Who Are We and Who Do We Want to Be?

“The Difference Between Who You Are and Who You Want to Be is What You Do” - Unknown Author

Wow!! Think about that. Who are we? Are we Wal-Mart? Probably not.

In 2014 Wal-Mart had 11,000 stores in 27 countries. They had 2.2 million employees and had revenues of $473.1 billion.

Do we want to be Wal-Mart? I think not. Bigger is not always better. Wal-Mart has the reputation of low price and little to no customer service. Is this the direction we want to go? No. We pride ourselves on being individually owned and providing the best customer service in the industry.

Our prices are good, but that certainly is not the focus of who we are. I personally do not shop at Wal-Mart. I am willing to pay a little bit more for convenience and customer service.

Who Do We Want To Be? How about H-E-B? Hmmmm. HEB is a regional grocer who in 2014 had 311 stores in Texas. They employ 76,000 associates and had revenues of $20 billion dollars.

Not bad. Do I shop at H-E-B? You bet. I go there multiple times a week. They have great product, knowledgeable and friendly associates, competitive prices and convenience.

Maybe HEB would be a great model for us to look up to. I think we are well on our way already. We are a regional optometric network with 124 offices in Texas and revenues of over $100 million dollars last year. We are conveniently located throughout the state, and offer high quality product at a competitive price. By and large our staffs are very knowledgeable and friendly. We have a lot in common.

So why do I mention these comparisons? The Board is meeting and talking regularly about where TSO needs to be headed. Are we satisfied with the number of locations we have? No. We need many more. Possibility twice as many. San Antonio, Dallas and Fort Worth markets can handle a large number of more offices. We need those markets to be developed, so the offices that are there are convenient and will be a significant player in the area.

Just like HEB, who has quality generic products, we plan to bring on our own line of frames. These “generic” frames will be of high quality, but at a much better wholesale price than we can purchase individually. We plan to offer training and more training and more training. The way for us to grow is to offer the best customer service.

If someone wants to concentrate on price only, they can have that market. I think TSO is answering the question of who we are and who we want to be—and we are doing what it takes to get there.

So, who are you? Are you a $600,000 office and you want to be a million dollar office? Are you a $1.5 million office and you want to be a $2 million dollar office? Remember, the difference between who you are and who you want to be is what you do.
Network News

Dinner & Diopters a Success

The first in the series of the Dinner and Diopters presentations were held on April 1st and 15th at Dave and Busters in the Houston area for 100 Doctors of TSO and associates.

The evening began with a buffet dinner and was followed by a presentation from Houston West Market Manager John Soper. His presentation of “prism is not a four letter word” was not only informative and useful, but also very entertaining.

One of the network Doctors was overheard saying “Taking a topic like prism and making it fun is not an easy task.” The most common comment on the evening was “are you going to have more meeting? Thanks go to Omni Labs who helped underwrite the evening.

The next Dinner and Diopter presentation is scheduled for the month of June. Event information will be distributed soon!

Groupwork session for attendees. John Soper with Omni’s Cedric Mills.

Houston area staff participating in course.

TSO Network Core Values

What forms the bond between us as a group of independent practices is the voluntary commitment to a set of core values. By embracing and conducting ourselves in this manner, we set ourselves apart as an example in our industry.

Visionary Spirit
The belief that there are no challenges but rather opportunities.

Invested in Relationships
Providing quality eye care depends on building and nurturing relationships with our patients, our colleagues and our profession.

Dedicated Professionals
We demonstrate respect for our patients and profession by the manner in which we conduct ourselves and the effort made improving our skills and abilities.

Leadership Through Service
We believe leadership is earned through service to others, service to our associates, our network members and our professional and civic communities.
TSO Supports RSO Students at Spring Banquet

Scholarship winner Alicia Chacon (middle) with fellow students and Dr. Sandra Fortenberry of Bandera TSO.

New Associate Quick Start Program Begins May 6!

The first New Associate Quick Start Seminar will be held on Wednesday, May 6 from noon-5:00 PM in the Doctors of TSO Educational Alumni Center located within the University of Houston College of Optometry.

The TSO New Associate Quick Start Seminar is a half-day training program recommended for all new office staff members.

New associates will learn the importance of the TSO brand standards, customer service and be trained in basic optics and preliminary training. They will receive an overview of third party vision savings plans and the basics in frame design, lens materials and coatings.

The New Associate Quick Start program will be held every 30 days on the first Wednesday of each month. Sign up for this exciting program today!

For additional questions on course materials, please contact Market Manager John Soper at john@tso.com.

For registration information, please contact Robin Oloyede at robin@tso.com or 713-953-7600 x 205.

TSO held the Annual 3rd and 4th Year Student Spring Banquets for the students of RSO in San Antonio on April 8. Several TSO Network doctors attended the event to congratulate the scholarship recipients and get acquainted with the third and fourth year students.

The RSO scholarship recipients are: Alicia Chacon, Susan Ly and Anthony Vanrachack.

Scholarships were open to third year optometry students attending the University of Houston College of Optometry and Rosenberg School of Optometry who met and completed requirements which included applicants with a minimum of a 3.0 grade point average; two letters of recommendation from a college of optometry faculty member and an essay on, “Explain your motivation to become a Doctor of Optometry and what you hope to accomplish in your chosen profession.”

Recipients were selected by members of TSO’s Professional Affairs Committee.

The UHCO Annual 3rd and 4th Year Student Spring Banquet will be held at the Downtown Aquarium Restaurant on May 13 starting at 6:30 PM. Doctors of TSO are encouraged to attend and support the students.

We would like to thank Dr. Steve Stanfield, Dr. Alex Chen, Dr. Elle Fazlalizadeh, Dr. Jack Rountree and Dr. Sandra Fortenberry for their commitment to the future of optometry.

RSO students and faculty enjoying the evening together.
Vision Quest Registration Closes May 10!

Registration is now open for doctors, staff members, and sponsors to attend Vision Quest. Hilton Chicago is only steps away from Chicago’s Lakefront, Field Museum, Shedd Aquarium and Magnificent Mile. The hotel has a sophisticated style and one can discover several attractions nearby.

Join us June 14-18, 2015 for a series of valuable education events and chances to preview and purchase the latest products in eyewear and advanced diagnostic technology.

Registration and Hotel Stay:
To register, visit the TSO Network Update website www.tsonetworkupdate.com and click on the TSO Doctor and Staff button. Registration for Vision Quest, including reservations at the Hilton Chicago, is Sunday, May 10, 2015.

Transportation:
TSO has worked with Go Airport Express Transportation Services to provide all TSO Doctors and Staff round trip transportation to and from the Hilton Chicago Hotel.

Travel arrangements may be made from either the recommended Chicago Midway International Airport or Chicago O’Hare International Airport. Please note, Chicago Midway International Airport is closer to the Hilton Chicago. Online reservation links to Go Airport Express have been sent electronically.

We look forward to seeing you at Vision Quest 2015!
Vision Quest Speakers Announced!

At this year’s Vision Quest Conference, we are launching an exciting new training approach during our education and training sessions! During the duration of the conference, we will begin to lay the foundation of what will become the industry-leading approach to associate training and education.

Our 2015 speakers will assist in preparing all Doctors of TSO and associates with the necessary tools to begin implementation upon arriving back to their offices.

Jay Binkowitz, President
Gateway Professional Network

Over the last 30 years, Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. Over the last ten years he has dedicated his time and resources to developing lectures and workshops at major industry events and has published numerous articles and videos for key industry publications. With the development of GPN he has created a unique support company to strengthen independent practitioners with new business management tools and processes. Mr. Binkowitz has and continues to develop critical information and philosophies to support and strengthen the goals of independents while working collaboratively with consultants, MBA’s and leading business owners.

Rebecca Johnson, Executive Director of Business Services
Gateway Professional Network

Rebecca Johnson is an enthusiastic and motivational ophthalmic staff trainer, a nationally recognized speaker, the Executive Director of Business Services for GPN and Founder of EyeTrain4You. She has been honored as a recipient of American Optometric Association Paraoptometric Special Service Award and Vision Monday’s “Most Influential Women in Optical”. Rebecca also is a regular columnist for Administrative Eyecare, Optometric Management, and INVISION Magazine.

Mark Hinton, CEO
eYeFacilitate

Mark and the eYeFacilitate team deliver peer-proven consulting and coaching, which includes patient/consumer dialog development including strategic team-driven implementation. eYeFacilitate is well regarded as one of our professions leading ECP practice development expert companies. Mark provides education and workshops for such organizations as IDOC, PRIMA, Banzai, AOA, VEE and Transitions Academy! Mark is published in Review of Optometric Business, Optometric Management, as well as other industry periodicals.

The Consumer Connection

Emotional connection plays a huge role in consumer satisfaction and purchasing. Learn how to make the special connection that will increase your revenue per exam.

Destination Location

Why would a patient drive 20 minutes out of their way to come to your practice? There is a difference between “being nice” and the ability to delight a patient. In this workshop, attendees will collaborate in groups to come up with reasons that make a practice the perfect destination location.

Obstacles and Weaknesses

Each new day brings new challenges, but a challenge only becomes an obstacle if you allow it. This workshop looks at challenges that we face in our business every day and provides solutions to these challenges that will prevent them from becoming obstacles.

A Forensic Study To Assist You In Understanding Your Profitability

This course provides owners and decision makers a detailed methodology in identifying the unique operational costs and profitability of their professional and dispensary businesses.
Lunch and Learn Webinar

Frequently Asked Spectera Questions and Topics
During this webinar, attendees will discuss the following:
1. How to price and bill contact lens and contact lens fitting with modifiers
2. How to price and bill Aspheric/Hi-Index/AR coatings with modifiers
3. How to navigate the new Spectera portal
4. Which providers or locations to select for log in
5. Who to contact for specific information
6. Other questions and answers

To register, visit TSONetworkUpdate.com. Doctors and staff of TSO are encouraged to send questions they would like to be addressed prior to the webinar to Cindy Huynh at cindy@tso.com.

TSO.com Careers

Do you have a job opening that you would like displayed in the TSO.com Careers section? Let us help you find the perfect candidates.

Please send the following information to Robin Oloyede at robin@tso.com:

**Job title**
- Job description
- Resume submission information
- Job status (part-time or full time)
- Compensation (if desired to publish)

Your job will be posted online for 60 days unless notified for removal. To submit your job openings or for questions, please contact Robin Oloyede at robin@tso.com or 713-953-7600 x 205.

Register for Vision Quest Today!

Doctor, Staff and Guest Registration is $75! — Sponsor Registration Now Open!

To register, visit the TSO Network Update site www.tsonetworkupdate.com and click on the Vision Quest registration icon.
It Pays to Deliver!

It pays to deliver great customer service! You know its true. Patients reward great service with their loyalty and recommendations.

We want to recognize those network associates who set an example through providing excellence in customer service.

Each month, we’ll select one staff member per market who deserves this special recognition and reward them with a $50 Gift Card.

Deadline is May 10, 2015. Each month we will accept nominations to be featured in the Update Newsletter.

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**NOMINATE SOMEONE SPECIAL!**

If you know someone who deserves to be recognized, then submit their name, office location and reason for recognition in 150 words or less. Send your nominations by email to your market manager.

**Central Market**
Steve Coronado: steve@tso.com

**North Market**
Craig Parker: craig@tso.com

**Houston East Market**
Rosie Daniel: rosie@tso.com

**Houston West Market**
John Soper: john@tso.com

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It Pays to Deliver a Winner!

Congratulations to Hiten Patel of Kerrville TSO for delivering exceptional customer service to a patient!

Message: I just wanted to express my sincere gratitude to one of your staff members, Hiten Patel. Not only was a good Samaritan, but he also represented Texas State Optical in a very positive way. The following is an account of what transpired on Friday morning and the great help that Mr. Patel was.

Our concerns about excess vehicular speed in our subdivision were realized yesterday morning, as my wife and I were on our daily walk. (We always walk on the left side of the street close to the curb toward on-coming traffic). While rounding the Summit Ridge curve, my wife was almost hit by a vehicle that was traveling towards an exit. The vehicle was traveling at a high rate of speed, and there seemed to be no intention of slowing down. To avoid being hit by this vehicle, my wife was forced to get off the edge of the street as quickly as possible. Upon doing so, she tripped and landed on the driveway of a near-by resident.

Because of the fall, she sustained several severe impact injuries, which included her left knee, hand, wrist, elbow and right shoulder. After a trip to the ER, it was determined there were no fractures, but she did have severe ligament and cartridge damage and multiple contusions.

Although the person driving the vehicle would not stop to render aid, there was another person that did. We would like to thank that kind young man from Texas State Optical who stopped and drove us back home so I could take my wife to the ER. He was a true good Samaritan.

We’re hoping that from this mishap our Summit neighbors and others will be more aware and cautious when driving through our neighborhood.

Sincerely,
C. Sullivan  —  Kerrville TSO patient
Holding Your Staff Exceptional!

(Billing and Insurance Specialist Edition)

The father of the Total Quality Movement, W. Edwards Deming said, “You can expect what you inspect.” He believed that inputs plus process equal outputs. In visiting our member’s practices we have discovered that several offices are carrying balances longer than they should be and in some cases even writing off balances because they are past a filing date for a third party plan! We encourage each TSO Network office to inspect the inputs and process within the billing department so that we can get the results we expect. This will create an assurance that these crucial cash flow elements of our business are being handled correctly and that our staff have an opportunity to brag about how truly fantastic they are! We recommend a weekly ten minute meeting in which the billing specialist has already pulled a couple reports for the operations leader to review and ask a couple follow up questions. The following is a guideline that Cindy Huynh and I compiled to serve as a guide to direct your ten-minute weekly meeting:

REPORTS FOR BILLING SPECIALIST TO PULL:

**Patient Cash Balances:** Aging report with total of all outstanding balances past 45 days and top offenders to be targeted this week with follow up contact (If any exist).

**Vision Insurance Balances:** Aging report 45 days past due balances with total of all outstanding balances and a breakdown by vision insurance company.

**Medical Insurance Balances:** Aging report 60 days past due medical insurances with a breakdown by medical insurance company.

**Audit Summary:** Your billing specialist should provide five audits (minimum) to the operations manager that demonstrates what the patient and insurance should have paid, as well as how much should have been written off. These should all be conducted for the same insurance and should cover a variety of cases; (not all exam, frame, and single vision poly lenses) this variety will ensure that you aren’t letting reimbursement slip through the cracks in certain circumstances. In the event that the reimbursement is wrong, audit more cases with the same circumstances and find the cause of the error. Then train to prevent it from happening again.

**Breakdown of Patient Mix:** Monthly summary report that indicates what portion of your patients are on which insurance plans can provide to be helpful in understanding the needs of your patient base.

If you need some additional assistance with your billing specialist/department, please contact your area’s Market Manager or reach out directly to Cindy Huynh, TSO Operations Manager at 713-953-7600 x 203.
Why Focus on Multiple Pair Dispensing?

Multiple-pair dispensing is critical for superior patient care and practice profit and stability. Listed below are a checklist of key second pair strategies.

1. Get reception involved. When people call for appointments have the receptionist remind the patient that at the time of the appointment it is very important that they bring in their prescription sunglasses or computer eyewear. When the patient responds that they don’t have those things the receptionist says they will make a note to remind the doctor and dispenser to discuss those items on the visit. This raises the bar even before the patient jumps. On the day of the visit the patient is expecting to hear about multiple pairs. This is a great improvement over the approach commonly used when the first time a discussion of a second pair comes up is after the dispenser nails down the primary sale.

2. One of the biggest reasons for the lack of second pair sales is the failure to offer a second pair purchase to every patient. Playing the odds works. Offering second pairs only when the patient asks or only intermittently, results in where we are today—80 percent failure to place a second pair. Ask everyone and the sales percentage has to improve.

3. The doctor must be involved. Often the entire burden of second pair sales falls to the dispenser without the benefit of any positioning from the doctor. In a recent survey in the Williams Way newsletter it was reported that the number one reason for single pair purchases was the fact that the doctor only wrote one prescription. Doctors need to prescribe a visual solution, which includes a primary script and also secondary scripts for sun wear and/or computer eyewear.

4. Talk solutions! Dispensers should begin by discussing a visual solution as opposed to a single pair of glasses. A skilled dispenser does a simultaneous presentation of primary and secondary eyewear referencing why and how each will be useful. “This frame is for your primary eyewear, but this frame will make a great sunglasses.”

5. Since pricing is always a great concern, address it right up front. Begin by telling the patient that the price of the two pairs that will provide their visual solution will cost the average patient around $850.00. Then dispel the panic from their face by telling them that fortunately they are not the average patient. Since they have insurance (when they do) the front end of their primary pair will be covered largely by their insurance. The second half of their purchase—since they are ordering them together—qualifies them for your generous second pair discount. Taken together that means that they will receive an $850.00 value, for an out of pocket of only $400.00. You now have the rest of the visit to demonstrate, educate and motivate. Positioning and placement are everything.

— Article provided by Essilor of America

Staff meetings – why bother?
Meeting with your staff is like mining group gold. Your employees perform different functions and often possess more knowledge than the doctor in these specific functions. It only makes sense that they can also think in a greater variety of ways in a group setting than if you met with each employee individually. Learning and practicing facilitation skills in staff meetings is the surest way for doctors to make the best decisions for his or her practice.

When leading your staff meetings, take on the role of facilitator in the following ways:

1. Keep the group focused on accomplishing desired outcomes.
2. Provide the information necessary to make informed decisions.
3. Earn each employee’s support for the final decision.
4. Take responsibility for establishing and maintaining a supportive atmosphere throughout the group.
5. Encourage every employee to participate.
6. Help members feel secure in sharing ideas, thoughts and opinions.

Six Key Elements when Facilitating Staff Meetings

Article reprinted with permission of practice management blog, Practice Principles. For more on practice management, visit www.PracticePrinciples.net.
Plugging Into Community!

**Sparky Nolan**
— Chamber Executive, Community Builder and a Public Relations Specialist

“You can’t get what you don’t ask for.” - A Real Life Proverb

My 2-year-old keeps trying to plug in everything he finds to our electric outlets. Every Mr. Potato Head part from eyes to arms to nose has been thoroughly tested in every wall outlet our home has to offer. Fortunately, we have safety appliances blocking his way. Someday, soon enough, he will find a way around those safeguards and be able to … get current. Let’s hope his first exposure is a positive one.

Attempting to connect to a community without “knowing” the community will give you similar results as my ‘Little Spark’ is experiencing right now. You may not be able to connect at all and it will be for the same reason. Little guy doesn’t yet understand the electrical system. Likewise, you probably don’t fully understand the community system. Just because you don’t understand electricity, doesn’t mean you have to sit around in the dark all day. There are people that understand electrical connections and there are people who understand community connections, too. It’s a powerful metaphor to help you as you begin to learn to plug in! The good news is, like most business functions, ‘plugging in’ is trainable for any community.

Here are four powerful ‘Plug-In’ ideas:

1. **Create your own list of community connections unique to your market area.**
   Each community has an ever-evolving dynamic list of outlets. There are sustainable outlets, flash in the pan outlets, emerging outlets, low wattage outlets and even diminishing outlets to avoid. Review the list with your staff and business coaches on a monthly basis, get help from local sales reps who call on your business and keep the process of looking for outlets as an important monthly business function.

2. **Have, or create, a good reason to connect.**
   Community currents go two ways and so does the community’s give and take system. Look for ways to understand the outlets on your list. When do they meet? Who is in charge this year? And most importantly, what do you have that they might need? Can you provide expert advice to their group, offer free safety training, donate an item or give a cash donation to show good will? If you can, then you will earn the right to plug in to that outlet.

3. **Watch the pros do it.**
   Successful politicians, community leaders, and even news media outlets have to learn to plug in or they disappear. These three sources are easy to track because they do all their work in public. Remember, you will notice wonderful examples to emulate and horrific warnings of things to avoid. Use your good judgment while watching and take your time evaluating new ideas.

4. **Map out your community, but bring a compass too!**
   I’m a fan for mapping out your community on a white board. All named communities have physical borders. Most are straightforward with landmarks, regions and street addresses for the brick and mortars. But those borders and ‘plug-in outlets’ blur when you map out the social, political and commercial market boundaries. So for those, a map may not help you at all. You may need a compass and a professional ‘Plug-In Guide’.

Sparky Nolan is a Chamber Executive, a Community Builder and a Public Relations Specialist. For expert advice on how to plug in to your community, Sparky can be reached via text at 832-633-6332 or e-mail at Sparky@RollingBallPR.com.

Remember: You can’t get what you don’t ask for. So ask today!
Spectera Update

New, updated and revised plans including EHB (Essential Health Benefit Plan), Medicare Plans and Retail Plans are now available.

When pulling benefit information for a patient, always print the plan benefit for that date of service so dated information is not used.

Notable changes on some plans include:

- “Contact Lens Fitting/Evaluation” benefit changed from “No charge” to “N/A”: This benefit is not available and the patient would pay out of pocket for the fitting/evaluation,
- Changes in frame allowance amounts,
- Changes from frame only allowances to total material allowances including contact lens fittings and plan number changes,
- DAILES® AquaComfortPlus® Toric (30 pk) has been added to the Daily Wear Contact Lens Formulary Category.

All information can be found on www.spectera.com or by contacting Spectera Customer Service at 1-800-638-3120. Questions can be directed to Cindy Huynh, TSO Operations Manager at 713-953-7600 x 203.

Eyefinity Collects Sales Tax

Effective April 1, 2015, Eyefinity Inc. is required to begin collecting and remitting sales tax to the state of Texas on all electronic claims, lab orders, and website hosting.

This requirement is based on Texas Administrative Code 3.330 and Texas State Tax Code sections 151.0035, 151.351, 151.0101 and 151.005.

Sales tax will be added to any electronic service charges currently being billed through Eyefinity including electronic authorizations, electronic claims, lab orders, and website hosting.

The processing of VSP claims through Eyefinity will still be free, therefore no sales tax will be charged. VSP Lab orders through Eyefinity to a VSP Lab will also be free, therefore no sales tax will be charged either.

Any questions can be directed to Eyefinity Website Support at 1-877-448-0707, option 1 or Cindy Huynh, TSO Operations Manager at 713-953-7600 x 203.
NEW eStore Items

JUST ARRIVED

Women's Branded Van Heusen Twill
Available in colors: Pink, Red and Navy - $25 each
Sizes: Womens X-Small to Womens 3XL

Men's Branded Van Heusen Twill
Available in colors: Red, Green and Navy - $25 each
Sizes: Mens Small to Mens 3XL

TSO Dispensing Trays - $10.00 each

Attractive Silver Name Badge
(with magnetic clip)

3 x 4 TSO Branded Door Mat (Black)

TSO Coffee Mugs (Rich Blue)

Updated TSO Business Card
Around the Network

SPRING into TSO Apparel Contest

The new TSO shirts are in the e-store. They are available at the TSONetworkUpdate.com website.

Kerrville and Fredericksburg TSO Hold Garage Sale

“Our Kerrville and Fredericksburg offices participated in Relay for Life on April 24th. We have had several fundraisers, including a poinsettia sale, a garage sale and a bake sale. Our goal this year was $1500 and we’ve made our goal and are still raising money!!

Just wanted to share!”

Thanks,
Stephanie Villanueva, ABOC
Office Manager
TSO Kerrville/Fredericksburg

Post a picture of your TSO office staff wearing TSO apparel and the office that gets the most likes will win a catered lunch!

The contest will run until May 11, 2015.

Remember, in order to be qualified for the contest, your office has to request to join the group.

Have fun posting and taking pictures!
Fair Oaks Ranch TSO Offers Services to Children in Need

For several years, Dr. Rountree and staff in his Fair Oaks Ranch office have provided a local foster home with eye care services. As a thank you, the children that visited Dr. Rountree and staff sent a hand-written thank you card. TSO Market Manager Steve Coronado stated, “It was an honor to see them in action making the difference in their community.”

Dr. Nielsen Welcomes Baby Boy

Congratulations to Dr. Leigha Nielsen of Schertz TSO! Dr. Nielsen and her husband welcome their son, William Deven Cochran!

Born March 9, 2015 at 10:22 PM, baby William weighed 6 lbs 11oz and was 21in long. Already this bouncing baby boy has grown to be over eight pounds!

Testimonials and Social Media

Thank you to the TSO Network Doctors and Staff who continuously strive to serve their communities with outstanding customer service, professionalism and patient education. It is because of you that our commitment to caring continues and the TSO Network legacy is maintained.

“Very organized staff and helpful. Dr. Richardson explained everything so well!”
- Aldine Westfield TSO patient

“Preston goes the extra mile to help customers - a true asset to the company! He is the reason we do business with TSO.”
- Magnolia TSO patient

Dr. Rountree and Staff Thank You Note

Testimonials and Social Media

"Very organized staff and helpful. Dr. Richardson explained everything so well!"
- Aldine Westfield TSO patient

“Preston goes the extra mile to help customers - a true asset to the company! He is the reason we do business with TSO.”
- Magnolia TSO patient

Dr. Rountree on the cover page with Dr. Nielsen's Baby Announcement.
May 2015

Upcoming Events

Sunday, May 3, 2015
• TSO Staff Training: “Creating Yes’s”
  • Austin Region
  • Hyatt Regency Austin
  • 12:00 PM - 5:00 PM

Wednesday, May 6, 2015
• New Associate Quick Start Seminar
  • The Doctors of TSO Education Center - UHCO
  • 12:00 PM - 5:00 PM

Tuesday, May 12, 2015
• Lunch and Learn Webinar:
  Frequently asked Spectera Questions and Topics
  • 12:30 PM - 1:00 PM

Wednesday, May 13, 2015
• UHCO 3rd & 4th Year Banquet
  • Aquarium Restaurant | Downtown
  • 8:00 PM - 11:00 PM

Tuesday, May 19, 2015
• Lunch and Learn Webinar:
  Everyone Buys
  • 12:30 PM - 1:00 PM

Wednesday, May 27, 2015
• Board of Directors Meeting
  • Hotel Sorella - Boardroom
  • 9:00 AM - 5:00 PM

Please check your emails regularly for additional meetings and events throughout May.

If you would like to register and participate in any of the listed webinars please visit www.tsonetworkupdate.com

May

Eugene Marley, O.D. 5/7
Jonathan Sher, O.D. 5/10
Rose Virani, O.D. 5/12
Christy Jew, O.D. 5/12
Harry Scott, O.D. 5/18
Allen Griffin, O.D. 5/19
Reid Robertson, O.D. 5/21
Kevin Katz, O.D. 5/23
Madison Huser, O.D. 5/23
Terri Dyer, O.D. 5/26
Opal Amin, O.D. 5/29
Johnathan Brown, O.D. 5/29
Lori Shulman, O.D. 5/31
We'd like to share with others what is going on in your part of the Network. Big or small, it doesn’t matter. If you have a special event, community recognition or something important to you and your office, please let us share it with the rest of the TSO Network.

We want to hear about you!

We'd like to share with others what is going on in your part of the Network. Big or small, it doesn’t matter. If you have a special event, community recognition or something important to you and your office, please let us share it with the rest of the TSO Network.

Please send your story and photographs to robin@tso.com. Then, make sure to read each monthly issue to see when it is shared Around the Network.