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## Leverage the Network

The *VISION SOURCE* brand  
earns doctors a place  
at the negotiating table

# Showcase Your Best Styles

From frame displays to the face of a doctor or staff member, unique frames catch attention

**K**atherine Ramsey, who manages the optical at Primary Eye Care of Arlington, says it's common for patients to ask members of the staff where they got their eyeglasses. The question frequently arises when a staff member is wearing one of the unique frames from WestGroupe and its Fysh UK or KLiiK



Katherine Ramsey

denmark lines. "Patients feel more confident when they see I'm proudly wearing my frames," Ramsey says. "They realize they can be that confident, too," if they choose a bold color or less traditional shape from one of these lines for their frames.

Ramsey and practice owner Artee Nanji, OD, had each encountered the Fysh and KLiiK lines before the decision was made to bring the frames into the practice. Dr. Nanji had her eye on the unique styles and colorful frames from Fysh and KLiiK about six years ago when she opened her practice. "I really loved the lines," Dr. Nanji says, adding that at the time of her cold start, she was still unsure of her patient base and what it would like. But as she grew more familiar with her patients at her Arlington, Tenn., practice, Dr. Nanji

says she knew that many of them would be interested in something different. She decided to introduce the lines as a replacement for another line while she was attending The Exchange in Las Vegas in 2013.



Dr. Nanji

Ramsey says she thought these lines would make a great addition as well, and the Vision Source® savings would allow the practice to

pass on a great deal to its patients. She had previously met the WestGroupe representative when he dropped by to introduce himself and the products, so Ramsey was familiar with the frames. "The eyeglasses were really neat and featured what we were looking to add to our optical,"



POP material from WestGroupe draws attention.

Ramsey says. That included livelier colors, different shapes and sizes and a good variety that would appeal to more patients. "We wanted to give patients that special look that they were searching for."

The practice's patient base ranges from children to seniors, but a majority of them are families—and parents and kids will come in for their eye exams together. Ramsey and Dr. Nanji wanted a selection that appealed to all ages and men and women, so they also

## FOCUS ON THE EXPERIENCE

**T**he practice offers a boutique-style shopping experience in the optical, providing stellar customer service. Sometimes that entails ordering frames in just for patients to try them. "They want to come back in and try it on because picking a frame is a commitment," Katherine Ramsey explains. "Even though it's an accessory, it's on their face and we want our patients to be happy with what they are wearing." Ramsey and the optical staff take the extra step to make sure that their patients leave completely satisfied with their purchase.

added the Evatik and SuperFlex lines, which have become quite popular since their addition. "Evatik appeals to our male patients who want some variety to choose an attractive frame," Ramsey says. If a male patient wants something a little trendier, like a plastic frame, he can look to Evatik for that style regardless of the size he needs. Ramsey tells men who may need a bigger frame that the Evatik line offers stylish options for them, as well. "These patients often think they have to settle for the standard, but that's not all that is offered in our office," Ramsey says.

The Fysh UK collection covers many size options available for women, and KLiiK lines offer petite styles for women, men and tweens. This variety makes it easy to match nearly any patient with a boutique-style frame. "With Fysh or KLiiK, they can get that individualized look that they won't find in the mall," Ramsey says. And the SuperFlex option has been a fun and affordable choice with a great selection for patients, as well.

**"Patients feel more confident when they see I'm proudly wearing my frames."**  
—Katherine Ramsey

## Photos from the EXCHANGE



The Boston Vision Source® group of doctors sang out its welcome. Audiences enjoyed the general session program.