



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

Volume Six Issue 8

## August 2016

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FULL MOON ALERT:

August 18<sup>th</sup> - Sturgeon Moon!



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- Today kicks off our Eyezen+ Promo. Talk to Bill, Bob, Michelle or Peggy today for more details and promo materials! You must sign up by August 26<sup>th</sup> to participate.
- Please note, we will be closed in honor of Labor Day on Monday, September 5<sup>th</sup>, 2016. We hope you enjoy a safe and happy holiday weekend!

more impact resistant than other high index lens materials). Tribrid also blocks 100% of harmful ultra-violet radiation. Tribrid is the perfect lens material for Rx's of +/- 3D to +/- 6D.

PPG Industries is the company that developed Tribrid. PPG is one of the leading global manufacturers of specialty chemical products used in the production of optical lenses. In the optical industry, PPG contributed with developing CR-39, the first commercially successful plastic lens material, launched Trivex material and manufactures photochromic dyes used for Transitions lenses. With the development of Tribrid, PPG has now delivered the first optical material that balances performance, thinness, and optical quality perfectly.



low Rx's, Tribrid for mid-range Rx's and 1.67-1.74 for high Rx's will ensure you are offering the highest tech and top performing lens materials available. The commoditization of plastic and polycarbonate lens material is real. By providing only high tech lens material, you can deliver the performance, and optical quality patients want. Tribrid isn't about simply being different; it's about providing a never-before-available level of performance.

### Extensive Variety of SV & Progressive Freeform Designs

Tribrid is available in an extremely wide variety of digital freeform single vision and progressive designs. With our on-site AR production, we can apply top performance AR treatments to Tribrid.

Contact Customer Service at 920-469-2559 or check out RxWizard for full availability.

Tribrid is currently available in clear only, with Transitions coming later this year. Tribrid is the same price as 1.60 lens material at Cherry Optical, Inc. More information will come. You are encouraged to reach out to us to get started with Tribrid today.



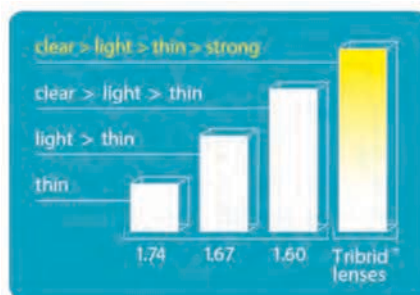
### NEW! Premium Tribrid Lens Material

Cherry Optical, Inc is excited to deliver something truly unique and beneficial to our leading Independent eye care professional customers; Tribrid lens material. Tribrid is a premium performance lens material that combines excellent optical quality (ABBE 41), light-weight (1.23 g/cm specific

gravity), thinness (1.60 index of refraction) and strength (up to 5X

### Separate Yourself From the Rest

Cherry Optical, Inc believes that Tribrid will be an outstanding option for Independent eye care professionals that are looking to differentiate their material offerings and protect their price integrity. Utilizing premium Trivex lens material for



## FREE! ZEISS Trial Program



Now you can experience  
the extraordinary  
precision optics  
of ZEISS:

The ZEISS Trial Program is off and running at Cherry Optical, Inc and the early results have been extremely positive. We strongly encourage all of you to participate in this unique offer. Customer Service and our Sales Representatives have been trained on the ZEISS offerings and can assist you in selecting the best lens for your lifestyle.

The ZEISS trial program will allow our eye care professionals 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!



PRECISION FOR YOUR EYES

ZEISS, a technology leader in the optical industry, has a long history in optical. The ZEISS brand gets favorable reviews in the consumer optics category and we feel confident that you'll be pleased with the performance of the customized lenses. Nearly all ZEISS freeform products are available with on-site production at Cherry Optical, Inc.

Thank you for considering your participation in our trial offer.

## AssureAbility, Inc – Providing Service and Guidance to Assure Your Success

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 eye doctor 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).

