



# Optometrist InSight Newsletter

October 2016

Thank you for your feedback from last month's newsletter!

We love hearing from you and are committed to supporting you as you provide quality eye care to your patients.

[Click here to send suggestions, ideas and feedback for future newsletters!](#)

*You* **SPOKE**

*We* **((LISTENED))**

Your 1<sup>st</sup> point of contact is always your **Market Director** who is committed to ensuring that you are supported. Based on your feedback, below are additional resources to utilize after first contacting your **Market Director**.

My practice is too hot or too cold.	Contact your store manager to create a maintenance ticket.
Vision center associates need additional training.	Schedule training with the Vision Center staff to show the associates how you want certain functions completed for your practice. If the associates need additional training for dispensing functions, Walmart offers ABO and NCLE training modules through GLMS.
Vision Center associates are using your space for storage or office.	Ask the VCM and/or your Market Director to have the space vacated, so you can utilize the space.
I opted out of Walmart's Managed Care Agreement, but insurance carriers are not allowing me to negotiate reimbursement rates.	Insurance carriers should not prevent you from negotiating your reimbursement rates outside of the Managed Care Agreement; email <a href="mailto:vision@wal-mart.com">vision@wal-mart.com</a> with the name of the carrier and name of the person.
I am not receiving monthly invoices.	After checking your spam folder, email <a href="mailto:ODcontract@wal-mart.com">ODcontract@wal-mart.com</a> .

## Professional Relations

Happy October, Doctors! First, I would like to thank you for continuing to share your feedback with us. Your feedback helps drive positive changes. The theme for this month's InSight newsletter is about "taking the extra step." From creating your practice's first website or social media page to participating in a campus event at your optometry school alma mater, there are unlimited ways to take extra steps forward. Taking the next step could mean the continued success of your established clinic or exploring how you can play a part in positive changes of our profession. When we reflect on the reason we stepped into the role of healthcare professionals, we dedicated our professional lives to

making a difference in our communities. I am inspired by doctors, like Dr. Shauna Thornhill, who take that extra step to make a difference in their communities. Take a moment to reflect during this Autumn season of change. How will you take the extra step?



**Thank you for making a difference every day!**



Dr. Shauna Thornhill is preparing to host a 5<sup>th</sup> Annual Toy Drive & Free Eye Exam Day at stores 822 & 3383!

## Making a Difference

Last year, Dr. Thornhill and her staff were able to donate nearly \$14,000 in toys to Toys for Tots as well as conduct over 200 free eye exams totaling over \$17,000 in waived exam fees!! Local news stations, ROTC students, and even Santa himself showed their support for the event as they performed drills and sang carols. Dr. Thornhill stated, "I would love to inspire them [other optometrists] to not only make a difference in the lives of their



patients, but also to make a difference in the lives of the people in their community!" Thank you, Dr. Shauna Thornhill for your significant contribution to your patients and local community. We look forward to hearing about the successes from the event next month!

## Compliance

In May 2016, the U.S. Department of Health & Human Services (HHS) finalized a rule that prohibits covered entities (as defined under the law)

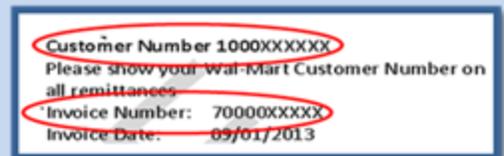
from discriminating against individuals seeking health care services or products, based on protected classes. The rule also addresses access to health care services and products by individuals who have limited English proficiency or disabilities. The rule went into effect on **October 16, 2016** and requires covered entities to take certain steps and post notifications outlining the covered entities' non-discrimination policies. More information regarding this new rule can be found [HERE](#). You should review the rule to determine whether the rule applies to your Practice; if in doubt, please consult your legal counsel for more information about the rule's applicability.

## Doctor Contracting

### Tips for submitting monthly rent payments:

Doctors participating in the monthly rent program: please do the following so that your payments are correctly applied in the system.

- Include **both** your **customer number** and your **invoice number** on your payment; both are located on the upper right of the invoice.
- Submit monthly payments via ACH or check.
  - ACH payments must also include both the customer number and invoice payment; these **electronic payments** are made to the **San Francisco address** located on your invoice.
  - **Checks must be mailed to the St. Louis address** located on your invoice. Please do not mail your check to the San Francisco address as it will be delayed and/or returned.
- If you have not received an invoice in your inbox or spam folder, contact Global Shared Services at (888) 499-6377.
  - Verify or change your email address by logging in to [www.walmartod.com](http://www.walmartod.com)
- For additional information or FAQ's regarding the monthly rent program you can find information at <http://walmartOD.com/blogs/bloggers.aspx> → Guides → Optometrist Monthly Rent Program.



## Payer Relations

Now is a great time to schedule an insurance check-up! The Payer Relations Team recommends that you dust off those contracts once a year and check on a few things:

- Make sure the contract has not **expired**. Some contracts are time limited. If your contract has expired or is going to expire in the next 3 months, contact the insurance carrier and **negotiate an extension**.
- Even if all of your contracts are active and up-to-date, it's a good idea to block some time on your calendar, closer to the end of the year when open enrollment ends, to check to see if there are consumer plans that have **changed**. Plan to call during the month of December. Call the Provider Relations telephone number of each carrier and simply ask them for an update for your geographic area.
- Read the provider manual of each carrier to know your **obligations** as a provider. Most carriers put the provider manuals on their websites. They may not inform you when it gets updated, but you are generally bound to the terms of the provider manual when you sign the contract. Review the provider manual at least once a year to make sure you are fully **informed**.

**Validate** your patient's eligibility even if they tell you that their insurance did not change. Sometimes the carrier and group information remains the same, but the patient's specific benefits change. Over the past few years, we have seen more patients with optical insurance coverage, and this means more changes to benefit coverage as plans try to get more **competitive** for business. Call the number on the patient's insurance identification card for accurate eligibility and coverage information.

## Merchandising

The peak year-end benefits season is a great time to encourage vision-corrected patients to consider contact lenses.

When we look at the various segments within the vision correction category (glasses, sunglasses, contacts, etc.), contact lenses is actually one of the **fastest growing** segments. In fact, data shows that the lifetime value to your practice of a patient who is prescribed both glasses and contacts is more than **double** that of a glasses-only patient. The reason for that is that those dual wearers not only spend more on product, but they also return to their doctor more **frequently**.

Despite this information, and the fact that 1 out of 2 vision corrected patients are open to contacts, only 1 in 4 of vision-corrected patients are currently contact lens wearers. Part of that could be explained by the fact that 78% of eye exams happen without a contact lens **discussion!**

The Walmart Vision Center has a **Limited-Time Instant Savings offer of up to \$40 off of ACUVUE® Brand Contact Lenses**. There is an offer available on annual supplies of select ACUVUE® reusable brands, including ACUVUE® OASYS and the new monthly lens, ACUVUE® VITA™. Plus, for patients who may want to wear lenses part-time, they can save on a six-month supply of 1-DAY ACUVUE® MOIST and OASYS® 1-DAY daily disposable lenses.

### Discontinued:

Vertex (sphere) & Frequency 55 (sphere) revenue products will be discontinued on October 31, 2016. The trials on these products were discontinued at the end of last year (12/31/15).

The Talent Acquisition team is excited to let you know of practice opportunities across the nation:

Current Optometrist Openings

- Store #5947 El Paso, TX
- Store # 1274 Whitewater, WI
- Store #3804 Randallstown, MD

## Talent Acquisition

[Click here to refer a colleague!](#)

We will keep you posted on our recruiting efforts so if you are attending the same state, regional, or national event, you can stop by and say hello and meet our recruiting team! In November, the team and I will be exhibiting at the annual American Federation of Optometry Schools (AFOS) meeting in Anaheim, California, as well as attending the American Academy of Optometry (AAO) meeting. As students are returning to campus, we are partnering with the 23 optometry campuses nationwide providing leadership/professional development as well as share how their practice can be made perfect partnering with Walmart or Sam's Club. We would love to have you join us on campus!

[Click here to join us at a school of optometry!](#)

**You** are not alone. We are **one** community working **together** towards a single **mission** – providing **quality** eye **care** to all our patients. **We** are here to help **support** you and in doing so...we **help** our patients. At Walmart & Sam's Club, we have a saying – “Who's **#1**? The Customer – the **Patient** – Always!”

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