

October
2011



CROWN VISION CENTER

INSIGHT

Retail News

WOO HOO! We have now made 3 months in a row (July, August and unofficially Sept)



**Fangtastic
August
Performances!**

*The TOP 3 stores over
budget for August:*

Creve Coeur +\$18,530
St. Ann +\$11,379
Oakville +\$11,334

PROMOTION CHANGE

This Monday the company will switch promotions from BOGO to 2 for \$69.99 with a frame upgrade. You can upgrade to a brand name frame starting as low as \$25. Crown will go back on TV Monday, Oct 10 with our new promo.

Check This Out!

- There is a Halloween BINGO contest going on for a manager to win an i-pad!! Who will cover their BINGO card first? There are lots of squares for sales related items, but one of the squares is NO action Items for one full week!
- We are launching a New Hire Training program on Oct 31. (See page 2)
- Glen Carbon and Wentzville are both running 50% off for the month of October.
- Jeff City will be celebrating their 49th anniv by having an Anniversary sale next week Oct 10-14! All eyeglasses will be 49% off.
- TWEET TWEET TWEET! Follow us on Twitter at Crownvision1 – every day you can see the company sales updates as well as encourage the retail division to push harder on sales. ONLY sales and positive comments please – no operational issues!! We want to have FUN with it. You will need to send a request to follow us, it is a locked account.
- All retail division employees will receive their performance reviews before the end of October!

Happy Halloween



HD Progressives are still a HUGE focus – In Sept the company was at 51%, we are pushing to get to 70% by the end of the year!

TOP 3 stores for HD in Sept:

Tesson 88%
Ballwin 85%
St Charles 77%

Training Meeting Group—Moving Forward!

Major Updates!

1. New Hire Training Program to begin Oct.31
2. Budget for back office employees to attend continuing education classes/training
3. Unified training tracker and ITP for all depts.

Topics of Concern:

- New Hire Training
- Insurance Training
- Sales Training
- Troubleshooting/Lensometry
- Training for back office Personnel
- Standardized document for all employees

Insurance Training

This will be for existing employees. There will be dedicated days in new hire for just insurance.

Troubleshooting/ Lensometry

There will be a standard test for Lensometry administered by the DM's. Classes will be held (5-6 per class) as needed. This standardized test is being developed to ensure the knowledge of lensometry by all employees. Employees that do not have good working knowledge will be placed in a training class.

New Hire Training

New hire training starts October 31 and will include the following:

- Classroom time
- In store time
- LASIK training
- Spending time with different departments

Sale Training

Sales 101:

- Asking open-ended questions
- Closing a sale (repeat what patient bought)
- Building the value
- Overcoming objections
- Dr. Handoff
- Possible guest speakers

Training for Back Office

The group discussed continuing education for all back office employees. If you are interested in this, contact your supervisor.

Standardized Document for All Employees

Standardized tracking will be developed to ensure that everybody gets all the training that is need for their positions.



Crown Vision Center: Going Strong at 50

Issue Date:

Vision Care Venture September 2011

CROWN VISION CENTER: GOING STRONG AT 50

As it marks its 50th year in business, Crown Vision Center is running full speed ahead in every aspect of its operation, from eyecare to social responsibility to, most importantly, keeping patients happy. The 25-location company is primarily based in St. Louis, MO, with three locations in Illinois as well.

Matt Matthews, president for the past 20 years, spoke with *Vision Care Venture* about some of Crown Vision's finest accomplishments and how it continues to be successful, crediting a focus on patient satisfaction as the true anchor of the business. "It's certainly the one consistent theme that's been there for 50 years," he said. He referred to his predecessor, Robert Handelman, OD, who started Crown Vision Center in 1961. "He had a patient service philosophy that basically was, 'Don't hassle patients, and if there's a problem, take care of them, and make it right.' He combined that with just delivering affordable eyecare," Matthews said.

20 Locations in Nine Years

While consistency is king in areas like patient satisfaction, Matthews cited other areas where he has seen great change over the years, both internally and externally.

Until 1990, Crown Vision Center had one location with "a tremendous repeat business factor, huge patient retention, and very favorable word-of-mouth reputation," said Matthews. The business expanded, started adding sites, and by 1999 it had about 20 locations.

Along with such incredible growth came huge changes in how the company handled managed care. "We contracted with

managed care plans beginning in the early-to-mid '90s, and then those managed care plans exploded in their membership," he said.



"So there was a period of time when we were running their vision contracts for them, and we would do the administration as well as seeing their members, so it allowed us to grow rapidly." He continued, "In those days,

the managed care health plans had managers in the market that had the ability to contract with vision providers. We provided an affordable service, we had multiple locations, and we offered consistent quality of care across all of our locations."

Growth in Medical Eyecare

Around 2000, Crown Vision Center embarked on a new kind of growth, this time involving medical eyecare. The company established what Matthews referred to as Centers of Excellence, which would house the most advanced diagnostic equipment. The goal was—and still is—for Crown Vision Center to really be an eye health network, giving patients access to the full breadth of medical eyecare they may need, with few exceptions.

Another area where Matthews has seen great change is, not surprisingly, with regard to the Internet. He acknowledged that it's all about convenience these days, and it's critical that businesses keep up with consumers' expectations. He said, "We don't view it as a threat in the sense that it's us or them. Our patients are choosing to use the Internet for reasons that are understandable, primarily convenience. To be able to book an eye exam in the evening when you've got your calendar in front of you and you want to get your kids in for a vision exam, that's valuable. So we're trying to do more things on our Web site to service those patients. I don't think it's that big of a stretch to say you've got to be available

and you've got to be convenient, or you're really going to lose patients."

Social Responsibility: Another Key to Success

Matthews described social responsibility as an integral part of the company's culture. He said, "It's one of the company's core values." To that end, Crown Vision Center works—actively and consistently—with what is now called [Kids' Vision for Life](#) to ensure that as many individuals as possible, particularly children, have access to eyecare and eyewear.

He pointed out that programs like this are often most effective on a local level. "It's very difficult to run a national program that effectively improves people's vision on a broad scale," he said. "So if you can favorably impact your local community by giving eyecare to kids and others in need, you have distinguished yourself, not only as a good corporate citizen, but also, you're giving back in a way that not a lot of people can."

In the mid '90s, Crown Vision Center responded to flooding in St. Louis by working with the Red Cross to get glasses to families who were displaced and in need. During this process, the company realized how many kids needed glasses and never even had them in the first place. Thus began an ongoing program to help fulfill the optical needs of children, particularly from kindergarten to fifth grade, in the St. Louis area. Matthews said, "[Essilor Vision Foundation](#) gave us the model. They showed us how to screen the children, get them exams, get their glasses made and get the glasses on the kids in an effective way."

As good karma would have it, Crown

Thank You From KidSmart

August 19, 2011

Dear Crown Vision,

Thank You for donating things to kidsmart. All because of you we have more school supplies. We have pens, pencils. Well whatever you donated was great. I wish you were here right now. So I can ask you what you donated to kidsmart. Thanks to you were getting smarter by the second.

Your friends,

Josh
Hayden
Austin



WOW!



Thumbs Up to:

4, 5, 6, 7, 19, 24 & 25

For entering all refunds correctly and on time for the month of September.

MARK YOUR CALENDAR! 2011 Benefits Fair

Thursday November 17th – 2 (2 Hour Sessions)

8:00 – This Session is for Lab Employees
10:30

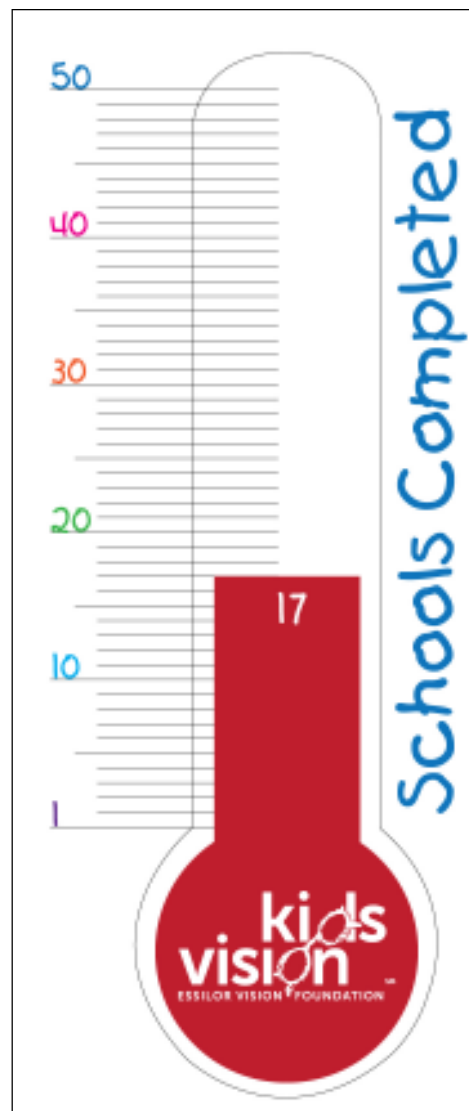
Friday November 18TH – 2 (2 Hour Sessions)

8:00 & 10:30

Location:

J.W. Terrill Building - 825 Maryville Centre Dr. - Chesterfield, Mo. 63017

[Check out the next insight for more detailed information](#)



A Month of Fun!

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 World Vegetarian Day
2 National Custodial Worker Day	3 Child Health Day	4 National Golf Day	5 Do Something Nice Day	6 Mad Hatter Day	7  GO CARDS!	8 Jewish Yom Kippur
9 Leif Erikson Day	10 Columbus Day	11 It's My Party Day	12 Cookbook Launch Day	13 Jewish Sukkot	14 National Dessert Day	15 Sweetest Day
16 National Boss Day	17 Wear Something Gaudy Day	18 No Beard Day	19 Evaluate Your Life Day	20 Brandied Fruit Day	21 National Pumpkin Cheesecake Day	22 Make a Difference Day
23 Mother-In-Law Day	24 United Nations Day	25 World Pasta Day	26 National Minced-meat Day	27 Navy Day	28 Frankenstein Friday	29 National Candy Corn Day
30 Mischief Night	31 Halloween					

Halloween Popcorn Pumpkins



Ingredients

- 5 cups popped popcorn
- 1 cup candy corn
- 1 cup chopped salted peanuts
- 1/2 cup butter or margarine
- 3 cups miniature marshmallows
- 4 drops red food coloring
- 3 drops yellow food coloring
- 4 sticks red or black licorice, cut into thirds

Directions

1. Grease a muffin pan and set aside. Place popcorn, candy corn and peanuts into a large bowl and set aside.
2. Melt the butter in a large saucepan over medium heat. Stir in marshmallows, red food coloring and yellow food coloring, adjusting color if needed to get a nice shade of orange. When the marshmallows are completely melted, pour over the popcorn and stir to evenly distribute the candy, nuts and marshmallow.
3. Use a greased spoon to fill the muffin cups. Insert a piece of licorice to act as the stem, and mold the popcorn around it. Let stand until firm, 10 to 15 minutes, and then pull the pumpkins out by their stems and admire your pumpkin patch!

Cataract and Retina Evaluations

Below are the rankings for the cataract and retina evaluations. Also included are the number of premium and toric lenses that were sold by each doctor. This will now be updated in each Insight.

September 2011

Doctor	Cataract Evaluation	Premium IOL	Toric	Retina Evaluation	Lasik Surgery	Diag Evaluation
Brave	0			0	0	0
Cuci	0			2	0	4
Hafezi	2			2	0	2
Hedgpath	0			0	0	0
Hohenberger	2			0	0	1
Hollman	1			0	1	0
Jacques	1			0	0	1
Katich	0	1		1	0	0
Kilgore	1	1		0	0	0
Konopik	0			1	0	1
Levi	1			0	1	0
Lopatin	0			1	0	1
Lutz	1			2	1	1
Renner	0			0	0	0
Rice	0			0	0	0
Pho	2	1		1	0	3
Picker	1			1	0	1
Pollock	3			0	0	4
Ullrich	1			1	0	1
Wade	1			0	0	0
Wang	0			0	1	7
Woodyard	0	2		1	0	1

Announcements



October Birthdays

Dept	Name	Day
17	RICE, MICHELE LEIGH	1
700	SHORT, CATHY L.	3
803	STORTS, COURTNEY ANN	5
4	GREDELJ, EDITA	6
825	MANNING, LYNDESEY MARIE	6
14	WOODYARD, MATTHEW J	6
15	HOEFELMAN, COLE WAYNE	7
811	MOORE, MELISSA RACHELLE	7
16	SANCHEZ MUELLER, DANNY KU	9
750	KERKOVE, AYSIA ANN	10
3	GRIMES TIFF, JAIME LYN	13
805	HAWKINS, FARRAH LATOYA	15
111	BUNK, JENNIFER MARIE	16
500	BRYANT, STACY JAYE	16
500	SKINNER, JOSEPH E.	17
818	ENLOE, AMBER LYNN	17
19	PICKER, DAVID MICHAEL	17
5	MOGIL, JILL MIRDWITZ	21
109	EDELEN, KITTY	23
500	KNIGHT, JENNIFER LEE	23
238	SAGEHORN, DAWN KIMBERLY	23
7	PEIPERT, MOLLY M.	24
109	RAINES, CHERYL ANN	25
8	THOMAS, TAMARA MARIE	25
810	WHITESIDE, LAURIE LYNN	27
16	WUELLNER, ANDREA MARIE	27
4	PHO, SALENA	29
812	PFEIFFER, KATI LEIGH	30
300	RETZER, LISA ANN	31

October Anniversaries

Dept	Name	Length of Service
17	HEDGPATH, ELIZABETH PAIGE	12
500	SKINNER, JOSEPH E.	12
111	BRAULT, SANDRA VIOLET	10
750	BURKE, JANE MARIE	8
300	RIDDLESPRIGER, ALEATHA D.	6
300	LEPES, DENISE MARIE	5
238	SLATER, ROXIE L.	4
122	BOLLING, EBONY NICOLE	2
425	FRENCH, CAMA MICHELLE	2
18	HOLLMANN, JAMES D.	1
238	LESINSKI, KELSEY ANN	1

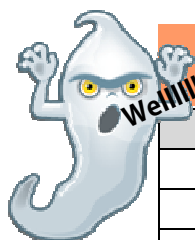
700 Club

Name	Total Sale
Michelle Pulliam	\$1,252.83
Michelle Pulliam	\$963.94
Lisa Monroe	\$892.17
Kristy Brandt	\$862.99
Kristy Brandt	\$822.05
Kristy Brandt	\$813.10
Kristy Brandt	\$813.10
Michelle Pulliam	\$800.87
Kristy Brandt	\$800.87
Tami Thomas	\$800.87
Michelle Pulliam	\$800.87
Michelle Pulliam	\$800.11
Michelle Pulliam	\$800.11
Kristy Brandt	\$792.00
Kristy Brandt	\$778.10
Kristy Brandt	\$773.05
Mary Loftis	\$773.00
Kitty Edelen	\$746.00
Kitty Edelen	\$746.00

**GREAT JOB
TESSON FERRY!!!**



Send your \$700+ sales to
suzys@crownoptical.com
 to be featured in the
 next Insight.



WELCOME

New Hires

Dept	Name	Position
1	DOMINICK, DAFFODIL DENISE	OPTICIAN
7	WILLMS, CLAIRE C.	OPTICIAN
122	COLLMAN, KIMBERLY JEAN	OPTICIAN
500	GONZALES, MARIA RENEE	AR ASST. MEDICAL BIL
801	BARNES PERRY, PATRICIA CAROL	OD ASSISTANT LEVEL 1
812	DUELL, ELIZABETH M.	OD ASSISTANT LEVEL 1

