

2009 Media Kit

visionwebsm
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 20,000 U.S. Optometry, Opticianry, and Ophthalmology practices are registered on VisionWeb.com
- Over 6,000 accounts order regularly each week through VisionWeb.com

The screenshot displays the VisionWeb.com homepage. At the top, the VisionWeb logo is on the left, and the tagline 'Streamline. Simplify. Succeed.' is below it. A navigation bar includes 'Home', 'Register Now', 'About VisionWeb', 'Services', 'Technology Partners', and 'Contact Us'. A banner at the top right reads 'The most comprehensive resource for eye care professionals.' and features the Vistakon logo and 'Johnson & Johnson Vision Care, Inc.'. Below the navigation, there are three main service columns: 'Eyecare Providers' (Place and track eyecare product orders, process insurance transactions, access online CE/CME, and more.), 'Suppliers' (Receive, send, and route eyecare product orders electronically.), and 'Consumers' (Access information about conditions of the eye, anatomy of the eye, eyecare, and eyewear.). A 'Member Login' section is on the left with fields for 'Username' and 'Password', a 'Log in' button, and links for 'Register Now' and 'Forgot Your Password?'. A 'Quick Links' section on the right lists: 'List of Suppliers', 'List of Payers', 'Customer Service', 'Press Releases', 'Spotlight Newsletter', 'Take a Tour', and 'VisionWeb Training'. At the bottom, there are logos for 'VARILUX PHYSIO', 'Check Your Sight See Clearly', 'Crizal AVANCE', and 'American Optometric Association'. A footer contains 'Business Associate Agreement', 'Policies & Notices | Advertising', and '© 2008 VisionWeb unless otherwise noted.'

Quick Stats: VisionWeb.com

Report Period: January – October 2008
Generated by: Stat Counter

- Unique Visitors per Month = 7,108
- Return Visits per Month = 4,184
- Visits per Month = 16,673
- Average visit duration (external to login) = 11 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 banners 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
 OfficeMate recommends using VisionWeb's insurance transaction processing service to manage your insurance transactions. Using the service, you can batch claims from OfficeMate and send them direct to many government and commercial payers without having to re-enter claim information. Don't waste your time re-entering claims data – you've 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 Enrollment Consultant at 1-800-590-0873, or email sales@visionweb.com.

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

Business Practice Name*		Contact Person*	
Street Number	Street Name	Suite/Other	
City	State	Zipcode	
	AK		
Business Phone* (No hyphens)	Business Fax (No hyphens)	Preferred Contact Method	
		[select one]	
Email Address*			
Are you currently an OfficeMate user? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If you are not currently an OfficeMate user, which practice management system do you use?			
[text input]			
[Submit Form]			

2009 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

Eyecare providers leave thousands of dollars in claim 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-depleting billing inefficiencies and inaccuracies 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 (866) 630-2036 or coding@visionweb.com today!

[Click Here for More Info](#)

Attend an Online Coding Webinar.
Insurance Coding Basics
December 19, 12:00pm CST

[Register](#)

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

Featuring:
Suzanne Carter
Coding Consultant
VisionWeb

In this session, we'll discuss:

- Coding Definitions
- Procedure Codes (CPT)
- Modifiers
- Diagnosis Codes (ICD-9)
- Compliance
- Medicare Appeals Processes

Watch for information on future Webinars, topics in this series will include:
Top Medicare Billing Errors, DIME Billing, ABN/Specialty Reading Requirements, and Eye Codes vs. E/M.

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VisionWeb Member Newsletter

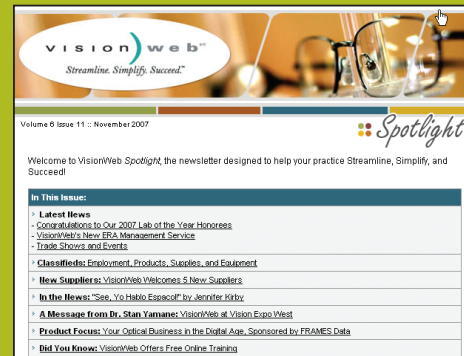
Spotlight Newsletter

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: January – October 2008
Generated by: Stat Counter

- Unique email addresses receiving newsletter = 15,297
- Open rate = 30%



VISION web
Streamline, Simplify, Succeed.

Volume 6 Issue 11 :: November 2007

Welcome to VisionWeb Spotlight, the newsletter designed to help your practice Streamline, Simplify, and Succeed!

In This Issue:

- **Latest News**
 - Congratulations to Our 2007 Lab of the Year Honorees
 - VisionWeb's New PMA Management Service
 - Trade Shows and Events
- **Classifieds: Employment, Products, Supplies, and Equipment**
- **New Suppliers: VisionWeb Welcomes 5 New Suppliers**
- **In the News: "See, Yo' Hello Essential" by Jennifer Kirby**
- **A Message from Dr. Stan Yamane, VisionWeb at Vision Expo West**
- **Product Focus: Your Optical Business in the Digital Age, Sponsored by FRAMES Data**
- **Did You Know: VisionWeb Offers Free Online Training**

Advertorial

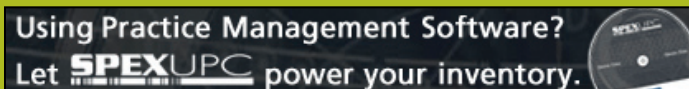
Advertorials are ideal for new products, events, or promotions that would appeal to VisionWeb's members.

Specifications:

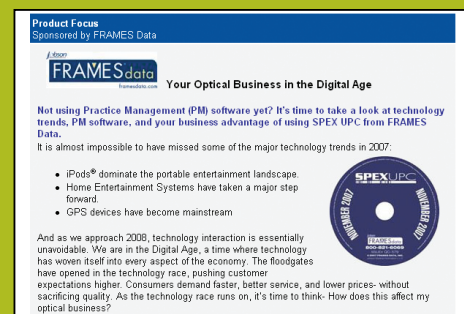
- Article in Microsoft® Word format, 700 words or less
- Any images sent separately in GIF or JPG format
- Additional fee for any creative consultation

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.



Product Focus
Sponsored 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 SPEXUPC from FRAMES Data.

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

- iPods® 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 essentially unavoidable. 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, pushing 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: January – October 2008
Generated by: Stat Counter

- Unique email addresses = 15,297
- Average Open rate = 18%

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 115	Plastic 1.56 Polarized Caramel (Brn 1)
Nikon Presio 115	Plastic 1.56 Polarized Chocolate (Brn 3)
Nikon Online	Plastic 1.56 Polarized Ocean (Blue)
iRx Polaroid Pro	Plastic 1.56 Polarized Copper
iRx Polaroid Short	Plastic 1.56 Polarized Ash (Grey 1)
Chamir Contact	

[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.

visionweb™
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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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