



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

www.cherryopticalinc.com

1640 B FIRE LANE DR- GREEN BAY, WI 54311

P: (920)469-2559 or (800) 469-4211

F: (920)469-2658 or (800) 469-5171

WHAT'S NEW

Volume Six Issue 3

January - March 2016

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FULL MOON ALERT:

March 23rd



Contents

- 2016 WNU! Just a Few Weeks Away
- 2016 WNU! KBco Afterhours Party
- 2016 WNU! Rebate Program
- UPDATE: Crizal Previncia Now Processed On-Site!
- An Extremely Capable Independent Laboratory
- Welcome Bill Lee to Cherry Optical, Inc
- Easy and Free Way to be found on Google
- Electronic Ordering Options
- 2016 WNU! Updated Course Approvals

date more vendors. As always, the program is FREE to attend regardless of your support of Cherry Optical, Inc and Quality Contact Lens. The exhibiting vendors have really helped out to make this program bigger than ever so we encourage you to support them by making purchases at Lambeau Field on March 19th. There is still plenty of time to sign-up and attend. We strongly encourage you to register at www.whatsnewu.com and check the website for updates. There have been a number of courses that have received confirmation of CE Accreditation or additional Accreditation type.



2016 WNU! KBco Afterhours Party

The great folks at KBco – The Polarized Lens Company – will be sponsoring an Afterhours Party at Anduzzi's on Holmgren Way. If you are spending the night in GB after WNU, you'll want to check this out. Everyone is allowed to attend. Supportive Cherry Optical, Inc and Quality Contact Lens customers will be given VIP treatment with an Open Bar running until 10:30PM! Currently not a customer but want some free drinks? Contact Customer Service at 920-469-2559 to find out how.

2016 WNU! Rebate Program

Back by popular demand; we will again be offering a rebate program for

purchases made at WNU through exhibiting vendors. This year's program will be easier and more rewarding than ever before. Details are to follow, but the basics are: for every \$2,000 in purchases made you will receive 10 x \$200 OFF coupons. Awesome? We thought so! We strongly encourage you to read, understand and then utilize the Rebate Program. Your support of this program and the exhibiting vendors at Lambeau Field ensure that we will be able to offer WNU free for charge for years to come. More details to follow soon.

UPDATE: Crizal Previncia Now Processed On-Site!



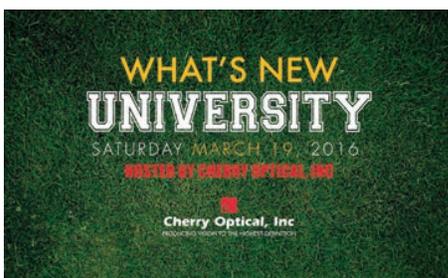
LASTING PROTECTION FOR EYE HEALTH

Starting in January, we began processing



Crizal Previncia on-site. Prior to this change, we were outsourcing

Crizal Previncia orders to large Essilor laboratories. These facilities delivered substandard quality and service levels. By bringing production on-site we have been able to match the service levels provided by Essilor while improving the quality. Currently, we are running Previncia 2 times per week. We will run this treatment more often when demand catches up to interest in Previncia.



2016 WNU! Just a Few Weeks Away

Only 17 days until 2016 WNU! We are very excited to produce WNU again this year and we have an awesome lineup to boot. We have 60 hours of education over a 5 hour period. That is crazy! And we have the most jam-packed exhibit floor ever. In fact, we've reduced our exhibit space size in order to accommo-

An Extremely Capable Independent Laboratory

We've been busy the past years at Cherry Optical, Inc and we plan to continue our path. A lot of the 'behind the scenes' actions here have allowed us to become one of the most fully capable laboratories in the country. We're sure someone out there is saying, "But you don't do glass!"

To that, we reply, "True." A review of outsourced work, something that most laboratories have a lot of and the rest have a good amount of, shows Cherry Optical, Inc is outsourcing less than 5% of orders. Believe us, this is impressive. The most commonly outsourced orders are extreme prescriptions and mirror coatings. If we remove mirror coatings, a rather specialty process that we may never process on-site, the % of outsourced orders drops to 3%. Consider that just 5 years ago this number was closer to 80% and you'll start to understand just how far we've come.



Bill Lee
PREMIER BRAND CONSULTANT



Welcome Bill Lee to Cherry Optical, Inc

January 1 marked the start of a new representative for us, Bill Lee. Bill has a unique role within Cherry Optical, Inc. He

will be working to grow utilization of Varilux, Crizal and Essilor Premier Brands. Those of you that know Bill know how great of a person he is and enjoyable it is to work with him. We encourage you to reach out to Bill at bill.lee@varilux-first.com or call 262-751-1961 if you are interested in growing your Varilux, Crizal and Essilor Premier Brand usage. Bill will be able to provide the latest product information and promotional opportunities to those looking to update their Varilux and Crizal product usage.

Easy and Free Way to be found on Google

Parts taken from Samantha Toth's Social Media Advisor article in Vision Care Product News.

Samantha will be speaking and Innereactive Media will be exhibiting at WNU. Have you claimed your Google+ Page through Google My Business?

You should be active with company's Google+ Page to ensure people can easily find you when looking for eye care locally. The reason being that your Google+ Page is integrated into Google Maps. There is no cost to claim, customize and update your Google+ Page and the benefits are huge. To get started, simply Google your business, find it on Maps and look for "Claim this business." Tada! Update monthly to keep the content fresh and then watch your business climb the ladder of results. For free!



Electronic Ordering Options

Cherry Optical, Inc is capable of receiving electronic orders via the award winning DVI RxWizard app (preferred) or VisionWeb online ordering. Many practice management programs interface with either of these programs. We highly recommend utilizing electronic ordering for optimal service levels. Electronically submitted orders get into production dramatically faster than faxed or phoned in orders. Contact your Cherry Optical, Inc representative or Customer Service if you are interested in learning more.



VisionWeb

2016! WNU Updated Course Approvals!

The following Courses are now (also) COPE Approved:

- 1-9: The Optical Lab: A New Look at an Old Friend
- 2-9: Embracing the Dawn of Blue Light: Clinical Strategies To Protect Your Patient
- 3-7: Has Your Fraud IQ Kept Pace With Your Fraud Risk?
- 4-3: Social Media Essentials
- 4-6: Transition Planning
- 4-8: Building Your Blue Light Practice

The following Course is now ABO Approved:

- 1-3 & 3-1: Tools to Clean Up the Mess

The following Courses are now (also) AOA/CPC Approved:

- 1-8: Odds & Ends
- 2-7: Billing & Coding Review Course
- 4-3: Social Media Essentials
- 4-12: All I Want Are Contacts
- 5-4: If Not You, Who?
- 5-5: DME MAC Billing Basics

Don't miss out, register at whatsnew.university today!