



Friday, February 5, 2016

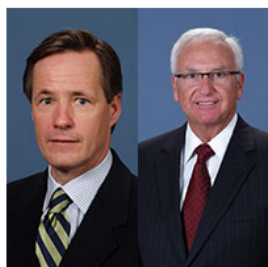
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Latest News

Vision Associates Expands Optical Dispensary Services

By Staff
Friday, February 5, 2016 12:27 AM



Vision Associates co-principals, Kurt Behrle (l) and Joe Casorio.

WARREN, N.J.—Vision Associates Inc. (VAI), the country’s leading optical dispensary management and consulting firm, reports that it has added 36 dispensaries within the past two years, bringing the group to a total of more than 100 dispensaries under its management. Further, VAI told *VMail* that the group is slated to open six new offices in the first quarter of 2016.

Established in 1993, VAI offers turnkey, customizable optical dispensary management and consulting services that allow eyecare practices to maintain ownership and control of their dispensaries while relieving them of the time and effort involved in their everyday operation and working to increase the dispensary’s overall profitability.

Joe Casorio, co-principal of Vision Associates said, “Although we’ve been in business for more than 20 years, our services are more important than ever. As reimbursement from insurance companies trends downward, and costs continue to climb, our clients appreciate the vital role an optical dispensary can play as a profit center.”

VAI expects that rapid coast to coast growth will continue throughout 2016. The company has announced several promotions in their operations teams: Mary Walker, COE, was promoted to executive director; Debbie Picini to director of project management; Lisa Alessi to director of business development; and Debbie Iversen to executive administrator.

The company added that its regional managers play a vital role in day to day operations, which includes numerous educational programs that are the cornerstone of their management services. Recognizing these strengths and promoting from within, Vision’s expanded roster of regional managers include Dianna Ruddy, Laurette Rossi, Paul Niles, Jennifer Parella, Sheila Rabbath, Huong Suba, Vennoka Evans-Amoroso and Sherri Johnson.

Kurt Behrle, co-principal of Vision Associates noted, “With more than 100 national clients, and new additions being added every month, we recognized it was time to restructure internally to respond to this growth and continue to provide superior service levels. We pride ourselves on taking the opposite of a ‘cookie-cutter approach,’ preferring, instead, to customize programs, marketing and inventory management individually for each of our locations.”

Vision Associates’ comprehensive optical dispensary management program includes inventory management; lab facility integration; feasibility studies; staffing and personnel management (training and supervision); internal marketing; third-party insurance; and point-of-sale software.

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CURRENT ISSUE

JANUARY 18, 2016

- Table of Contents
- Cover Story
- Issue Archives



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