In Focus

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Optical Trivia

Sir George Biddell Airy (1801-1892) - Sir George Airy was a distinguished nineteenth century English Astronomer Royal who carried out optical research and first drew attention to the visual defect of astigmatism. Airy manufactured the first correcting eyeglasses (1825) using a cylindrical lens design that is still in use. The diffraction disks that bear his name (Airy Disks) were discovered in the spherical center of a wavefront traveling through a circular aperture. These diffraction patterns form the smallest unit that comprises an image, thus determining the limits of optical resolution.

VisionStar at the OLA

The Optical Laboratories Association (OLA) annual meeting at the Gaylord Palms in Orlando, FL, November 20–22 featured the latest products and services from more than 100 exhibitors. There were also more than 30 educational seminars, including eight hours of ABO courses.

Armed with the latest version of LMS V04 and our new trade show booth, the VisionStar team set off for the Gaylord Palms to maintain the marketing momentum that we created at Vision Expo West. The same team from Vision Expo West, Keasha, Shane, Robin and Dave went to Orlando. Unsure of what to expect as the past three OLA shows did not provide much in the way of booth traffic, this year we were pleasantly surprised by our need to use our demo skills, as there seemed to be more labs at the show. The VisionStar booth turned out to be one of the busiest booths at the show.

The show itself was much improved over previous years. For the first time in a long time, attendees at the optical trade shows were seriously looking for new software for their labs and took the time to sit through comprehensive demonstrations of LMS V04. The mood of the attendees was upbeat about prospects for business in the coming year.

Aside from talking to labs about implementing LMS software, we were also able to attend a number of the training sessions. Since Shane has been working on the free form lens committee for the VCA, he and Robin were able to attend the session run by DAC entitled Free Form; Why and How. From the VisionStar user base, Pete Lothes, President, Select Optical, was a panelist for the Drill Mounted Eyewear presentation.

Finally, at OLA as at every trade show, there was a lot of vendor interaction. While we visited a number of the other vendors at the show, several manufacturers of lens processing and finishing machines came by the VisionStar booth to get an overview of our software. The infrastructure of the optical industry seems to have discovered us. Our vendor friends were most gracious with their comments about our software and the quality of our installations.

Eyefinity in Beta Test

VisionStar is releasing a new Eyefinity software module to Balester optical for BETA testing the week of January 26, 2004. Upon completion of this test the software will be made available to other VisionStar customers that receive and process VSP orders.

Eye care providers using Eyefinity will be able transmit orders and receive timely order status via the VisionStar LMS system. The VisionStar LMS system will also transmit shipped order status to the Eyefinity website, which will initiate billing and payment of the VSP order at the laboratory.

Later this year VSP laboratories will be able to download payment information directly into the system, which will automatically generate a cash receipts batch. The system will provide reporting of cash overages and shortages at the invoice level.

VisionStar would like to thank Balester Optical for sending Charlanne Hicks to Portland to help with the Alpha testing of the Eyefinity module. THANK YOU BALESTER !!!

Hewlett Packard Support Contracts

As many of you are aware, VisionStar is in the process of upgrading our systems to Unix 11.0i and Oracle 8.1.7.4. During this process we discovered that a few customers discontinued or let their Hewlett Packard software support contracts lapse. Without this support you are not eligible to receive Unix operating system upgrades. Please review your Hewlett Packard support maintenance agreements and make sure that you have software support coverage. In the event software support has lapsed you will need to call David Greer at VisionStar to become re-instated.

Upcoming Events

Please look for us at the following industry functions:

Optical Synergies	**Marco Island**	**February 19-22, 2004**
Vision Expo East	**New York**	**March 26-28, 2004**
MOLA	**Kansas City**	**May 6-8, 2004**

VisionStar was planning on having a User Group meeting, March 2004, in coordination with Vision Expo East, however, we have received very little customer feedback regarding this event. Therefore, we are considering moving the User Group meeting to September 2004, in coordination with Vision Expo West. Please email Dave Dluehosh at dave.dluehosh@visionstarllc.com with any comments, questions or suggestions about a VisionStar user group meeting.

New Customer - ICARE Industries

Please join us in welcoming ICARE Industries into the VisionStar user group. ICARE Industries informed VisionStar in January of their intent to proceed with the installation of the VisionStar LMS V04 system. We are very excited to be working with a new partner in the industry.

ICARE Industries

ICARE Industries dates back to 1968 when John W. Payne started the company. John was an industrial engineer who learned the optical trade from the industry leaders of that day, B&L and International Optical. Today, ICARE Industries is one of the largest independently owned manufacturers of prescription eyewear and optical related products in the United States.

Ranked as the 6th largest lab network by *Vision Monday*, ICARE is based in St. Petersburg, Florida. What distinguishes ICARE from others in the industry is that they are an independent company, not a division of a larger company that has consolidated other manufacturers. This independence allows them to provide the best, product neutral solutions for their clients. Being independent allows them to be an authorized distributor of Varilux, Sola and Kodak lenses.

Today ICARE Industries is managed by Scott Payne (Chairman of the Board of Directors) and Skip Payne (President). ICARE is an employee owned company with long standing commitments to the local community. ICARE and its divisions currently employ more than 150 people throughout Florida.

ICARE Management Team

Scott Payne is the middle son of ICARE founder, John W. Payne, and part of the second generation of Paynes to work in the company. Scott joined ICARE in 1972 and has worked in every aspect of the business over

J. Scott Payne

the years. Today, Scott is the Chairman of the Board of ICARE Industries and oversees all the divisions.

Scott is very active in the optical industry, serving on the Optical Laboratories Association (OLA) Regional Board, as well as American National Standards Institute (ANSI) committees. Scott is a Florida certified Optician and is certified by the American Board of Opticianry (ABO) and the National Contact Lens Examiners (NCLE).

Skip Payne, the youngest son of founder John W. Payne, is the

President of ICARE Industries. As early as age seven, Skip was hanging out at the family business, learning from his father. During high school and college he started officially working at the company in all

Skip Payne

phases of production while attending school.

In 1984, Skip graduated from the University of South Florida with a degree in Engineering Technology. Putting his education to good use, Skip joined the family business as a computer programmer. Skip was instrumental in the implementation of technology throughout the business. He established electronic inventory control systems, job tracking software, electronic ordering and billing, and computerized Rx calculations. These advances in technology were instrumental in the advancement of ICARE in becoming one of the largest laboratories and manufacturers in the United States.

As a former member of the Board of Governors for the Optical Product Code Council, Skip worked with the Council to introduce bar code standards for the optical industry. Skip is a licensed Florida optician as well as being ABO/ NCLE certified.

HIPPA - The Fine Print

The Health Insurance Care Portability and Accountability Act (HIPAA) of 1996 requires that all "covered entities" submit compliant electronic transactions. VisionStar has developed enhancements for the Medicaid Billing Export feature to comply with HIPAA requirements. We have been working closely with several customers who submit electronic claims to state Medicaid entities to certify these new transactions with the particular state.

We have found that the HIPAA standards have provided a solid foundation for standardizing electronic claim transactions and patient information security that enables VisionStar to provide a better product for our customer. While we have found differences at the level of each State Medicaid Administration these have been minor and usually pertain to how the relationship between each state and the corresponding lab is defined, such as provider/ submitter and account information.
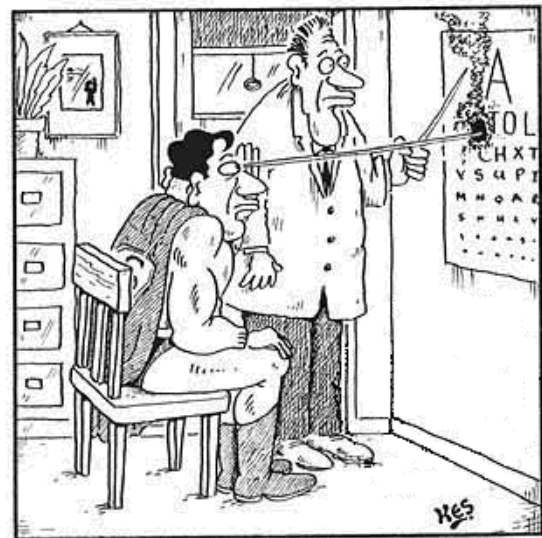
VisionStar is currently developing a new enhancement for our Electronic Claims processing functionality to allow for the reconciliation of claims payments electronically using the HIPAA transactions for Payment Advice if the state provides it. This will greatly reduce the time spent by laboratory personnel in posting payments received from Medicaid.

Employee of the Quarter

We're pleased to announce the employee of the quarter - Gene Cooke. For the past several months Gene has worked tirelessly researching and preparing numerous quotes for both current clients and several new prospects. That in addition to his regular job! Gene is our go to guy for serious system problems. After 20 years, he hasn't lost a step nor seemingly forgotten anything. His voluminous notes and documentation have gotten us out of many a jam. And, let's not forget that anyone coming in after 4:00 am (yes, 4:00 am!) will find a fresh pot of hot coffee. THANKS, Gene, we couldn't do it without you.

Optical Humor

Superman Visits his Optician.

Help Desk Hours

VisionStar Help Desk hours are as follows:

Regular Business Days
7:00 am – 5:00 pm PST, Mon-Fri

After Hours
5:01 pm – 6:59 am PST, Mon-Fri
All Day Sat/Sun

Next Release

After careful consideration, VisionStar has determined that it would be more beneficial to our customers if we upgrade them to Patch 178 rather than Patch 176C. Many of the issues that are currently being reported by our users have actually been corrected in Patch 178. The amount of time we spend moving code from Patch 178 to Patch 176B and Patch176C is causing huge delays in conversion of the Unify and Accounts Receivable applications.

We are currently in the process of compiling the Patch 178 release for testing. The schedule for this patch is as follows:

Patch 178 Generation   Completed by 02/09/2004
Testing of Patch 178   02/16/2004 to 03/19/2004
Release of Beta 178   04/15/2004

This patch will include all of the development topics in the Patch 176C notes on our website as well as the items noted below.

· **Menu Re-organization.** We have reduced the number of ICONS currently in use and moved applications into their logical locations.

· **Security.** Users will now be able to restrict access to menu items by creating user roles and assigning them to each user.

· **New flexible features** for managing inventory including several firsts in an optical management system:

  o Item Substitution
    ◊ Enables user to maintain inventory levels during a vendor changeover
    ◊ Permits users to direct usage replenishment of item being replaced toward new item

  o Frame Compatibility
    ◊ Enables users to make items compatible when they order the same frame product from different vendors. VisionStar LMS will select the correct item for order processing, usage and replenishment

  o Return to Vendor
    ◊ Enables users to generate Vendor return documents that can be tracked in the system. When documents are received, they will be accessible in the Accounts Payable system much like the vouchers are today for Purchase Orders

· **Integration of R/L Shapes**
  o Receives R/L shape from compatible tracers
  o Stores R/L shapes for lens processing and archive both shapes for subsequent recall
  o Calculates R/L shapes for Rx Layout
  o Sends R/L shapes to compatible edgers

· **Integration of 3D Processing**
  o Receives 3D shapes from compatible tracers
  o Calculates 3D points based on frame curve
  o Forces frames to only have 3D shapes
  o Sends 3D points to compatible edgers

· **Job Flow Management**
  o Monitors Job Flow based on user defined controls
  o Alerts user if jobs are out of expected job flow
  o Allows the definition of cells and shifts within a laboratory
  o Allows assignment of personnel to cells within a shift
  o Defines required calibration limits by individual piece of equipment
  o Alerts operator when equipment requires calibration
  o Notifies shipping personnel that expected processes or services have been missed prior to shipping

Next Release - cont.

- **Outsourcing**
  - Defines outsource parameters by vendor
  - Locks the job until received back from outsource vendor
  - Monitors and reports on outsource job turnaround
  - Prints user defined outsource tickets for AR and other types of outsourcing partners
  - Includes standard AR Council Outsourcing Document

- **Bin Locations**
  - Defines bin locations within a department in the laboratory
  - Assigns bins to jobs for easy look up capability
  - Removes a job from a bin and puts it into processing

- **Curve Compensation**
  - Defines true curve compensation by Material, Seg, and Vendor
  - Defines Base and Cross curve compensation by Material, Seg, and Vendor

- **Support for the following Remote Order Entry Systems**
  - VisionWeb
  - Eyefinity

- **HIPPA 837 X.12 Interface** (Third Party Billing)

- **Modifications to all Oracle reports** that allow users to generate to a PDF, HTML, Printer, or ASCII file.

- **Several bug fixes** and report modifications.

Once we have completed Beta testing of this release, we will begin scheduling release to all customers.

Special Thanks to Rochester

VisionStar would like to thank Rochester Optical for sending Jeff Romano to Portland for training and to review the VisionStar LMS inventory functionality. Jeff manages the stockroom at Rochester and was instrumental in helping us define areas where we could improve forms and/or reporting to aide in the management of inventory counts and costs. THANK YOU ROCHESTER!!!

VisionStar in the News

VisionStar is beginning to make news. Keep your eye open when reading the latest trade magazines. VisionStar has recently been noted in Vision Monday, Vision Care Products, Surfacing and Finishing Product Guide, and was profiled as a VCA member on January 27, 2004 on the VCA website.