**Vision West Offers Innovative Resources to Boost Your Practice in 2014**

Vision West continues to provide support to the Independent ECP and the profession. We are pleased to highlight several new offerings and business partners to help your practice thrive in 2014!

EyecarePro and Vision West recently joined together to offer members a no-cost website. EyeCarePro has harnessed the power of practices and vendors working as one, each with their unique strengths and market access. Accelerate your product sales and local market visibility through a new collaborative marketing program, **ODSyndication**. This new website offer provides members with a turnkey website with features like patient reviews, website appointment request, and up to date consumer based product information.

Vision West now provides a fantastic offering and special pricing with Gateway Professional Network. **The EDGE™** is a unique business philosophy that provides web based information about your practice, employees and dispensary in the form of graphics, charts and visuals. This program transforms complex, difficult to understand data from your practice management system to easy to understand reports that measure and track granular specifics in your business. This information is imperative to support the impact of your decisions. EDGE™ members also receive one-on-one private consultations, business webinars, best practices, and business resources.

**ECPinteract** is a distinctive new offering that combines virtual peer-to-peer group learning along with an executive coach and group leader with an Optometry background. This online video conference provides a unique, trusted and powerful learning experience for Optometrists. Since the monthly conference occurs online and is focused on an Optometry-specific learning platform, the time spent with fellow ODs will provide practical answers to all aspects of your business. This will help you set your sights on a better performing practice and improved work-life balance. Groups meet monthly from the convenience of your own home or office. If you would like to be a guest in a group to learn more, please contact us at 858-432-5302 or laura@ecpinteract.com

We have added some terrific education resources for you and your staff. The **Vision West online education portal, powered by Quantum Optical** provides on-demand, online education. Browse a library of accredited courses and earn CE credit. The library included access to over 100 courses that include ABO, CPC, NCLE and COPE. The courses are offered at $5.00 per unit and certificates are sent directly to you via email.

**The All-Access Digital Training Pass from the National Seminars Group** offers Vision West members an annual subscription with unlimited access to over 1100 on-demand webinars for $49.00 per office, per year. There are many business topics available to boost your staff meetings and personal development. These on-demand webinars include programs on Excel, Conflict Resolution, Customer Service, Emotional Intelligence, Skills for Managers, Business Writing & Grammar, Communication Skills, Budgeting, Human Resources and so much more.

There is no cost or contract to join Vision West. Please contact us at 800-640-9485 or email us at customer\_service@vweye.com for more information about these new services and how we can help you in 2014!