

# 2008 Media Kit

visionweb<sup>sm</sup>  
Streamline. Simplify. Succeed.™

## Discover the VisionWeb Advantage and Reach Your Target Audience

Everyday, thousands of Optometrists, Opticians, Ophthalmologists, and their staff visit VisionWeb.com to access the services that help them streamline and simplify their daily business processes. From ordering and tracking eyecare products to processing insurance transactions, these eyecare providers are logging on each day to help their practices succeed.

By advertising on the VisionWeb site and directly to VisionWeb members, you'll reach the eyecare providers who are directly responsible for ordering products and insurance billing - getting the most for your advertising dollar.

## Customer Snapshot:

- Over 16,000 U.S. Optometry, Opticianry, and Ophthalmology practices are registered on VisionWeb.com
- Over 3,500 new accounts registered on VisionWeb.com in 2007
- Over 4,000 accounts order regularly each week through VisionWeb.com
- Over 6,500 accounts ordered in 2007 through VisionWeb.com



## Quick Stats: VisionWeb.com

Report Period: October 2007

Generated by: Stat Counter

- Unique Visitors per Month = 5,567
- Visits per Month = 14,805
- Average visit duration (external to login) = 11.5 minutes

# VisionWeb.com Advertisement

## Banner Advertisement

All banners are set to the same weight, rotating randomly, giving all advertisers equal visibility. Banner advertisements are available in three locations on the VisionWeb site:

1. **Masthead banner on VisionWeb site** – viewable on all external and internal pages
2. **Side banner on VisionWeb homepage** – viewable on the VisionWeb homepage only
3. **Side banners on VisionWeb site** – viewable on all external pages except homepage

Specifications:

- Masthead Banner: 420 X 52 pixels, 15 KB or less
- Side Banners: 158 X 48 pixels, 10 KB or less
- Animated GIF Format accepted – No Flash files



## Logo Advertisement

Space is available for logo placement at the bottom of each page of the VisionWeb site external to login. Due to the high visibility of the logos featured here, logo advertisement space is limited. Logo advertisement spaces are available for purchase on a monthly basis. Refer to image number 4 above.

Specifications:

- 125 X 75 pixel
- Animated GIF Format accepted
- Size Limitation: 10 KB or less

## Landing Page

If your banner advertisement refers to a specific promotion, or you do not have a website, VisionWeb can work with you to create a landing page where a user is directed after clicking on a banner. This page can contain information about your company, products, promotions, and can link to your website.



## Customer Account Application/ Information Form

A variation of the Landing Page, the Customer Account Application/Information Form can be created specifically for your data gathering and lead-generation needs. Using this form, new accounts can register with you directly or submit their information for contact about your products and services. The form will send the data electronically to an email address, or data will be stored and can be sent to you in a report format.

**Streamlined Insurance Claims Processing**

Officetite recommends using VisionWeb's insurance transaction processing service to manage your insurance transactions. Using this service, you can batch claims from Officetite and send them direct to many government and commercial payors without having to re-enter claim information. Don't waste your time re-entering claim data – you're already done the work!

Subscriptions are available for practices of all sizes and are customized to fit the needs of your practice. To learn more, please fill out the form below; contact a VisionWeb Customer Consultant at 1-800-596-0273, or email [info@visionweb.com](mailto:info@visionweb.com).

If you would like to be contacted about VisionWeb's integration with Officetite, please complete and submit the form below.

<b>Business Practice Name*</b>		<b>Contact Person*</b>	
Street Number	Street Name	First Name	Last Name
City	State	Zip Code	
Business Phone* (No. keypad)		Business Fax (No. keypad)	
Email Address*		Preferred Contact Method [select one]	
Are you currently an Officetite user? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If you are not currently an Officetite user, which practice management system do you use?			
<input type="text"/>			
<input type="button" value="Submit Form"/>			

## 2008 Media Kit

# VisionWeb Webinar Series

Webinars are the newest way to deliver your message with a personal touch, online, with the simplicity and convenience of a teleconference. VisionWeb hosts Webinars on a variety of topics each month. Advertisers can use this medium to deliver their message direct to VisionWeb members. VisionWeb representatives will facilitate the Webinar. Advertiser will be provided with technical support and training on how to conduct Webinars.

### Quick Stats: Webinars

- Up to 5 panelists/presenters per Webinar
- Up to 1,000 participants per Webinar
- Email blasts and advertisement on VisionWeb.com included in Webinar rate
- Recording of event and hosting will be available to participants for playback

### It's Your Money, Take It.

Coding Consulting Service

Eyesore providers lose thousands of dollars in dollar bill reimbursements on the table every year because of flawed coding and billing procedures.

VisionWeb's new coding consulting service will help your practice identify areas of opportunity to maximize claim reimbursement rates, allowing you to reduce the revenue declining billing procedures and increase rates that result from incorrect coding of insurance claims.

The basic coding consulting service includes:

- Comprehensive evaluation of your current billing techniques
- Recommendations for improvement
- Training and education as needed

You will have a personal guide to help you navigate the ever-changing world of insurance coding and billing. To learn more, contact a VisionWeb coding consultant at (800) 833-2836 or [info@visionweb.com](mailto:info@visionweb.com)

[Click Here for More Info](#)

### Attend an Online Coding Webinar: Insurance Coding Basics

December 18, 12:00pm CST

[Register](#)

Learn some of the basic information that you must know for proper insurance coding.

**Featuring:**  
Sharon Carter  
Coding Consultant  
VisionWeb

In this session, we'll discuss:

- Coding Definitions
- Procedure Codes (CPT)
- ICD-9
- Diagnosis Codes (ICD-10)
- Cancellations
- Medical Necessity Procedures

Webinar for information on future Webinars, topics in this series will include:

• Top Medicare Billing Errors, CMC  
• Billing Adjudication Coding  
• Requirements, and Life Codes vs. LAM

# VisionWeb Member Newsletter

## Spotlight Newsletter

VisionWeb distributes our customer newsletter, *Spotlight*, via email once per month and posts the newsletter on VisionWeb.com for all visitors to the VisionWeb site to view.

### Quick Stats: Spotlight Newsletter

Report Period: October 2007

Generated by: Stat Counter

- Unique email addresses receiving newsletter = 14,265
- Open rate = 31%



## Advertorial

Advertorials are ideal for new products, events, or promotions that would appeal to VisionWeb's members.

Specifications:

- Article in Microsoft® Word format, 700 words or less
- Any images sent separately in GIF or JPG format
- Additional fee for any creative consultation

## Banner

Include your banner ad inside the newsletter for additional exposure for your message. Multiple formats are accepted. Contact VisionWeb for specifications.

### Using Practice Management Software?

Let **SPEXUPC** power your inventory.

### Predict Focus

powered by FRAMES Data

**FRAMES Data**

Your Optical Business in the Digital Age

Not using Practice Management (PM) software yet? It's time to take a look at technology trends, PM software, and your business advantage of using SPEX UPIC from FRAMES Data.

It is almost impossible to have missed some of the major technology trends in 2007:

- iPod® dominate the portable entertainment landscape
- Home Entertainment Systems have taken a major step forward
- GPS devices have become mainstream

And as we approach 2008, technology interaction is so essential everywhere. We are in the Digital Age, a time where technology has woven itself into every aspect of the economy. The floodgates have opened in the technology race, putting customer expectations higher. Consumers demand faster, better service, and lower prices without sacrificing quality. As the technology race runs on, it's time to think: How does this affect my optical business?



# VisionWeb Marketing

## Email Marketing

VisionWeb offers advertisers direct access to VisionWeb customers through various email marketing campaigns. Please note that VisionWeb does not sell customer information or contact lists to outside vendors and does not participate in unauthorized email marketing. All VisionWeb members have the choice to opt-out of receiving email marketing at their discretion.

### Quick Stats: Email Marketing

Report Period: October 2007

Generated by: Stat Counter

- Unique email addresses = 14,265
- Average Open rate = 19%

## Email Blast

VisionWeb will distribute your advertising message in a custom email blast to our members with email addresses. The email blasts are ideal for featuring your ad campaign, new products, special events, and promotions that would appeal to VisionWeb's members.

**iRx Polaroid® + VisionWeb® = 21,000**  
**More Choices For Your Patient**

**WIN AN IPOD®! PROGRAM ENDS JANUARY 15TH, 2008. SEE DETAILS BELOW.**

**Now Ordering iRx Polaroid Through VisionWeb is Quick and Easy**

Lens Design *	Lens Material *
Nikon Presio I 15	Plastic 1.56 Polarized Caramel (Brn 1)
Nikon Online	Plastic 1.56 Polarized Chocolate (Brn 3)
iRx Polaroid Pro	Plastic 1.56 Polarized Ocean (Blue)
iRx Polaroid Short	Plastic 1.56 Polarized Copper
Charmie Frames	Plastic 1.56 Polarized Ash (Grey 1)

[Click here to view list of participating labs.](#)

iRx Polaroid is pleased to partner with VisionWeb to offer the widest variety of polarized lens materials, styles and colors available today. The "iRx" philosophy is centered around giving each patient the right polarized lens to meet their individual lifestyle needs.

With a variety of single vision, multi-focal, and progressive lenses styles; twelve polarized colors; and plastic, mid-index, and high-index materials, iRx Polaroid offers the dispenser the greatest ability to give

**Win an iPod Nano®!**

## Survey

VisionWeb will distribute advertiser surveys to our members with email addresses. Surveys are ideal for gathering information on awareness, perceptions, behavior, and demographics as they relate to your message. VisionWeb will set up the survey, distribute, and manage data collection. You will be provided with a one-time report with the results at the end of the survey period.

**Customer Satisfaction Survey**

Your opinions are important to us; please take a few minutes to let us know what you think about online ordering on VisionWeb.

**1. What is the PRIMARY reason that you use VisionWeb?**

☐ Fewer phone calls  
☐ More accurate orders  
☐ Better record keeping  
☐ Order tracking and archiving  
☐ Rebates or other incentives  
☐ Faster turnaround time  
☐ Integration with practice management system  
☐ Other:   
☐ N/A

**For more information contact:**

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