



# VISION CARE DIRECT

## Providers Handbook

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# WHO IS VISON CARE DIRECT?

## *BUILT BY DOCTORS FOR DOCTORS*

No one understands the importance of quality eye care like you. That's why a group of optometrists created VCD – to ensure you will always have the flexibility to provide the level of care you want your patients to have, with the value that they deserve.

VCD is an independent doctor managed vision plan dedicated to providing high quality benefits for members and preserving independent optometry in the USA. We provide fair reimbursements and a simple, easy to learn filing interface focused on zero waste of your staff time.

We have remained dedicated to the independent optometrist. Our high level reimbursements and emphasis on patient care have allowed us to compete in a market controlled almost exclusively by a few national vision plans that are owned by conglomerations that do not have the indepedent's interest in mind.

## **WE TAKE CARE OF OUR PROVIDERS, SO YOU CAN TAKE CARE OF YOUR PATIENTS.**

As fellow doctors and vision care providers, we understand the challenges you're facing.

We know what it's like to grow a practice in the marketplace dominated by 'the big guys'. We know what it's like to see patients leave your office frustrated by big out-of-pocket expenses (because of their traditional vision plans).

Vision Care Direct is different. We're not driven by profit. We focus on taking care of YOU so you can take care of your patients. Our reimbursements are some of the highest in the industry so you can take care of our members, provide excellent service, and grow your practice.

*"Vision Care Direct is one of the easiest vision plans to work with. The coverage is straightforward and simple to understand for both the patient and the staff. There are no "hidden fees". Our patients really appreciate the ease in which their coverage is explained and utilized. Filing claims is very simple and we know exactly what our patients will have to pay at the same time. Happy patient and a happy staff, good for both!!!" This is what my office manager says."*

**DR. PAUL UNRUH**

*Hesston, Kansas*

# WHAT IS A PLUS

When the big name national plans started a race to the bottom with shrinking monthly rates, we couldn't compete on price without cutting reimbursements to our doctors, so instead we innovated.

To do that, we surveyed members with one question – What's your biggest complaint about any vision plan you've participated in? The answer wasn't surprising. Patients hate paying out more than they expected at time of service even though they are enrolled in a vision plan. We believe this aggravation is leading to the rise of online optical retail, and that this is the reason many don't visit you every year like they should. Because even though it's the vision plan coverages that are leaving them with big expenses, it's often the doctor's office that shoulders the blame.

When patients find out the price at the end of the process of looking for frames and being sold lenses, they are likely to take their prescription and shop on the internet, or not get their glasses that year at all.

With the VCD PLUS Plan, we provide reimbursements on frames and lenses, and we cover progressive lenses with AR at a cost of just \$15 to the patient, and at a strong profit to your office.

## ATTRACT MORE PATIENTS WITH VCD PLUS

Patients look for the VCD PLUS logo when searching for a provider. This drives more members to your office. VCD PLUS can also increase your unit sales as patients are more likely to purchase a second pair when they receive the high value, low out-of-pocket cost spectacles that VCD PLUS provides.

## QUALIFYING AS A PLUS PROVIDER

To qualify, you simply need to provide the member with up-to a digital progressive with AR.

Qualifying progressives must be fully digital and backside. AR coating must be a high quality AR with a minimum one time in one year replacement warranty. No conventional progressives will be accepted for fulfillment with the VCD PLUS plans.

## APPROVED MATERIALS

Vision Care Direct does **NOT** require use of a specific lab. Reimbursement levels do not change based on lab usage. We instead have require any digital backside progressive.

For your reference, we have compiled a list of a few acceptable designs. This list is by no means comprehensive. There are many designs not listed here that may be used to fulfill VCD plans.

LAB	DIGITAL PROGRESSIVE	ANTI-REFLECTIVE COATING
Rochester Optical	RO Digital	Enduro Prime
Tulsa RX	Super Digital	Super Hi Def
Team Duffens	ShoreView	SharpView

## REIMBURSEMENTS

Get a copy of your reimbursement schedule at [providers.visioncaredirect.com/reimbursement](http://providers.visioncaredirect.com/reimbursement)

# FILING WALKTHROUGH

Log in to **visioncaredirect.com** using your username and password.

Click on **Request for Payment**

Select **Location, Doctor & Member**.

a. Authorized member: Patient should show on list, highlight the appropriate member and click **Select**.

b. Not previously authorized member: Click on **Patient is not on List**. Enter last name and DOB, click on **Search**, highlight member and click on **Select**.

Enter **Date of Service**.

Click on **Next**.

If the member has multiple plans, select the plan you are filing for.

Click on **Next**.

You can view eligibility by clicking on the sections **Standard Eligibility**, and **Expanded and VCD PLUS Plan Eligibility**.

Please note: all benefit sections will not be applicable for all members.

Click on **Next**.

Enter the Diagnostic Code and click on **Go**.

Name	Type	ID	Group	DOB	City
Christopher Buren Chl	Self	20107581	*APS Expanded 2013	5/5/1955	
Christopher Buren Chl	Self	20242407	APS Expanded 2013	1/30/1967	GOODYEAR, A
Terry T McTeeface	Self	20450952	A Wichita Group	12/23/1970	Magna, UT
Cameron J. Notevine	Self	20343395	Reno County	8/4/1994	Hutchinson, KS

## EXAM

Check the appropriate box and enter the amount charged, if applicable.

If the member has a materials benefit and is choosing to use that benefit for glasses, please do not file a contact lens fitting fee with the glasses. File the glasses first and then the contact lens fitting fee in a separate request for payment. The contact lens fitting fee and contact lens materials will then be the member's responsibility.

SELECT	EXAMS	RETAIL PRICE
<input checked="" type="checkbox"/>	<input type="radio"/> EYE EXAM <i>Comprehensive or Intermediate Eye Health Assessment including refraction and dilation when necessary</i>	150.00
<input type="checkbox"/>	<input type="radio"/> FLEXIBLE EXAM BENEFIT <i>In the event the eye exam is included with another plan, this benefit provides a credit to be used for other services and materials</i>	

## CONTACTS

Check the box and enter the amount charged, if applicable.

**Please note:** One materials plan will cover either glasses **OR** contacts, not both. In some cases a member may enroll in multiple plans.

Contact lens reimbursement is equal to the full frame benefit.

## FRAMES

Enter the retail cost of the frame chosen by the patient.

SELECT	FRAMES	RETAIL PRICE
<input checked="" type="checkbox"/>	<input type="checkbox"/> FRAME <i>Allowance toward standard retail price of any frame in providers office.</i>	150.00

## LENSES

If the patient is a PLUS plan member, you will see lens + AR options.

When filing lenses on a VCD PLUS plan, you must enter your office UCR for the chosen lens design.

For lens upgrades beyond what your chosen PLUS covered lenses, use the miscellaneous charges, below.

The system will automatically calculate the payment due from the patient when the Request for Payment is submitted.

SELECT	SPECTACLE LENSES	price PER LENS
Right Eye		
<input checked="" type="checkbox"/>	<input type="checkbox"/> PROGRESSIVE <i>Retail charge for progressive lenses in CR-39 plastic</i>	PAL 150.00 AR 50.00
<input type="checkbox"/>	Upgraded Lens Design (Optional) <i>Enter the name and the full retail charge of the upgraded lens option chosen for this patient.</i>	
<input type="checkbox"/>	Upgraded Anti-Reflective Coating (Optional) <i>Enter the name and the full retail charge of the upgraded lens coating chosen for this patient.</i>	
Left Eye		
<input checked="" type="checkbox"/>	<input type="checkbox"/> PROGRESSIVE <i>Retail charge for progressive lenses in CR-39 plastic</i>	PAL 150.00 AR 50.00
<input type="checkbox"/>	Upgraded Lens Design (Optional) <i>Enter the name and the full retail charge of the upgraded lens option chosen for this patient.</i>	
<input type="checkbox"/>	Upgraded Anti-Reflective Coating (Optional) <i>Enter the name and the full retail charge of the upgraded lens coating chosen for this patient.</i>	

## MISCELLANEOUS

Use the Miscellaneous section to file upgrades and addons. Check the box under amount charged, choose the appropriate selection from the drop down menu and enter the UCR amount of the upgrade.

SELECT	MISCELLANEOUS	UNITS	UPCHARGE AMOUNT
<input checked="" type="checkbox"/>	Sun Clip	2	100.00
<input type="checkbox"/>	None	2	
<input type="checkbox"/>	None	2	
<input type="checkbox"/>	None	2	

## OPEN BOXES

Use the Open Boxes section for any procedures/materials that cannot be recorded by the choices above. Check the box first, enter the procedure code or a description and enter the amount charged. Example: Fundus Photography – type procedure code 92250 (or type Fundus Photography) and enter the amount charged.

For any procedures/materials that cannot be recorded by the choices above

SELECT	PROCEDURE CODE	DESCRIPTION	UNITS	UPCHARGE AMOUNT
<input type="checkbox"/>			2	
<input type="checkbox"/>			2	
<input type="checkbox"/>			2	
<input type="checkbox"/>			2	

Click on **Finish** and review the summary.

Click on **Submit Request for Payment**

## Still Have Questions?

We are here to help. Get ahold of our customer support team Monday-Friday 8am-5pm CST at 877.488.8900. You can also find the answers to common questions at [visioncaredirect.com](http://visioncaredirect.com).

# FAQ

## **Is there a specific lab that doctors have to use with Vision Care Direct?**

VCD does not force doctors to use a specific laboratory when filling patient prescriptions. We believe that doctors should have the flexibility to use the products and materials they feel are best for them and their patients. We have material guidelines, but no brand specifications.

## **What's the difference between a PLUS provider and a standard provider?**

A Vision Care Direct PLUS provider has agreed to enhance the normal benefit that all members receive with VCD. When members see a PLUS provider and their company has a PLUS plan, members can receive standard anti-reflection coating at no additional charge on any lens type. In addition to this, if a patient is a multi-focal wearer they can also receive standard digital progressive lenses at no additional charge. PLUS providers see more VCD patients and can increase their profitability on those patients through increased unit sales. Ask us how we can help you as a PLUS provider see more patients and add dollars to your bottom line.

## **What is the "flexible exam benefit" and how do members access it?**

VCD is the only plan that offers the flexible exam option. This allows our members who may have exam coverage through their major medical plan or other vision plan to still receive benefit from their VCD exam coverage. You can file for this benefit on your patient's behalf and it gives them an additional \$65 to use for copays, lens upgrades or frame upgrades at your office. This additional benefit is designed to help you provide an enhanced level of products or services and is not designed to provide a refund or cash benefit.

## **Will employees receive ID cards to present at their eye doctors offices?**

Members ID cards are available upon request for now, but are NOT needed to obtain care or benefits. VCD is moving toward a more green approach to help reduce costs and waste created by paper ID cards. An electronic version of the ID card can be emailed or obtained by the member by logging into their account on [www.visioncaredirect.com](http://www.visioncaredirect.com). Providers can easily access eligibility information by logging onto the web site and searching for the member with member id number or with name and date of birth.

## **Can a VCD member use their benefit for non-prescription sunglasses if they don't need glasses?**

Yes. Unlike almost every other vision plan VCD allows our members to use their benefit to purchase non-prescription sunglasses, standard computer wear or upgraded readers.