

Oregon Access Vision



A Vision Benefit Program

from

SWEEP OPTICAL

Eugene, Oregon

Learn how your office can participate in this exciting new program

Overview

Oregon Access Vision (OAV) is a benefit program designed for area employers, who do not include vision insurance in their benefit package. OAV provides access to quality and affordable eye care. This is not insurance. Area businesses are contacted for participation in this program. You will receive advance notice as employers become involved and of the estimated number of OAV members. OAV members will make their own appointments with your office. They will identify themselves as Oregon Access Vision members and provide you with their OAV number. OAV members are responsible for paying for their services at the time of service.

Overview

New Patients

SWEEP Optical is actively promoting this program to companies in your area. Through the combined efforts of insurance agents, who will be offering OAV as a benefit that companies can provide to their employees, and through our SWEEP Optical Account Managers, we will deliver NEW customers to you.

Sweep Optical bears all promotional costs related to this program.

This program is open to the primary recipient and family.

Growth of chain store optical shops and multi-level optical suppliers has continued to draw customers away from independents like you and SWEEP Optical.

Through this program SWEEP Optical is working to help you, our OAV partner, provide quality eye care at competitive prices.

SWEEP Optical's only involvement with patients is in marketing the program and in registration. We want to ensure that patients' expectations are met or exceeded. The OAV program provides for guaranteed package pricing. Individuals may decide to purchase outside of the plan.

New Patients

Pricing

SWEEP Optical surveyed prices (exam and hardware) at the major chain store optical shops. Based on the survey, we have developed a very competitive package pricing to attract new customers. Prices often beat those quoted by the competition; yet afford a good profit for the participating Optical office.

The guaranteed package pricing quoted to the employee groups is based on:

1. The Optical office profiting - \$150 (on an Exam and Single Vision orders), and \$215 (on Exam and Rimless Progressives orders). This is a minimum.
2. The price of the vision exam is \$75. This low exam price will get the customer's attention. It is lower than prices of chain store competitors.
3. Frame and lens markups that range from \$75 on Single Vision to \$140 on Rimless provide the profit margin.
4. These prices are *ONLY* for specifically defined frame and lens combinations.
5. Shipping and handling charges are built into the pricing system as is the minimal administration fee. There are no hidden costs.
6. Your office has the opportunity to sell up to the patient. We have not included *EVERYTHING* in the guaranteed pricing for the patient. Your office's usual and customary prices apply for items such as Anti Reflective Coating, UV Coating, Tints, Polarization and Roll charges on Rimless. The Drill mount charge and polish on the edges are included in our normal price for rimless. There are no extra drill mount charges. We can supply Trivex pricing if your office is interested in offering it.

Pricing

Administration Fees

If the OAV member comes in for an exam but decides to order outside the program the following administration fees apply:

\$30 Administration Fee

If the patient chooses to buy a frame and lenses outside the OAV, a \$30 administration fee will be billed to your office. This information will be stressed at employee program orientation, in the program materials and should be addressed at the provider office. Your office will send SWEEPs RX form with patients name and OAV # in ID box, and indicate "patient served" in special instructions.

\$15 Administration Fee

If the patient chooses to buy either a frame or lenses outside the OAV, a \$15 administration fee will be charged and prices for the purchased frame or lenses revert to SWEEP Optical's wholesale catalog prices. When ordering SWEEP's frames send the RX form with the OAV number in the ID field and order the frame as usual. If ordering lenses only, follow the same procedure except use the code POF when you send in the non SWEEP frames and we'll price the order using our normal wholesale pricing.

Pricing

Frame and Lens Pricing

The prices quoted to the patient in the Oregon Access Vision include only the Basic dress frame or Mount Eyewear frames and lenses. Other lens treatments can be sold at your office's usual and customary prices. Prices quoted to the Optical provider include the Focus Package Price, the administration fee and Shipping and Handling.

Additional Sales

Your office can sell up at the usual and customary prices for Anti-reflective Coating, UV Coating, Tints, Additional Scratch Coat (Front or back), Polarization, and roll and polish. Polished edges are included in SWEEP Optical's rimless Mount Eyewear orders. The usual fees apply for high adds and can be charged at your office's customary price. (See Wholesale Catalog for pricing.)

OAV Representative

An OAV representative is available by phone Monday through Friday, 9 a.m. to 4 p.m., PST for any questions that may arise.

Pricing

Agreement

When you agree to become an Oregon Access Vision Provider you agree to the following:

- Use SWEEP Optical as the lab of choice in this program and charge appropriate fees as stated in Oregon Access Vision program material
- Carry 36 SWEEP Basic dress frames and Mount Eyewear Rimless Kit - 9 frames
- Promote the SWEEP frames and lenses first before showing other options
- Utilize the SWEEP Optical RX form to indicate when and how an OAV patient is served

Office _____

Address _____

Phone _____ Fax _____ email _____

Signature of agreement _____

Sign

Print name

Date

Satisfaction reviews will be conducted to preserve the integrity of this program.

Return this page to SWEEP Optical-OAV, P.O. Box 10288, Eugene, OR 97440; or fax it to: (800) 383-1828.
Questions: email us at: oav@sweepoptical.com

Agreement