Vision care plans can be confusing and frustrating. Understanding how plans work and how to maximize profitability continues to elude us. Profiting with managed care is not just about knowing the plans. It is about the combination of products, pricing, knowledge and how we present it to our patients.

This course has been designed to provide owners and decision makers the experience needed to strengthen their practice and obtain profitability with vision care plans. We will
1) Reveal the myths of what you can and cannot do with plan patients
2) Learn how to prepare to work with vision plan patients
3) Explore product options to support greater profitability
4) Evaluate pricing strategies for frames and lenses

How has technology impacted us over last 20 years? – 5 Minutes

How old is 3 times mark up?

Mark up Strategy

VSP ----------------------------------------------- 10 Minutes

Service record
What common mistakes do we make?
Read all the info in the notes
  80% of U & C
  Patient Covered
  Patient Pays

VSP – EyeMed – Davis –
  Billing Language is shutting us down
  What is it?
  Why do we use it?
  What impact does it have on our results?

VSP - Frame Formula
  What is the patient entitled too?
    Retail allowance
    WFA Code
  When can you charge a patient?

How do we make money with VSP? ----------------------- 7 Minutes

Wholesale cost vs WFA

Jay Binkowitz - Profiting With Vision Care Plans
Retail allowance vs List Price
Example of greater and greater
Example of losing money with VSP and why it’s your fault, not VSP’s
Minimum List Price
  What is it?
  Why do we need it?
  How do you determine what is the right one for you?
  How will it impact your profit?
New premier program benefits
  Marketing

VSP – EyeMed – Davis – ---------------------------------------10 Minutes
  How to bundle for profit?
  Lens bundles that eliminate patient pushback
    90 seconds to close the sale of digital lenses
  Sample template for bundling
  How do we build the wall of patient pushback?

EyeMed ----------------------------------------------------------10 Minutes
  Dollar Allowance for frames
  Lens copays vs % of U & C
  Using Lens bundling to simplify conversations
  Service record highlights
    Warranty and discount polices
    Plano sunglasses
    Do you have to include them in the plan?
    Combine plan allowances with in office promotions
  Profitability assessment with plans
  Examples of new plans
  Frame formulas and the new frame factor
  New contract requirements

Davis Vision-------------------------------------------------8 Minutes
  Patient Service Record review
  Frame sales strategies
  Leveraging patient entitlements to support great customer service
  Using Lens bundling to simplify conversations
  Davis net profit statement at time of billing

Talk the talk (All Plans) ----------------------------------5 Minutes
  How to discuss plans with patients
  Advocate
  Maximize your benefits
  Contribution vs insurance, what to say
  Keys to success language
  What not to say