



Optometrist Newsletter

September 2016

Welcome to the revitalized OD monthly newsletter!



In this monthly communication, you will hear from department leaders who help support you and your practice. At Walmart, we call these leaders - subject matter experts. In this first revitalized issue, we would like to introduce you to your subject matter experts. In the coming months, we will communicate updates and answer frequently asked questions.

[Click here to send suggestions, ideas and feedback for future newsletters!](#)

Professional Relations

We, as an optometric community of practitioners practicing adjacent to a Walmart & Sam's Club, encompass 11% of all practicing optometrists across the nation. To put it in perspective, 1 out of every 10 eye exams is performed at a Walmart Vision Center or Sam's Club Optical. That is a huge impact on eye care! My role in the company is to be the **professional voice for our optometric community** at the Home Office. I am the consistent reminder of the importance of eye care and the incredible influence we have as eye care providers in communities across the country. You can think of me as your company tour guide for optometrists. I can help navigate you through different challenges and connect you to the right subject matter expert.

My hope is that we can build bridges from you to our teams at the Home Office!

I am Dr. Chris Cordero, your Professional Relations Liaison, advocating for you as a fellow Doctor of Optometry.



My name is Warren Moore and I am proud to lead our Health and Wellness Operations Support & Communications Team.



Warren Moore, Ron Jackson, Terrance Hug

Operations Support

We work to provide **operational guidance** to the stores and serve as the primary channel for Home Office **communications** to our Pharmacy, Vision Center and field leadership teams. We strive to develop initiatives and strategies that increase **patient satisfaction**, improve business outcomes and simplify processes in our Vision Centers and Pharmacies across the U.S. Additionally, the team at the Health and Wellness Call Center works hard to resolve insurance questions and manufacturing challenges to enable the delivery of quality eye care solutions.

Health & Wellness Senior Manager, Terrance Hug and Manager, Ron Jackson are the optical subject matter experts on our team. With over 34 years of combined experience working in the optical space at Walmart and Sam's Club, Terrance and Ron strive daily to **develop ideas** that support our Vision Center associates and optometrists. We look forward to sharing program updates in future newsletters! Please reach out to any one of us if you have questions or suggestions on how we can better support you as a valued practice partner.

Provider Enrollment



The Provider Enrollment team is the team who **enrolls and coordinates insurance credentialing** for ODs with commercial and government payers. We recently welcomed a new team member, Matt McMullin, who joined the Healthcare Contracting and Enrollment team as our new Enrollment Manager. Matt will be supporting the pharmacy, vision, and clinics businesses by managing individual associate provider enrollment, including



Optometrist enrollment. Matt joins Rut Sanchez, our Provider Enrollment Specialist, in supporting your provider enrollment questions and processes. Sarah Little also supports this team as our Senior Manager of Healthcare Contracting and Enrollment. As a reminder, all Associates must pass a **credentialing review** prior to provider enrollment. We are working on building a team email to efficiently answer any of your provider enrollment questions, which we will communicate through the upcoming newsletters. In the meantime, please feel free to email enrollm@wal-mart.com your questions.

Doctor Contracting



I am pleased to introduce our doctor contracting team! Here are some of the highlights of the support provided:

- ➔ License agreements for Independent OD's, including new and renewal agreements as well as Permitted transfers
- ➔ Monthly rent program enrollment
- ➔ Optometrist anniversary certificates
- ➔ Credentialing
- ➔ Support for WalmartOD.com and the Electronic License Agreement Management System (ELAMS)

On behalf of the Doctor Contracting team we would like to thank you for the hard work and dedication you are investing in your practice. If there is anything we can do for you please feel free to reach out to us at the email address ODContract@wal-mart.com.

Optical Technical Support

The department consists of a number of highly qualified help desk technicians, who are available to trouble shoot and support you when a technical need arises. Additionally, the department has a number of vendor-certified technicians who are able to service pre-test and examination equipment and instrumentation including phoropters, lensometers, pupilometers, and BIO's with repair, cleaning, and calibration needs just to name a few.

Contact the Optical Technical Support team by phone or the SMART system!

TELEPHONE: (700)730-9065 option 6

SMART: [Vision Center] >[Optical Technical Support]>Complete Fields > Type "99" to Save or Exit

The Optical Technical Support Department is your resource to provide **support and answer questions with all optical equipment and instrumentation.**



Payer Relations

Payer Relations is the team who **manages Third Party Contracting** with **Optical Insurance Carriers** and is led by Jodi Prohofsky. Nikki Tucker works with the National Optical Carriers, while Christy Herbaugh works with the Regional Optical Carriers.



We have hundreds of active contracts over Commercial, Medicaid and Medicare lines of business and many more opportunities in front of us.

Top 10 carriers: VSP, EyeMed, Davis, Spectera, Superior (Block Vision), Avesis, NVA, March Vision, Always Care and Opticare.

Even though we are contracted with these carriers, we may not always be in network for all of the networks and/or plans that they have. This is usually because the carrier's customer has designed their network for a specific reason which may or may not include Walmart. (i.e., Walmart is in VSP's Affiliate Network which includes roughly 70 plans). If you should know of a network that you are contracted with and you would like to see the Vision Center on the same network, please send the information to vision@walmart.com.

Optical Merchandising

Hi, I'm Tabitha Watkins, Merchandise Manager of Optical. The merchandising team consists of myself and four buyers who are responsible for **procuring** frames,



lenses, contacts, and accessories for our stores. We look forward to giving you information on the **new products** coming to our stores!

Offer Daily Contact Lenses to Your Patients

Given that our patients tend to over-index in monthly contacts, I'm excited to share the launch of ACUVUE® VITA™ Brand Contact Lenses with HydraMax™ Technology, a new monthly lens from Johnson & Johnson Vision Care, Inc. (JJVCI). Delivering reliable, superior comfort for a full month, the lens was designed to address the fact that more than two-thirds of monthly wearers experience comfort-related issues and 82% of the patients who experience discomfort feel annoyed, inconvenienced, or frustrated by having to compensate.

Daily Contact Lens Rollbacks	\$ WAS	\$ NOW
ACUVUE MOIST 10PK	\$12	\$10
FRESHLOOK 1 DAY COLORS	\$17	\$10
FOCUS DAILY 30PK	\$27	\$17
FOCUS DAILY 90PK	\$60	\$38

Human Resources

Hello! My name is Tené Green; I am the Human Resources (HR) Director for the Health and Wellness Operations team.

My team and I are excited about the opportunity to share information related to what's going on in the HR world that pertains to you and also to hear from you about what's going on in your stores and business. Below is a list of our team comprising of 7 Sr. HR Managers (SHRMs) and the respective divisions that they support. Please know that we are here as a resource for you!



Senior Human Resource Managers

Division	SHRM and Contact Info	States
Southeast- (A)	Jamey Miller Jamey.Miller@walmart.com	FL, GA, AL, MS, LA, PR
South Central- (B)	Kendra Buford Kendra.Buford@walmart.com	AR, KS, TX, OK
Northeast- (E)	Barbara Kulwicki Barbara.Kulwicki@walmart.com	CT, NH, RI, MA, NY, OH, ME, NH, VA, MD, PA, NJ, DE, KY, DC
Mid-Atlantic (F)	Penny Renee Ford Penny.Ford@walmart.com	TN, SC, NC, OH, IN, KY, WV, VA
North Central (N)	Ramanda Gilliard Ramanda.McDaniel@walmart.com	IL, MI, NE, MO, MN, KS, WI, ND, SD
West (M)	Henry Hamilton Henry.Hamilton@walmart.com	CA, OR, WA, NM, NV, CO, ID, AZ, AK, HI, MT, UT, WY
Small Formats (O and P)	Vivian Vera Vivian.Vera@walmart.com	United States



My name is Dr. Sarah Frye Heywood; I am a Senior Manager on the Health & Wellness Talent Acquisition & Professional Relations team. On behalf of the recruiting team, I will let you know of independent and associate practice opportunities across the nation if you are interested in expanding your practice or know of a colleague who is interested. Highlighted opportunities this month are: Store #5049 Littleton, CO, Store #4064 Virginia Beach, VA and Store #999 in San Antonio, TX. In addition, I will keep you posted on our **recruiting efforts** across the nation, so if you are attending the same state, regional, or national event you can stop by and say hello and meet our recruiting team!

If you have a passion for **sharing your story** to optometry students, my team would love to **invite you** with us on campus.

Talent Acquisition



You are not alone. We are **one** community working **together** towards a single **mission** – providing **quality** eye **care** to all our patients. **We** are here to help **support** you and in doing so...we **help** our patients. At Walmart & Sam's Club, we have a saying – "Who's **#1**? The Customer – the **Patient** – Always!"

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Contact Us

Operations Support

Terrance.hugg@walmart.com

Professional Relations

Chris.cordero@walmart.com

Technical Support

Melinda.pollock@walmart.com

Human Resources

Tene.green@walmart.com

Doctor Contracting

ODContract@wal-mart.com

Payer Relations

vision@wal-mart.com

Provider Enrollment

Enrollm@wal-mart.com

Merchandising

Tabitha.watkins@walmart.com

Talent Acquisition

Sarah.frye@walmart.com

[Click here for an expanded contact list](#)