrics may not be the main source of income for a practice, but it can become the heart of it. With children, visual conditions are not the only reason they come in to get glasses. They may have medical issues such as amblyopia, strabismus, aphakia, or retinopathy. Keep medical issues, not retail sales, in mind when approaching the pediatric patient; this can change your perspective!

"Creating a thriving pediatric practice is not complex. It just takes a lot of hard work, creativity, and patience!"
– Ellen Linde-Fagergren

Lessons Learned: Build an A+ Kids Business, from A to Z



JMC 425, 426

Whether you're in the kids' business or are ready to add the kids' category to your practice, we've got your course for success!

FIRST THINGS FIRST.

Get to know your patients! Are many of them parents, or becoming parents? If so, the kids' business may provide a great opportunity for your dispensary.

LOCATION, LOCATION

Is your dispensary located in an area that has day care centers, schools, or retail stores targeted to parents and children? If so, this indicates a potential demand for kids' eyecare and a base of prospective patients in close proximity to your location.

COMPETITION

Visit local practices that carry kids' frames to see the range of styles they carry, as well as the services they offer. Think about what you might do differently. If there is minimal competition, this can be a great opportunity to position your practice as the "kids' eyewear retailer" in your geographic area.

WHEN YOU'RE READY TO TAKE THE NEXT STEP, THINK ABOUT HOW YOU WILL MARKET YOUR DISPENSARY.

ATTRACT KIDS, RIGHT FROM THE START

Create a kid friendly practice! Place kids' displays in front of your dispensary to immediately grab interest. Point of purchase materials like bright, colorful banners, posters and window clings are a fun way to show the styles you carry. Provide mirrors at comfortable heights for kids, so they can get a good view of their frames.

POSITION THE IMPORTANCE OF SCREENING

Educate parents on the Pediatric Vision Essential Health Benefit and emphasize the importance of yearly screenings. Demonstrate your experience to put parents at ease and gain their trust. Advertise your services in local newspapers, on social media, and at other retail locations. Spreading the word in your community can greatly improve your kids' business.

OFFER INCENTIVES

Special family pricing or frame/lens packages can help you increase sales volume. Offer coupons or specials encouraging parents to buy a second pair of glasses as a backup. Sun-glasses, sports glasses, lens cleaning products and quick repair kits are also great items to incentivize.

CARRY THE RIGHT MIX OF FRAMES

Provide a selection that will appeal to all of your patients, offering five to six different brands at a variety of price points. Your sales consultants can help you determine which brands will work best for your demographic.

Visit www.census.gov to search for facts and data about your target audience.

Remember: you can effectively reach generations of patients through your kids business (most kids aren't shopping alone!)

Located on the campus of the University of Utah School of Medicine, the John A. Moran Eye Center provides virtually any ophthalmology specialty service available, and specializes in Pediatric ophthalmology.

for producing adult eyewear products that are durable and have good warranties. Those companies will most likely provide similar quality with pediatric and children's eyewear. Do your research to find specialty eyewear so you're able to fit the special needs of children. Have a wide enough selection to fit children of all ages. You don't need to overstock; once you fit

frames to make one that would accommodate a child. You also can order different temple lengths from the frame supplier to accommodate a child's cranial asymmetry. Make sure you have the proper tools in your practice to repair the glasses on the spot, and keep extra parts from old frames to swap out until the proper part comes in.

The Affordable Care Act:

Will the Pediatric Vision Essential Health Benefit Impact Your Practice?

* Need assistance in navigating the sea of managed care? ClearVision has a wealth of information on how the ACA will affect your practice. Visit cvoptical.com for additional information.



Better eye care for children could become a reality. The Affordable Care Act (ACA), one of this year's hot topics especially for eyecare professionals, was designed to provide more Americans with health insurance (especially lower-income citizens and those without employer coverage). The ACA requires the creation of insurance exchanges (or marketplaces), at both the state and federal levels, to provide insurance options for those in need. There are 10 mandated essential health benefits, including Pediatric Vision, that must be covered in medical plans for all new small group (< 50 employees) and individual health plans.

Since January 1, 2014, parents of uninsured children have been able to sign up for new health plans to receive pediatric vision benefits for children under 19. This is a true medical benefit that is embedded within insurance plans sold in the health insurance marketplace and individual and small group plans. For the general public, this is a tremendous advantage, as vision is often a small percentage of overall medical benefit offerings.

The Pediatric Vision Essential Health Benefit includes:

- regular comprehensive eye exams
- follow up care
- glasses or contact lenses when needed (some restrictions may apply)

While actual benefits vary by state (each is allowed to determine the definition of pediatric vision services), parents who sign up for insurance plans under ACA will be guaranteed access to optometrists for their children's eyecare, no matter what state they live in. For information on what is offered in your state contact the American Optometric Association at 1-800-365-2219 or aoa.org, or your state affiliate.



HOW DOES THE ACA AFFECT THE ECP?

Overall, ECPs will have to be administratively efficient and have a good understanding of what benefits-covered options will be. The amount of required pediatric vision services will likely increase significantly, and many ODs will be required to be added as participating providers on various health plans.

You may find that individuals within a family may have differing managed care contracts. For example, parents will likely have a different set of benefits from those of their dependent children, should they choose to purchase stand-alone vision plans for themselves.

Under the ACA, health care plans cannot limit how much they pay for lifetime or annual medical expenses when it comes to essential health benefits. ECPs can, however, expect that managed vision care plans will begin using a "covered" selection as opposed to allowing patients to purchase whatever they choose (e.g. specific frames, brands, eyecare products, etc.). Of course, patients always have the option to pay out of pocket for products of their choice.

In addition, although the pediatric vision benefit is covered in the medical plan, it could be subject to a medical deductible. It will be important for the ECP to explain the actual benefit, especially when there is potential for a deductible requirement. You should develop procedures to educate parents about the new benefits. Many practices may require doctor and staff education in terms of effective communication to young patients.

Currently, several of ClearVision's customers stated that there seems to be a lack of awareness of the new pediatric vision benefit, with limited information available on both the ECP and patient level. One customer noted that to date, most insurance plans were covering vision services for children under 19, yet many could not put a dollar amount to the benefits offered. And so far, nothing had been denied.

The ACA pediatric vision benefit brings an opportunity to all of those practices offering children's services. It's possible that you'll have less reimbursement due to discounted rates under some plans, but you may also see an influx of new patients taking advantage of the benefit, thereby increasing

your office visits. You'll also have the opportunity to participate in new insurance plans. Look at it as a chance to reach a new and potentially life-long group of patients!

As a result of the ACA, optometry is going to become even more so an essential need, not only for the patients, but for the medical community. If you don't currently cater to the children's market, you may wish to consider reorienting your practice (see "Build an A+ Kids Biz" for tips to help you get started).

Visit cvoptical.com to download a variety of white papers helpful for your kids' business.

Sources: AOA.org; Review of Optometric Business Navigation Guide to Health Care Reform for Independent Optometrists, April 2014; VisionSource.com; Visibility Management Vision Benefits: Addressing the Affordable Care Act & Keeping Vision Relevant, May 2014.



**WE'VE GOT
YOUR
STYLE**

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