

2014 MEMBERSHIP PROGRAM

FEATURES AND BENEFITS

Over 250 Optical and Business Service Vendors

We have the largest selection of Optical and Business Service Vendors to purchase from in the Industry! We are adding more vendors all the time so be sure to go online to www.vweye.com and check for updates.

Education

- Regional Events and Webinars-be sure to go on-line to www.vweye.com and check the 'Events' calendar.
- ECPinteract-Virtual Peer to Peer Learning Groups/Coaching
- Over 100+ on-demand ABO/NCLE, CPC/AOA and COPE courses available
- National Seminars-1,000+ on-demand webinars and courses available on business related topics. Terrific training for you and your staff on topics like Leadership, Records Retention, Human Resources, Writing, Excel, Outlook, Power Point, Time Management, Vendor Strategies and so much more.

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, Gold, Emerald and Sapphire 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 \$300,000
 Total Admin \$4,500 (Est. annual admin fee @ 1.5%)
 Masters Reward = \$1,500
 Net Admin Fee = \$3,000/yr (effective admin fee rate of 1% - lowest in the industry!)

Dedicated "Live" Customer Service

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

24/7 Online Account Access and much more!

- Yearly purchases and current expenditures
- Online Invoice details from participating vendors
- Your benchmark stats on your monthly statement
- Social Media Set-Up Guides
- Educational, Practice Management and Vendor Resources

Easy Payment Options

Cash / Check • Free Online ACH payment • Visa / Mastercard / AMEX Flexible Payment Plans. Call 800-640-9485 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. Looking for additional terms-call us-we can help!

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.

Insurance Billing & Credentialing partnerships to help with:

- Third-party coding and billing services
- Credentialing
- Claims submitting
- AR clean-up
- Unpaid claim investigation

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.

OD Syndication - Free Website

Membership has its privileges. As an active Vision West member you are eligible for a no cost, high-quality website for your practice, powered by EyeCarePro. Working with vendor partners, we provide an up to date website to help you grow your practice and marketing efforts. Call us at 800-640-9485 for more details.

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.



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 eye care business group anywhere!

For more information please contact
 a Customer Service Specialist:
 800.640.9485 • www.vweye.com
 15970 Bernardo Center Dr., San Diego, CA 92127-1828



REWARDS PROGRAM

2014 MEMBERSHIP PROGRAM



The preferred eye care business group for independent eye care providers.

For more than 25 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.

How does a traditional optical buying group work?

A traditional optical buying group consolidates the billing for its members. Members of a buying group receive a discount from the vendors they buy from and only have one payment to make each month. Vendor partners get paid from the buying group and do not need to collect from each of their customers that use a buying group. In exchange for this service, the buying group either holds back part of the vendor discount or charges a small administration fee to the member.

DIAMOND iREWARDS

- \$300,000 annual purchases
- \$25,000 monthly purchases
- Admin rate 1.5%*
- Masters Reward of \$1,500
- Free OSHA Posters and CMS/HCFAs Forms
- Free online OD education (CE)
- Dedicated Customer Service Specialist
- Free "STAR 12" National Seminars Training Online access.

PLATINUM iREWARDS

- \$264,000 - \$299,999 annual purchases
- \$22,000 - \$24,999 monthly purchases
- Admin rate 2%*
- Masters Reward of \$1,250
- Free OSHA Posters and CMS/HCFAs Forms
- Free "STAR 12" National Seminars Training Online access.

GOLD iREWARDS

- \$228,000 - \$263,999 annual purchases
- \$19,000 - \$21,999 monthly purchases
- Admin rate 2.5%*
- Masters Reward of \$1000
- Free OSHA Posters and CMS/HCFAs Forms

EMERALD iREWARDS

- \$180,000 - \$227,999 annual purchases
- \$15,000 - \$18,999 monthly purchases
- Admin rate 3%*
- Masters Reward of \$750

SAPPHIRE iREWARDS

- \$120,000 - \$179,999 annual purchases
- \$10,000 - \$14,999 monthly purchases
- Admin rate 3.5%*
- Masters Reward of \$500

SILVER iREWARDS

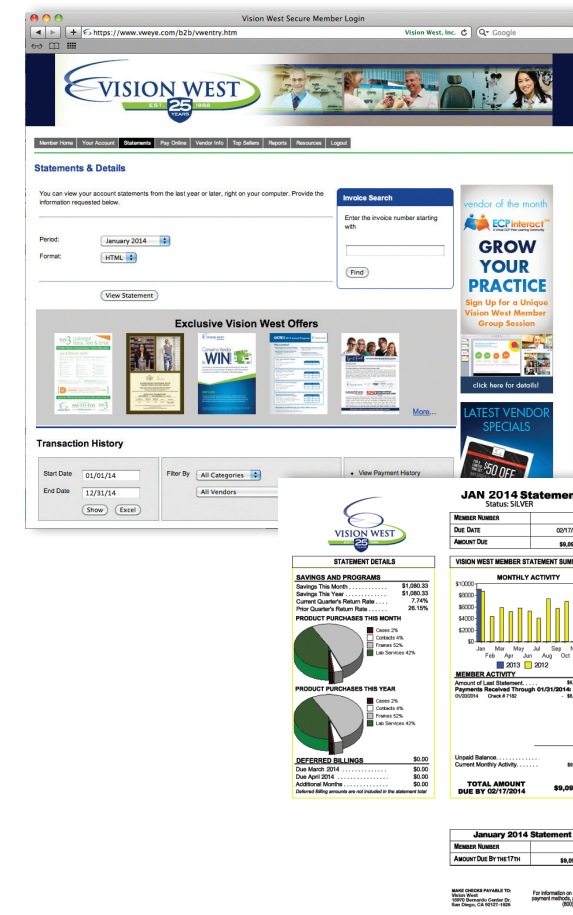
- \$60,000 - \$119,999 annual purchases
- \$5,000 - \$9,999 monthly purchases
- Admin rate 4%*

BRONZE iREWARDS

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

CLASSIC iREWARDS

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



How is Vision West different from a traditional buying group?

1. Vision West is the leader in member services and 24/7 online practice management tools:
 - On-line statements and ability to pay online in multiple payments
 - On-line vendor invoices, which reduce staff time
 - On-line Resource Page with industry links to education and interactive vendor info for doctors and staff
 - On-line Social Media Resource Center, with Step by Step guides to setting up Facebook, Twitter etc., plus related recorded webinars and videos.
 - On-line detailed vendor data and top selling frames
2. Vision West holds educational events and webinars for doctors and staff, and hosts peer-to-peer Practice Builder Roundtable dinners.
 - No Contract, No Cost to Join, No Purchase Minimums!
 - NO-FEE Early Credit Service!
 - Special Programs for New Practices!

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 eye care business group anywhere!

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Continued Support for State Associations and Ophthalmic Groups
To date Vision West has given over 8 million dollars of support back to the various groups and state associations we are endorsed by nationwide!



*Admin fee rate reflects monthly purchase volume.