

# In Focus

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## Vision Expo East 2004

VisionStar attended Vision Expo East at the Jacob K. Javits Center in New York City on March 25-28, 2004. Conference attendees included, David Greer, Robin Cassidy, Shane Hammond, Keasha Behrman, and Anthony Cassidy.

Order Entry Standards and initial discussions regarding requirements for radio frequency chips in the optical industry.

We also attended the Statistics Committee meeting and the UJA Banquet to raise money for their eyecare program.



This year the exhibit hall attendance was up 28% and several new conference programs and events were included to promote special education and facilitate the entire spectrum of optical buyers.

VisionStar did get the opportunity to do some star gazing while at the show. We got glimpses of Paula Abdul and Pamela Anderson.

## Optical History

### Augustin-Jean Fresnel (1788-1827)

Augustin-Jean Fresnel, was a nineteenth century French physicist, who is best known for the invention of unique compound lenses designed to produce parallel beams of light, which are still used widely in lighthouses. In the field of optics, Fresnel derived formulas to explain reflection, diffraction, interference, refraction, double refraction, and the polarization of light reflected from a transparent substance.

These programs included:

- Underground Equipment & Technology
- Focus on Eye Style Conference Sessions
- Annual Scholarship/FIT Eye Style Vision Awards
- Vision Choice Awards/ Vision Dollars Make Everyone a Winner

VisionStar attended the VCA Remote Order Entry Task Force meeting held at the Marriott Hotel on March 24, 2004. Topics discussed during this meeting included XML Remote



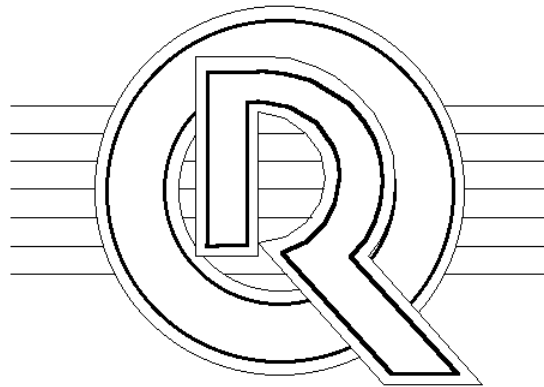
## Rochester Optical Patch 178 Review

Norm Harris and Coreen Henning from Rochester Optical visited VisionStar May 17-20, 2004. The purpose of this visit was to review the features and functionality of the upcoming VisionStar LMS V04 patch.

The patch is very large and contains several bug fixes in addition to the following enhancements:

- On-Line help for VisionStar LMS V04 Applications
- Menu re-organization
- Security Enhancements at the menu level
- Password Enhancements at the user level
- Return to vendor functionality
- Vendor processing master options
- R/L shape (entry, processing, and edging)
- 3D shape (entry, processing, and edging)
- Eyefinity Interface (order import)
- VisionWeb Interface (generation of data file during export)
- Medicaid 837 Interface
- Assign operators to station
- Calibration limits for laboratory equipment
- Definition of cells and shift within laboratory
- Order replenishment based on daily usage

- Inventory receipts moved to Windows
- AR calendar moved to Windows
- Laboratory standards moved to Windows
- Inventory verification moved to Windows
- Confirm requisition moved to Windows
- Late order confirmation moved to Windows
- System options moved to Windows
- AR history inquiry moved to Windows
- New functionality for courier ship by account



Rochester Optical Manufacturing Co.

“Coreen Henning and I had an opportunity to take LMS VO4 patch 178G for an extensive test drive” states Norm Harris. “The first thing we noticed was VisionStar had regrouped the applications under different headers, so what we were used to was a little difficult to find first. Fortunately, their staff has

provided a good map and after a short review it was easy to find all the old familiars and to understand why they were moved to new applications.

Each application contains a significant amount of new functionality. Many of the old LMS forms are now in Windows, specifically, some AR and AP applications have been moved to Windows as are many of the inventory functions. Some of the things we liked best are the new find feature in stock order entry, outsourcing, contact lenses, base curve charting and the ability to apply, by function, security at the user level.

Our overall impression is that this is a major step forward for VisionStar and that like all “new” program changes, after staff get used to them, they will really like and enjoy it’s new features and convenience.”

For those customers that would like to review this new functionality prior to receiving the patch,

VisionStar can schedule a remote demonstration with your personnel. A demonstration will take 2-4 hours depending on the number of questions and the functionality that is reviewed. If you are interested in getting a demonstration please schedule it with our VisionStar Help Desk personnel.

## Customer Profile - Select Optical

Select Optical was founded in 1962 and is located in the north end of Columbus, Ohio. At that time, they operated a chain of retail stores known as Buckeye Optical and Del

Opticians. About 6 years ago, those stores were sold to Pearle Vision.

Over the years, Select Optical has grown to be the largest independent laboratory in the state of Ohio and prides itself on using state of the art equipment to manufacture quality eyeglasses at competitive prices. Their customer base comprises ophthalmologists, optometrists, opticians, and a number of small finishing labs. Additionally, they have a large contract business supplying eyewear for state programs as well as servicing most of the leading health insurance carriers. The Industrial Division provides safety and environmental eyewear to industries throughout the United States.

Select Optical is a member of the Optical Synergies buying group, an organization of over 60 independent optical labs across the U.S. These labs share a common philosophy of what makes an independent lab the right choice for practitioners today.



Select Optical has developed a laboratory featuring top of the line equipment, a staff of 85 people with many years of experience, and the latest innovations in computerized systems. This combination of superior people and products allows them to provide their customers with the utmost in quality lenses across the spectrum of materials. Timely delivery and competitive pricing provide the eyecare professional with the competitive edge they need.

The management team at Select Optical is headed up by Del Lothes – the CEO and Treasurer since incorporating in 1972. Peter Lothes, President, has worked actively with the company for 14 years. He's grown up in the optical business and has become the driving force behind the present and future direction and success of the company. Chip Lothes, Vice President, was the VP of Buckeye Optical prior to the sale of the retail chain. Like Pete, Chip has spent his formative years in the business and has now logged over 24 years with the company.

The staff at Select Optical follow a simple philosophy - customer satisfaction is their ultimate goal. Their customer service representatives maintain a wealth of knowledge about lenses, lens materials, and the myriad coatings and services available. They are always at the ready to field any and all queries from the eyecare professionals about any product on the market. Select Optical has on staff 6 licensed opticians.

Serious about technology, Select Optical made the decision in the fall of 2001 to install VisionStar's Lab Management System. Since then, they have experienced a decrease in turnaround time and a noticeable change for the better on the optical quality of the lenses they produce. The production and sales reporting capabilities have enabled Select Optical to better understand both their customers and their buying habits.

Everyone at VisionStar is thrilled to have Select Optical as a client and we look forward to being a partner in their continued success.

## *Eyefinity Goes Live at Rite-Style Optical*

Mike Sutton from Rite-Style Optical visited VisionStar on May 10-13, 2004 to set up the Eyefinity conversion tables and provider ID's for their database in preparation to receive Eyefinity orders electronically.

Upon completion of the database setup, Mike and VisionStar personnel imported and tested 300 hundred orders to ensure the

integrity of the database and imported order data.

VisionStar released the modifications for Eyefinity to Rite-Style on Tuesday, May 18, 2004 and they began receiving orders on Wednesday, May 19, 2004.



Rx's without any problems. Our Data Entry manager now has more time to spend on other tasks since the processing of Eyefinity orders has been automated."

If you are interested in the Eyefinity interface, please contact Dave Dluhosh or any member of the VisionStar Help Desk.

"After getting past the task of setting up the database to implement importing Eyefinity orders I was pleased (but not surprised) that there were very few problems in processing the Rx's." states Mike Sutton. "As usual, the staff of VisionStar fixed any problems in a timely fashion to where, within 10 days, we were processing 96% of the



## *VisionStar at MOLA*

On the weekend starting Friday May 7<sup>th</sup>, VisionStar once again attended the MOLA (Midwest Optical Laboratories Association) annual convention in Kansas City.

As usual, it was a fun and friendly event – always too much food and libations. The folks at MOLA really treat the vendors great (thanks Carol!).

Numerous friends and acquaintances were there and we rekindled our once a year relationships. It was especially enjoyable to see all the folks from Rite Style Optical (missed you Ray!)

On Saturday morning, the big event was a panel discussion moderated by Andrew Carp of Vision Monday. The topic was industry trends and included a powerhouse of optical pioneers: George Lee of Rite Style Optical, Bill Benedict of Benedict

Optical, O.R. "Bud" Bargman of Hawkins Optical, and Jack Benjamin of Laramy-K. They had plenty to say about where our industry is going and where it has been. The discussion proved to be lively, informative and yes, entertaining.

Of course, we'd be remiss in not mentioning the "really" big event – the annual MOLA scramble golf tournament. Our own Dave Dluhosh anchored the winning team of himself, Bennet Howe (AO/Sola), Marty Kratzer (Duffens Optical), and Ron Barncord (KC Abrasives). With a combined effort of 11 under par they nipped the second place team by one stroke. Congratulations!

It was a great event and we're looking forward to next years show.

## *Santinelli Visits VisionStar*

Frank Balestra and Ryuta Ueishi of Santinelli visited VisionStar on May 24-25, 2004 to test interfaces for their new line of equipment. VisionStar tested interfaces for the SE-9090 edger, LE-9000 edger, LT-900 tracer and the ICE-900NT automatic finish blocker. All devices were tested



with standard mux and digi port server protocols.

Frank and Ryuta were great to work with and quickly turned around any issues found in testing, as did VisionStar. Upon completion of testing we were able to communicate successfully with each line of equipment.

## *Contact Lens*

VisionStar has completed phase 1 of development for Contact Lens functionality in the VisionStar LMS V04 system, which includes:

- Creation of Contact Lens Items
- Pricing of Contact Lens Items
- Billing of Contact Lens Items
- Replenishment of Contact Lens Items

Future projects will include reporting, Contact Lens X-Reference form, and other miscellaneous clean up items.

## *Upcomming Events*

Please look for us at the following industry functions:

**Vision Expo West**  
Las Vegas, NV  
September 9-11, 2004



**OLA**  
Nashville, TN  
November 11-13, 2004



## *Optical Humor*

THE QUIGMANS

By Buddy Hickerson



Susie found it was cheaper to have her radial keratotomy done at the Pink Floyd Laser light show.

## *VisionStar in the News - Vision Web Press Release*

### **VisionWeb Completes Integration with VisionStar's Lab Management Software to Further Automate Lab-to-Lab Orders**

**Austin, Texas – June 17, 2004** – VisionWeb, LP, the online service to help eyecare providers streamline and simplify their practice, and VisionStar, LLC, a leading provider of laboratory management software, announced today the launch of a successful interface for automating the routing of orders from a VisionStar Laboratory Management system to outsource labs.

“We are excited to be working with VisionStar,” said Ron Barnes, vice president of sales and marketing of VisionWeb. “VisionStar is one of the first laboratory management system vendors to be connected through VisionWeb with the ability to route orders from the lab management system to outsource labs. This relationship provides our lab customers with greater flexibility in ordering, and helps us achieve our goal of not only connecting



eyecare providers with their choice of labs but also connecting labs with their choice of outsource labs.”

Prior to this new service, in March 2003 VisionWeb and VisionStar created an interface to route orders directly from the eyecare practitioner's office to participating VisionStar labs, eliminating the re-keying of patient data and enabling labs to provide more timely order processing and order status to their customers.

“Our ongoing relationship with VisionWeb has given us the ability to provide our customers with an automated system, which enables orders to be received electronically, eliminates frame to come orders, provides online order status for eyecare practitioners and now enables orders to be outsourced electronically to the preferred laboratory,” said Robin Cassidy, EVP of VisionStar. “Our goal to remain current with technology has been greatly enhanced by our relationship with VisionWeb.”

## *VisionStar User Group Meeting*

VisionStar is planning a User Group Meeting prior to the OLA conference in Nashville, November 11-13, 2004. VisionStar will finalize meeting dates and the agenda upon receipt of the registration forms from our customers. There will be a

registration fee of \$149.00 per person. Please log on to the VisionStar website and fill out the User Group Meeting registration form and email to us. All registration forms should be submitted by September 15, 2004.

## *Help Desk Hours*

VisionStar Help Desk hours are as follows:

### **Regular Business Days**

7:00 am – 5:00 pm PST, Mon-Fri

### **After Hours**

5:01 pm – 6:59 am PST, Mon-Fri

All Day Sat/Sun



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