



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

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FULL MOON ALERT:

July 19<sup>th</sup>



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### Closed Monday, July 4<sup>th</sup>



Cherry Optical, Inc will reopen on Tuesday, July 5<sup>th</sup> during regular business hours. In observance of Independence Day, we would like to acknowledge the united group of independent eye care professionals we are lucky enough to call family. As an Independent optical laboratory, serving you and your patients provides us with ample reasons to work harder, better and more diligently on a daily basis. Thank you for choosing us as your preferred lab!

### NEW! BluTech Lenses in Polycarbonate

Cherry Optical, Inc now has access to BlueTech lenses in Polycarbonate; both for indoor and outdoor use. The BluTech Indoor poly lenses have a lighter color than the original 1.56 index, making them more cosmetically appealing. BluTech Outdoor is gaining fans, too. The Outdoor lenses provide all the benefits of a regular



polarized lens with added Blue Light protection, and they don't 'blackout' digital displays such as iPads, iPhones, e-readers, fish finders and navigational graphs. We've made a couple of pairs of these for serious walleye fisherman and received extremely positive reviews. Both the polycarbonate Indoor and Outdoor BluTech lenses are available in a wide variety of designs including SV, freeform SV and FBS freeform progressive from Shamir, IOT, Seiko and others. Contact Customer Service with pricing and availability questions.

### NEW! Crossbows Optical Lens Designs



Put another feather in our cap! Cherry Optical, Inc is now up and running with Crossbows Freeform designs. Crossbows Optical offers a wide variety of value-priced, quality designs for all patients; from top-tier performance everyday progressives to optimized single vision optics. We'll spare you all the marketing fluff and just let you know that if you are interested in trying something brand-new, now you can. For more information, check out [www.crossbowsoptical.com](http://www.crossbowsoptical.com) and call our Customer Service team at 920-469-2559.



### FREE! ZEISS Trial Program

Cherry Optical, Inc and ZEISS Vision Care are excited to announce the details on a wearer trial program to be launched soon. We have had great success and learned a lot through these test programs and are anticipating great results with ZEISS. The ZEISS trial program will allow all those selected to try a ZEISS Individual 2 or ZEISS Individual SV lens in any non-polarized material with anti-reflective treatment. The

program is pretty simple; place your order referencing the trial program and you'll receive your lenses with a survey. Wear them for a handful of days and then complete the survey within two weeks to receive the credit against your order for the entire cost. Ding!

ZEISS, while not a marketing juggernaut by any stretch, is certainly a technology leader in the optical industry. Additionally, the "ZEISS brand" has a very favorable review amongst consumers with at least some awareness. Our experience with ZEISS lenses, while limited, has us confident that many of you will be extremely pleased with their performance.

Nearly all ZEISS freeform products are available with on-site production at Cherry Optical, Inc. More details are to follow on this program. Be sure to check out [www.zeiss.com](http://www.zeiss.com), and keep an eye on the mail. Call Customer Service or your Cherry Optical, Inc Representative for more information.

### Electronic Ordering – Get Your Orders Started Faster

Practice management software companies continue to integrate with electronic ordering methods. If you are not currently utilizing electronic ordering, you should contact your software vendor to find out if doing so is possible. On the laboratory side, there is no denying that electronic orders get into production faster than faxed or phoned-in orders. By eliminating the double entry and editing by customer service, your electronic order hits the production floor within a few minutes of being submitted. Even if your practice software does not integrate, you can still benefit from electronic ordering. Contact Jason at 920-469-2559 today!

# TRULY UNLIMITED NO FAULT WARRANTIES

## NEW! Cherry Optical, Inc Expands Truly Unlimited Warranty Policy

In 2014 Cherry Optical, Inc became the first wholesale optical laboratory to offer a Truly Unlimited Warranty Policy. This new policy was designed to simplify handling of lens replacements and ensure our Independent eye care customers have the tools they need to deliver the outstanding service their patients expect. We are pleased to report the policy has been a total success. Furthermore, we are expanding the offering to make sure we are fully supporting those that support us.

There is no doubt that the times, they are changing. Vision insurance plans continue to slash their way through Independent eye care. These "vision insurance companies" are bringing in immense profits for themselves while many privately owned eye care businesses struggle to make heads-or-tails of all the convoluted plans. Recently, major vision plans have joined forces with large corporate optical laboratories to produce greater profits for themselves by further controlling pricing, manufacturing, and distribution. This evolution has created policy changes that are detrimental to Independent eye care by shortening warranty timeframes and reducing the number of replacements for patients with these vision plans. The support, quality and service levels provided by vision plan contract laboratories do not always match-up to what Cherry Optical, Inc customers are accustomed to. These can be major issues as "insured patients" will place the blame on you; the provider, not the vision plan when a product is not delivered or does not perform as promised.

It is with this in mind that Cherry Optical, Inc is expanding our exclusive Truly Unlimited Warranty Policy to include lenses made by other laboratories, when needed; including vision plan laboratories. Consider us your bail-out or problem-solver when you're just trying to help your patient. No longer will you have to tell a patient, "No" when a vision plan limits your ability to satisfy their expectations. No longer will you be restricted by time, frequency or reason. If you feel a replacement is needed, Cherry Optical, Inc trusts your professional judgment and will replace lenses at no charge; no questions asked, no matter who initially made the lenses. Simply let us know the order was originally ordered through a different laboratory and we'll do the rest.

There is certainly nothing wrong with success and profits, but we feel that growing together through mutual support and understanding is the best way to grow. While vision plan providers have their hands in your wallets, you can rest assured Cherry Optical, Inc will always have your back. We believe in the future of Independent eye care, and we are here to support those that support us in all ways we can.

## Top Topics from AssureAbility, Inc

The practice of optometry is unique in comparison to other areas of the healthcare industry. We treat diseases, test for and diagnose medical conditions, and sell products that improve the sight and eye health of our patients. With all this going on, it can be daunting to try to pinpoint areas where the economic health of our practices is slowly being compromised. It often happens in tiny increments that can add up to quite a large slice of pie each year. Here are a few things to pay attention to that may help keep some of those dollars from slipping away.

What payers are you sending most of your claims to?

So often, doctors feel obligated to assist the patient by billing a vision plan for a routine eye exam, when it truly is not routine in nature. Patients pay extra to have these vision plans and often assume when they see an O.D. that their vision insurance is the only thing to consider. From a provider point of view, it's important not to lose sight of lingering medical issues that may merit a claim sent to the patient's medical coverage. A consistent dialogue with the patients is key for understanding when a visit or procedure is going to be medical.

How often do you waive billing for follow up visits?

Seriously, have your staff tally and track this for you for a few months, then add up what you just let walk out the door free of charge. Yes, it's unfortunate that welder wasn't wearing his protective eyewear, and you had to dislodge a chunk of metal from his cornea. Look on the bright side – if you charge him for the three-day follow-up to remove the rust ring, and then the one-week follow-up to prescribe more lubricants, maybe he won't forget his safety eyewear next time. Your time and knowledge are worth it.

Do you understand what merits a 99212 versus a 99214?

If you're lucky enough to have trained coders on staff to keep you honest on your CPT coding, then you probably do not have issues with this. However, it is vital to a practice that their providers understand what constitutes each of the CPT services out there. Most commonly used are the evaluation and management codes. Feel like that mild case of conjunctivitis was easily a Level 2 visit? Did you do a full case history and physical exam of the eyes? You might likely have a Level 4 visit on your hands. Under-coding is as fraudulent as over-coding, and just as detrimental to a practice's bottom line.

Interested in learning more about AssureAbility, Inc? Check out [www.assureabilityinc.com](http://www.assureabilityinc.com) or contact [Amy@AssureAbilityInc.com](mailto:Amy@AssureAbilityInc.com).

