


On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.




1

Financial Disclosure

Kelly Rosemann is an employee of HOYA Vision Care.

All relevant relationship have been mitigated.



2



Optimizing Your Practice Through Managed Vision Care



3

Objectives

1.

Understand the fundamentals of Managed Vision Care

2.

Review benefits of premium lens products for your patients and practice

3.

Recognize the revenue impact of incorporating MVC into your practice

4

4

Fundamentals of Managed Vision Care

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5

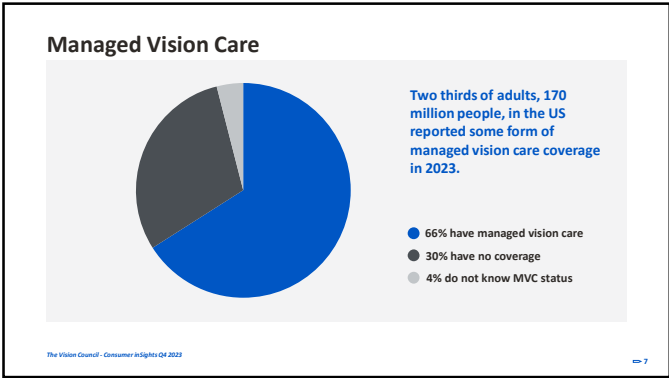
Managed Vision Care



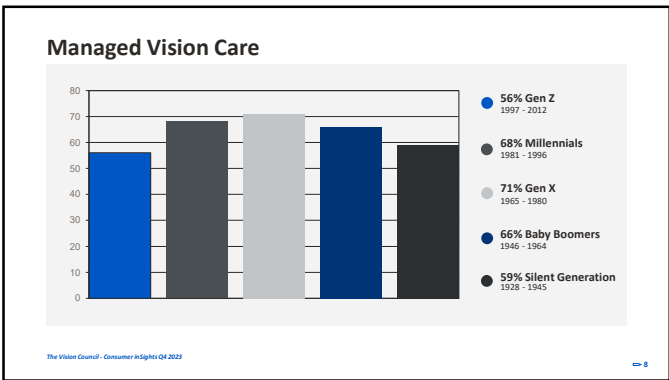
Of course, I know your vision benefits, even though you don't have your card or the faintest idea about the name of your plan.

6

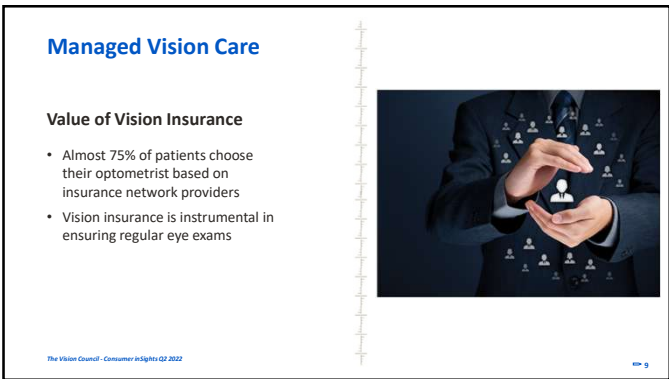
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7



8



9

Managed Vision Care

Term	Definition
Member	Patient
Provider	Practice/Doctor
Premium	Amount employee pays monthly – drafted from paycheck usually
Co-Pay	Amount the insured pays for services or products
Charge Back	Fee deducted from co-pay to cover cost of lab bill for lenses
Service Fee	Profit that ECP keeps – difference between copay & charge back
Formulary	Menu of lenses/treatments available through vision plan

10

Managed Vision Care

Lens Enhancement Chart

- Co-pay
- Service Fee
- Lab Allocation = Charge Back

Effective September 1, 2025

Charge patients the listed copay or 80% of your usual and customary fee (U&C), whichever is lower.

Progressive			
Code	Lens Enhancement Description	Lab Allocation	Service Fee / Patient Copay
04	Custom Measurements (on Single Progressive R or OS Lenses)	\$5	\$0
NA	Progressive R - Plastic	\$55	\$55
NA + HB	Progressive R - High Index Plastic 1.53-1.60/Trivex	\$55	\$55
NA + HB	Progressive R - High Index Plastic 1.60/Trivex	\$45	\$55
NA + HB	Progressive R - High Index Plastic 1.70 and Above	\$77	\$45
NA + HB	Progressive R - Polycarbonate	\$55	\$55
NA + HB	Progressive R - BiMaterial	\$55	\$55
04	Progressive R - Plastic	\$55	\$75
04 + HB	Progressive R - High Index Plastic 1.53-1.60/Trivex	\$55	\$55
04 + HB	Progressive R - High Index Plastic 1.60/Trivex	\$45	\$55
04 + HB	Progressive R - High Index Plastic 1.70 and Above	\$77	\$45
04 + HB	Progressive R - Polycarbonate	\$55	\$55
04 + HB	Progressive R - BiMaterial	\$55	\$55
PA	Progressive R - Plastic	\$54	\$55
PA + HB	Progressive R - High Index Plastic 1.53-1.60/Trivex	\$55	\$55
PA + HB	Progressive R - High Index Plastic 1.60/Trivex	\$45	\$55
PA + HB	Progressive R - High Index Plastic 1.70 and Above	\$77	\$45
PA + HB	Progressive R - Polycarbonate	\$55	\$55
PA + HB	Progressive R - BiMaterial	\$55	\$55
FE	Progressive R - Classic/High Index Glass (Chart)	\$55	\$55
JB	Progressive R - Plastic	\$45	\$45
JB + HB	Progressive R - High Index Plastic 1.53-1.60/Trivex	\$55	\$55
JB + HB	Progressive R - High Index Plastic 1.60/Trivex	\$45	\$55
JB + HB	Progressive R - High Index Plastic 1.70 and Above	\$77	\$45
JB + HB	Progressive R - Polycarbonate	\$55	\$55
JB + HB	Progressive R - BiMaterial	\$55	\$55
JB	Progressive R - Classic/High Index Glass (Chart)	\$55	\$55
NA	Progressive R - Plastic	\$55	\$55
NA + HB	Progressive R - High Index Plastic 1.53-1.60/Trivex	\$55	\$55
NA + HB	Progressive R - High Index Plastic 1.60/Trivex	\$45	\$55
NA + HB	Progressive R - High Index Plastic 1.70 and Above	\$77	\$45
NA + HB	Progressive R - Polycarbonate	\$55	\$55
NA + HB	Progressive R - BiMaterial	\$55	\$55
NA	Progressive R - Classic/High Index Glass (Chart)	\$55	\$55

Not for use in progressive vision systems or for other methods not approved by the American Academy of Optometry.

11

Managed Vision Care

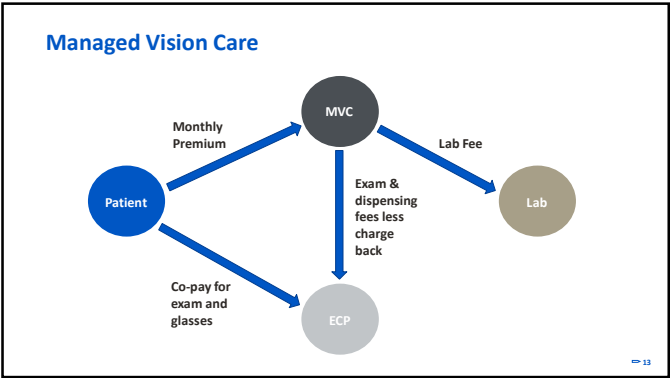
Charge Back Schedule

- Lab Charge
- Collected to pay lab bill
- Tiers can have different lab charge

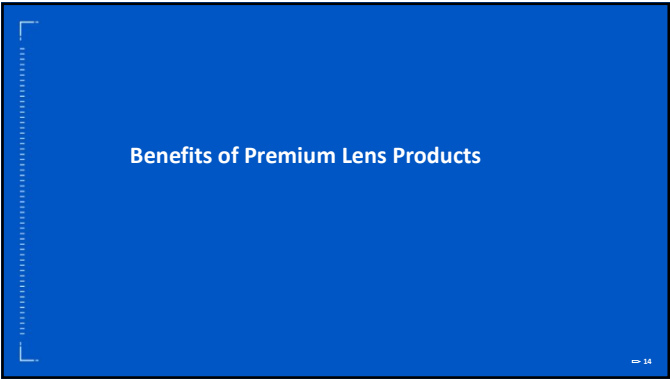
Lens and option charge back schedule
Updated June 2023

Service	Lab Charge	Service	Lab Charge
Non-Aspheric - SV		Non-Aspheric - MF	
Mid-Index 1.53 - 1.59 B	\$28.00	Mid-Index 1.53 - 1.59 B	\$28.00
Trivex	\$42.00	Trivex	\$42.00
High Index 1.60	\$42.00	High Index 1.60	\$42.00
High Index 1.67	\$65.00	High Index 1.67	\$65.00
High Index 1.70 - 1.74 +	\$80.00	High Index 1.70 - 1.74	\$80.00
Polycarbonate <19	\$16.00	Polycarbonate <19	\$16.00
Polycarbonate	\$16.00	Polycarbonate	\$16.00
Glass	\$70.00	Glass	\$70.00
Aspheric - SV		Aspheric - MF	
Plastic (1.5)	\$28.00	Plastic (1.5)	\$28.00
Mid-Index 1.53 - 1.59 B	\$28.00	Mid-Index 1.53 - 1.59 B	\$28.00
Trivex	\$42.00	Trivex	\$42.00
High Index 1.60	\$42.00	High Index 1.60	\$42.00
High Index 1.67	\$65.00	High Index 1.67	\$65.00
High Index 1.70 - 1.74 +	\$80.00		
Polycarbonate <19	\$16.00	Polycarbonate <19	\$16.00
Polycarbonate	\$16.00	Polycarbonate	\$16.00
Single Vision		Progressive	
SV Digital Lab Group U	\$19.00	Progressive-Lab Group S	\$38.00
SV Digital Lab Group T	\$24.00	Progressive-Lab Group D	\$48.00
SV Digital Lab Group C	\$29.00	Progressive-Lab Group H	\$58.00
SV Tech Indoor		Progressive-Lab Group H	\$75.00
Blu Tech 1.55 Indoor	\$22.00	Progressive-Lab Group D	\$80.00
Contrast Enhancement		Progressive-Lab Group A	\$108.00
Contrast Enhancement	\$28.00	Progressive-Lab Group W	\$118.00
		Progressive-Lab Group L	\$128.00
		Progressive-Lab Group E	\$128.00
		Progressive-Lab Group Z	\$128.00

12



13



14

Lens Materials

Advantages:

- Lighter weight materials available
- Impeccable scratch resistance
- Superior tensile strength
- Ideal for drill mount


Two contact lenses are shown side-by-side. The one on the left is a standard clear lens. The one on the right is a colored, toric lens with a rainbow-like pattern, mounted on a black frame with four pins.

15

Digital SV

Advantages:

- Provides enhanced peripheral views
- Prescription precision up to 0.01 diopters
- Compensated free form designs create visual comfort
- Boost SV designs relieve digital eye strain due to over accommodation




16

Premium PALs

Advantages:

- Dual sided technology utilizes front & back to maximize the field of view, minimized distortion & reduced eye rotation
- Binocular technologies create more comfortable near & intermediate zones when the right & left eye prescriptions are different
- Position of wear measurements allows for compensation of lenses based on frame fit




17

Anti-reflective

Advantages:

- Front & back UV protection with low reflective properties
- Sharper, more comfortable vision reducing reflections
- Improved durability creates ultimate clarity
- Resists fingerprints, water, dirt, & smudges




18

Light Adaptive

Advantages:

- 100% protection against UV rays
- Indoor & outdoor blue light protection
- Outstanding contrast & glare reduction
- Wide variety of performance features




19

Reputation

Competing is about:

- Expertise
- Strengths & advantages
- Quality of product
- Level of service
- Office reviews



20

Revenue Impact with Managed Vision Care

21

MVC Revenue Impact

Plan	Insured ID	Patient Name	Pl Acct #	Claim Number		Patient Pays Doctor	Lab Allocation	Pays Doctor			
					Billed Amount	Total Compensation	CoPay	Patient Pay Materials	Plan Provided Materials	Provider Payment	Message Code(s)
6/27/22	V2781	2 Progressive Lens Per Lens			292.00	19.00	0.00	0.00	0.00	19.00	
	V2203	1 Lens - Bifocal			9.00	24.56	0.00	0.00	24.56	0.00	
	V2755	2 UV Lens Per Lens			18.00	0.00	0.00	0.00	0.00	0.00	
	V2755	2 Lens - Bifocal			9.00	60.00	0.00	0.00	28.00	12.00	
	V2782	2 UV Lens Per Lens			18.00	0.00	0.00	0.00	0.00	0.00	
	V2782	2 UV Lens Per Lens			99.00	0.00	0.00	0.00	0.00	0.00	
	V2782	1 Conv+Disp - NA - Progressive N.P. Plant			0.00	175.00	0.00	175.00	96.00	-46.00	
	V2782	1 Conv+Disp - NA - High Index Plastic 1.5			0.00	47.00	0.00	47.00	25.00	-25.00	
	V2782	1 Conv+Disp - QV - Anti-Reflective Coating			0.00	85.00	0.00	85.00	52.00	-42.00	
	V2782	1 Conv+Disp - QV - UV Protection - Single			0.00	10.00	0.00	10.00	7.00	-3.00	
	V2020	1 Frame - Temp - Dr Supplied			158.30	0.00	0.00	0.00	0.00	0.00	
		Totals			526.30	111.86	0.00	12.80	98.56	40.50	

Total Profit: \$12.80 + \$40.50 = \$53.30

22

MVC Revenue Impact

Plan	Insured ID	Patient Name	Pl Acct #	Claim Number		Patient Pays Doctor	Lab Allocation	Pays Doctor			
					Billed Amount	Total Compensation	CoPay	Patient Pay Materials	Plan Provided Materials	Provider Payment	Message Code(s)
6/30/23	V2781	2 Progressive Lens Per Lens			640.00	19.00	20.00	0.00	0.00	-1.00	
	V2203	1 Lens - Bifocal			9.00	0.00	0.00	0.00	0.00	0.00	
	V2207	1 Lens - Bifocal			0.00	24.56	0.00	0.00	24.56	0.00	
	V2755	2 UV Lens Per Lens			18.00	0.00	0.00	0.00	0.00	0.00	
	V2755	2 UV Lens Per Lens			18.00	0.00	0.00	0.00	0.00	0.00	
	V2782	2 UV Lens Per Lens			99.00	0.00	0.00	0.00	0.00	0.00	
	V2782	2 UV Lens Per Lens			0.00	175.00	0.00	175.00	96.00	-46.00	
	V2782	1 Conv+Disp - NA - Progressive N.P. Plant			0.00	47.00	0.00	47.00	25.00	-25.00	
	V2782	1 Conv+Disp - QV - Anti-Reflective Coating			0.00	85.00	0.00	85.00	52.00	-42.00	
	V2782	1 Conv+Disp - QV - UV Protection - Single			0.00	10.00	0.00	10.00	7.00	-3.00	
	V2020	1 Frame - Temp - Dr Supplied			158.30	0.00	0.00	0.00	0.00	0.00	
		Totals			1299.30	536.86	0.00	401.80	269.56	-96.50	

Total Profit: \$421.80 – (96.50) = \$325.30

23

MVC Revenue Impact

Vision Care Service	Total Charges	Contractual Write-Off	Covered Charges	Payment	Member Resp
Frame, Deluxe	\$163.00	\$75.75	\$0.00	\$87.25	\$34.40
Routine Exam, Comprehensive	\$175.00	\$120.00	\$0.00	\$55.00	\$0.00
Refraction - Routine	\$25.00	\$25.00	\$0.00	\$0.00	\$0.00
Progressive Lens, Premium - Tier 3	\$340.00	\$207.00	\$0.00	\$273.00	\$110.00
Lens, index 1.54 to 1.65 plastic or 1.60 to 1.79 glass, excludes polycarbonate, per lens	\$95.00	\$19.00	\$0.00	\$0.00	\$76.00
Polycarbonate, any lens material, per lens	\$159.00	\$31.80	\$0.00	\$0.00	\$127.20
Premium A/R - Tier 3	\$139.00	\$27.80	\$0.00	\$0.00	\$111.20
UV Lens/Eq	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal	\$1,096.00	\$506.35	\$0.00	\$130.85	\$458.80
CHARGE BACKS			(\$259.00)	(\$128.15)	\$458.80
Total	\$1,096.00	\$506.35	(\$259.00)	(\$128.15)	\$458.80

Total Profit: \$458.80 – (128.15) = \$330.65

Lab Material Selections

Charge Backs	
Progressive Lab Group H	\$78.00
Multifocal Plastic (1.53-1.59)	\$20.00
Multifocal Plastic (1.53-1.59) Polycarbonate	\$60.00
AR Lab Group H	\$63.00
UV AR Backs	\$7.85
Total	\$228.85

24

MVC Revenue Impact

Lab Material Selections		Charge Backs	
Progressive Lab Group W		\$118.00	
Multi Focal Plastic (1.53-1.59)		\$28.00	
Multi Focal Non-Glass Photo		\$55.00	
AR Lab Group H		\$53.00	
Total:		\$254.00	

Vision Care Service	Total Charges	Contractual Write-Off	Covered Charges	Payment	Member Resp
Frame, Deluxe	\$179.00	\$90.24	\$0.00	\$66.56	\$23.20
Progressive Lens, Premium - Tier 4	\$460.00	\$124.00	\$0.00	\$216.00	\$120.00
Routine Exam, Comprehensive	\$175.00	\$130.00	\$0.00	\$45.00	\$0.00
Refraction - Routine	\$25.00	\$25.00	\$0.00	\$0.00	\$0.00
Lens, index 1.54 to 1.65 plastic or 1.60 to 1.79 glass, excludes polycarbonate, per lens	\$95.00	\$19.00	\$0.00	\$0.00	\$76.00
Photo Plastic	\$149.00	\$74.00	\$0.00	\$45.00	\$30.00
Premium AR - Tier 3	\$120.00	\$28.80	\$0.00	\$0.00	\$103.20
Subtotal	\$1,212.00	\$488.04	\$0.00	\$371.56	\$352.40
CHARGE BACKS			(\$264.00)	\$264.00	
Total	\$1,212.00	\$488.04	(\$264.00)	\$107.56	\$352.40

Total Profit: \$352.40 + \$107.56 = \$459.96


25

MVC Revenue Impact

Collaborative Partnerships

- Marketing programs
- Lab loyalty reward programs
- MVC additional reimbursements
- Maximizing second pair opportunities
- Provide data yearly on growth

Utilize reports from MVC companies to accelerate revenue



26
