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Every year is a unique mix of the expected and things we never saw coming. Nevertheless, we've been here to share it all with you. We held your hand through the implementation of the infamous ICD-10, flooded you with our Millennial coverage and kept you up to speed with industry news. We enjoyed sharing laughs and light-

No year is ever like the last and won't be like the next. Frankly, we wouldn't want it to be. But before we grab our champagne glasses and wish you all a happy New Year as we rush off to leave 2015 behind, let's take one last glance, if you will, at the year that was.

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Breaking News Posts for 2015

26 Total Number of VMail Breaking News Posts

July

Month with the most VMail Breakings

January and March

Months with zero Breakings

Doubleheader

Both July 23 and Sept. 1 had two breakings.

VMAIL Headlines

Feb. 27

Nikon Agrees to Buy Optos for \$400 Million Cash

April 6

FLL Partners Makes Growth Investment in Clarkson Eyecare

April 15

Three Major Contact Lens Manufacturers Sue Utah Attorney Over New Anti-UPP Law

May 4

Luxottica to Grow in Emerging Markets and Plans to Invest €1 Billion in Retail Over 5 Years

May 8

Jim McGrann Appointed President and CEO of VSP Global, Will Succeed Rob Lynch on Oct. 1

May 11

MyEyeDr. Expands Into Florida Market With Acquisition of The Hour Glass/South East Eye Specialists

May 15

Federal Appeals Court Stops Utah's Anti-UPP Law

June 16

Vision Source and Privia Quality Network Establish New Partnership

July 6

After Merger, PFO Global Emerges as Publicly Traded Company

July 13

Valeant Pharmaceuticals International to Acquire Unilens Vision Inc.

July 17

Oakley Integration Proceeds at Luxottica, New Executive Role for Baden, Dorigo Returns

July 23

Carl Zeiss Vision Names New President, SVP Independent Eyecare Professionals

July 23

U2's Bono Partners With Revo to Prevent Vision Impairment; Brien Holden Vision Institute to Implement it

July 24

Anthem to Acquire Cigna Corp., Creating New Health Care Giant

July 28

Influential Eyecare and Vision Research Pioneer, Professor Brien Holden, Passes Away

July 30

Essilor to Acquire Vision Source

Aug. 17

Investment Groups Altas and CDPQ Invest With Management to Acquire MyEyeDr./Capital Vision Services

Aug. 24

Clarkson Eyecare Announces Strategic Investment in Eyecarecenter of the Carolinas

Sept. 1

Davis Vision Names Danny Bentley President

Sept. 1

Luneau Technology Announces Merger with AIT Industries

Sept. 14

Anthem Names Nicholas Brecker President of Specialty Business, Including Vision

Oct. 5

GrandVision to Enter U.S. Market Via Acquisition Deal With For Eyes Optical

Oct. 6

CVS/Pharmacy to Launch Five Optical Centers in Baltimore/Washington D.C. Market

Nov. 10

Essilor Acquires Professional Eyecare Resource Co-Operative(PERC)/Infinity Vision Alliance

Nov. 11

Macy's and Luxottica Group Sign Agreement to Open as Many as 500 LensCrafters Licensed Departments Over Three Years

Nov. 23

Pfizer and Allergan to Combine Businesses

More →

Pop Culture Calendar



80 years ago Elvis Presley was born in Tulepo, Mississippi.



Patriots vs. Seahawks Super Bowl XLIX, 'Deflate Gate' scandal

SNL
SATURDAY NIGHT LIVE

40th anniversary special of "Saturday Night Live"



Blue or Gold dress?



VM | VM MAGAZINE | VMAIL | VM TOPICS | VM VIDEO | VM EVENTS | VM REPORTS | CALENDAR | CLASSIFIEDS | JOBS

Like 0 Tweet



21 Most Read Stories on VisionMonday.com

1. Key Optical Players Ranked by U.S. Sales in 2014: VM's Top 50 U.S. Optical Retailers
2. The Top 50 U.S. Optical Retailers Hit Record Sales Over \$11B
3. Essilor to Acquire Vision Source
4. Reaching New Heights: VM's Top 50 U.S. Optical Retailer
5. Meet the Millennials: Defining a Generation that Defies Description
6. VSP Is Providing Eyecare and Eyewear Services in Five-Store CVS Optical Test
7. Contact Lens Pricing Battle Decided in Utah, Gamers National Attention With Litigation and Proposed Bills
8. EyeNetra Launches Blink, an On-Demand, Mobile Vision Testing Service
9. New Investors Opti-mistic: Private Equity Banks on Optical's New ROI
10. Clarkson Eyecare Acquires EyeCare Associates and Pinnacle Optical
11. Macy's, Luxottica Sign Agreement to Open as Many as 500 LensCrafters Licensed Departments Over 3 Years
12. Executive Suite: VM's Most Influential Women in Optical
13. Kering Eyewear to Debut Its First Eyewear Collections Later This Year
14. FFL Partners Makes Growth Investment in Clarkson Eyecare
15. Snapshots of Optical's 10 Largest U.S. Retail Players: VM's Top 50 U.S. Optical Retailers
16. Jim McGrann Appointed President and CEO of VSP Global, Will Succeed Rob Lynch on Oct. 1
17. Texas Law Will Prevent Managed Vision Care Companies From Requiring Optometrists to Use Their Labs
18. Essilor of America Sets 2015 Strategy in Motion at Banff Sales Meeting
19. Investment Groups Altas and CDPQ Invest With Management to Acquire MyEyeDr./Capital Vision Services
20. What's the Status of State Bills Opposing UPP Policies?
21. A New Script: Millennials and Their Rx Needs

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50th Anniversary
of Selma



Zayn Malik announces
he is leaving the band
One Direction

Trevor Noah taking
over The Daily Show
announcement



Lilly Pulitzer for
Target frenzy



Netflix announces
"Full House" reboot,
"Fuller House"

MARCH 2015

APRIL 2015



13 Newsworthy Mergers and Acquisitions in 2015

November 25

Superior Vision to be Acquired by Centerbridge Partners



Superior Vision Corp, a leader in managed vision care, announced that it has entered into an agreement to be acquired by Centerbridge Partners, L.P., a leading private investment firm, from Nautic Partners, LLC. The company is presently owned by Nautic and management.

Superior Vision is a comprehensive eyecare company with member-centric solutions for the group, Medicare and Medicaid markets. The company serves more than 11 million members and supplies access to the broadest and most diverse eyecare provider network in the industry.

The transaction is expected to close following the satisfaction of customary closing conditions and approvals by the end of the first quarter of 2016.

November 23

Pfizer and Allergan to Combine Businesses



Under the agreement, Pfizer, a global innovative biopharmaceutical company, will combine with Allergan, a global pharmaceutical, in a stock transaction currently valued at \$363.63 per Allergan share, for a total enterprise value of approximately \$160 billion. Under the terms of the proposed transaction, the businesses of Pfizer and Allergan will be combined under Allergan plc, which will be renamed "Pfizer plc."

"The proposed combination of Pfizer and Allergan will create a leading global pharmaceutical company with the strength to research, discover and deliver more medicines and therapies to more people around the world," stated Ian Read, chairman and CEO of Pfizer.

November 10

Essilor Acquires Professional Eyecare Resource Co-Operative (PERC)/Infinity Vision Alliance



Essilor of America, a division of Essilor International, which recently entered the ECP alliance sector in the U.S., expanded its presence with the acquisition of a majority interest in Professional Eyecare Resource Co-Operative (PERC) and Infinity Vision Alliance (IVA). The move is Essilor's second acquisition of a major independent ECP alliance in the last few months, following its purchase of Vision Source, the country's largest alliance, which was announced in July of this year as previously reported and closed in late September.

PERC/IVA is a group purchasing organization comprised of approximately 4,000 doctors, from over 2,400 independent eyecare practices in the U.S., based on current membership of 1,700 practices in PERC and 700 practices in IVA, executives said.

November 6

Vision Ease Acquires Daemyung Optical, Expanding Product Line and Distribution Capabilities



Vision Ease expanded its ophthalmic lens product portfolio and distribution capabilities with the acquisition of Daemyung Optical Co. Ltd. (DMO), the second largest optical lens manufacturer in Korea. DMO specializes in high-index plastic lenses which are manufactured at its two production facilities in South Korea and one in China.

Vision Ease said the acquisition doubles the size of its workforce to 2,000 employees, while adding high-index lenses to its product portfolio, including 1.74, 1.67 and 1.60 high-index lenses, according to Vision Ease. The deal also expanded Vision Ease's distribution channels to high-growth markets throughout Asia.

October 5, 2015

GrandVision to Enter U.S. Market Via Acquisition Deal With For Eyes Optical



GrandVision NV, the largest global operator in optical retail, will enter the U.S. market via the acquisition of For Eyes Optical, the optical chain. The deal is expected to close in the fourth quarter of this year.

In a statement, GrandVision said it had signed a binding agreement, "wherein GrandVision would acquire the U.S.-based optical retail chain as well as its related entities." For Eyes Optical, founded in 1972, employs approximately 1,000 people and operates through a network of 116 owned stores. Headquartered in Hialeah, Fla., For Eyes retail stores are located mostly in metropolitan areas including Chicago, Washington D.C. and Philadelphia as well as in Florida and California. The company owns and operates a full service integrated laboratory in Florida.

September 1

Luneau Technology Announces Merger With AIT Industries



The Luneau Technology Group, which develops, manufactures, and markets Briot and Weco edgers and Visionix wavefront-based refraction and diagnostic instruments, announced a merger between its Briot USA subsidiary, based in Cumming, Ga. and AIT Industries, a distributor of ophthalmic equipment and instruments based in Bensenville, Ill.

The partnership between AIT and Luneau allows for "a streamlined customer experience and increased versatility in resource allocation increasing efficiency and adaptability to customers' needs," Luneau said. Luneau Technology USA consists of the Briot and Visionix brands.

More →



Newsworthy Mergers and Acquisitions Continued

August 24

Clarkson Eyecare Makes Investment in Eyecarecenter of the Carolinas



Clarkson Eyecare, one of the largest eyecare groups in the Midwest, announced today a strategic investment in Eyecarecenter (ECC), a 61-office optometry practice across North Carolina and South Carolina.

Anthony Nunn, president of Clarkson Eyecare said, "Clarkson Eyecare will be working closely with Dr. Allan Barker, president of ECC, and his team to ensure they

have all the tools necessary to effectively expand business and continue as the leading eyecare provider in the Carolinas."

Allan Barker, OD, said "ECC's mission is to be the most patient-centric company in the Carolinas. We know that this new relationship with Clarkson Eyecare has tremendous benefits which will enhance our mission and ability to deliver the highest quality, most efficient eyecare to our patients."

Founded in 1979, Clarkson Eyecare currently offers comprehensive medical eyecare services at more than 100 offices located throughout Missouri, Southern Illinois, Ohio, Northern Kentucky, Alabama, North Carolina and South Carolina.

August 17

Investment Groups Altas and CDPQ Invest With Management to Acquire MyEyeDr./Capital Vision Services



Capital Vision Services, LP (CVS) which provides management services to MyEyeDr. optometry practices received an equity investment from a group led by Altas Partners and Caisse de dépôt et placement du Québec (CDPQ), two large investment firms who are doing so in partnership with CVS' co-founder and CEO Sue Downes and other members of management, who will continue leading the company in their current roles.

Executives said they are focused on a "long-term orientation" with their investments and plan to accelerate MyEyeDr.'s expansion and investment in its infrastructure.

July 30, 2015

Essilor to Acquire Vision Source



Vision Source entered into an agreement to be acquired by Essilor of America, a division of Essilor International. As a result of the deal, which closed in September, Vision Source became a wholly-owned subsidiary of Essilor of America but continues to be led and managed as an independent company, by its current leadership team, which includes the company's founder and executive chairman, Glenn Ellisor, OD.

July 24

Anthem to Acquire Cigna Corp., Creating New Health Care Giant



Anthem, Inc. and Cigna Corp. entered into a definitive agreement for Anthem to acquire Cigna. The deal, valued at \$54.2 billion, will create a mega-company that will be a significant force in health care and health insurance, including managed vision care. The transaction is expected to close in the second half of 2016, pending the receipt of customary approvals, including certain state regulatory approvals and expiration of the waiting period under the

Hart-Scott-Rodino Antitrust Improvements Act. At presstime, shareholders of both Anthem and Cigna voted in favor of a buyout. The companies said that nearly all of their shareholders had approved the deal.

July 1

Clarkson Eyecare Acquires EyeCare Associates and Pinnacle Optical



Clarkson Eyecare, one of the largest eyecare groups in the Midwest, acquired EyeCare Associates (ECA), a 19-office optometry practice in Alabama and Pinnacle Optical LLC, a full-service wholesale lab in Alabama. Details of the transaction, which was backed by FFL Partners, a San Francisco-based U.S. private equity firm, were not disclosed. The move is FFL's third acquisition in the optical industry following growth investments in Eyemart Express in December 2014

and Clarkson Eyecare in April 2015.

May 11

MyEyeDr. Expands Into Florida Market With Acquisition of The Hour Glass/South East Eye Specialists



MyEyeDr. today closed on the acquisition of The Hour Glass and South East Eye Specialists with seven locations in Tallahassee, Fla. and in Southern Georgia. The deal represents MyEyeDr.'s initial expansion into the Florida market. The 12 ODs of The Hour Glass/South East Eye Specialists, will be a strong addition to MyEyeDr.'s portfolio of doctor driven practices, the company said.

April 6

FFL Partners Makes Growth Investment in Clarkson Eyecare



FFL Partners, a leading private equity firm focused on middle market companies, completed a growth investment in Clarkson Eyecare, Inc., a leading independent, full service eyecare provider. Among the assets included in the acquisition, Clarkson's Eyecare360 software was recently certified by the Drummond Group as a complete electronic health record system that meets all of the meaningful use criteria established by the Department of Health and Human

Services. "This is one of the hidden gems of Clarkson that we are most impressed with," said Chris Harris, managing director of FFL.

More →



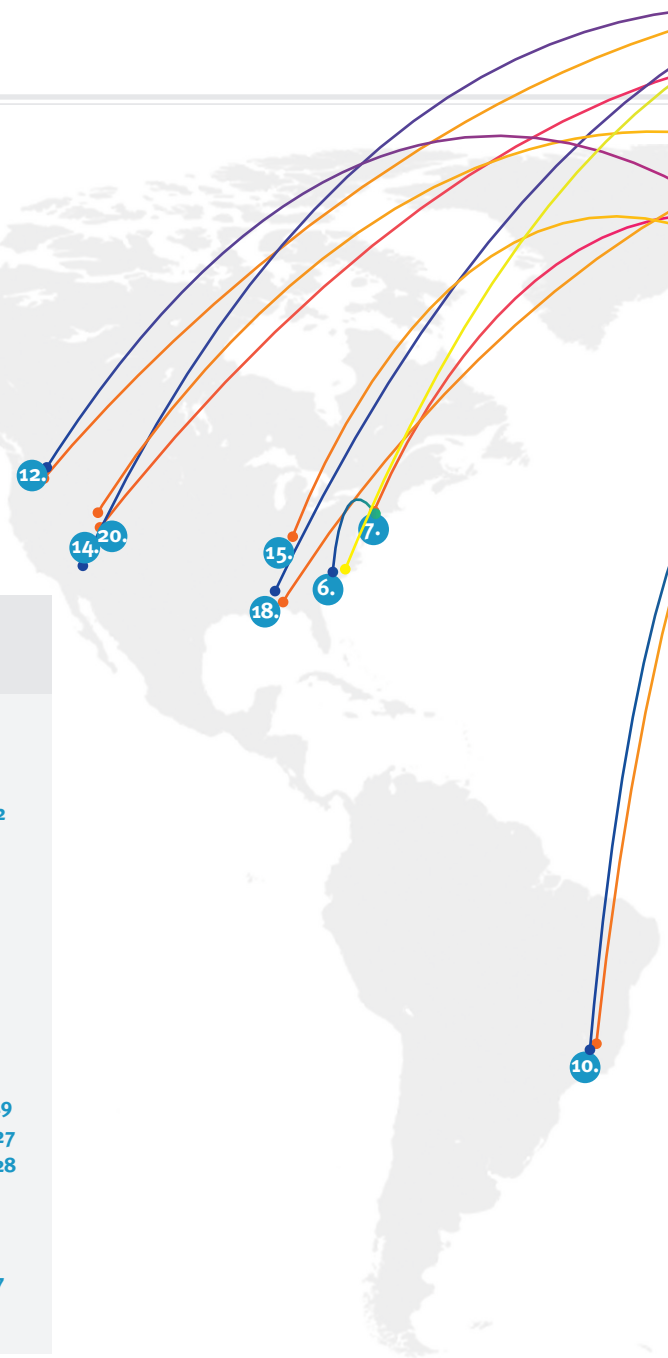


I Can See for Miles and Miles...

The optical industry is a global industry. In any given year there are events happening worldwide and even if the world is an increasingly smaller place, a sales rep, manufacturing executive or retailer might possibly log thousands of miles attending the various exhibitions that are held. Here we tallied up just how many miles one would have traveled in 2015 if they had attended many of the major industry trade shows...

Trade (Show) Routes

| | | |
|--|-----------------------------|-------------------|
| 1. Opti Munich | Munich, Germany | January 9 - 11 |
| 2. 100% Optical | London, UK | February 7 - 9 |
| 3. Moscow International Optical Fair | Moscow, Russia | February 17 - 20 |
| 4. MIDO | Milan, Italy | Feb. 28 - March 2 |
| 5. China (Shanghai) International Optics Fair | Shanghai, China | March 1 - 3 |
| 6. SECO International | Atlanta, Georgia | March 4 - 8 |
| 7. Vision Expo East | New York, New York | March 19 - 22 |
| 8. OPTA 2015 | Brno, Czech Republic | March 20 - 22 |
| 9. ExpoÓptica | Madrid, Spain | April 8 - 10 |
| 10. ExpoAbiótica | Sao Paulo, Brazil | April 15- 18 |
| 11. OptraFair | Birmingham, England | April 18 - 20 |
| 12. Annual AOA Congress "Optometry's Meeting" | Seattle, Washington | June 24 - 28 |
| 13. ODMA 2015 | Brisbane, Australia | July 3 - 5 |
| 14. Vision Expo West | Las Vegas, Nevada | September 16 - 19 |
| 15. OptiCon | Nashville, Tennessee | September 25 - 27 |
| 16. Silmo | Paris, France | September 25 - 28 |
| 17. International Optical Fair Tokyo (IOFT) | Tokyo, Japan | October 6 - 8 |
| 18. Academy 2015 (AAOPT) | New Orleans, Louisiana | October 7 - 10 |
| 19. Hong Kong Optical Fair | Hong Kong | November 4 - 6 |
| 20. American Academy of Ophthalmology (AAO) 2015 | Las Vegas, Nevada | November 14 - 17 |
| 21. Vision-X | Dubai, United Arab Emirates | December 7 - 9 |



Princess Charlotte born to Prince William and Duchess Kate



"Mad Men" series finale

David Letterman's final episode of "The Late Show"



Caitlyn Jenner June Vanity Fair cover debut



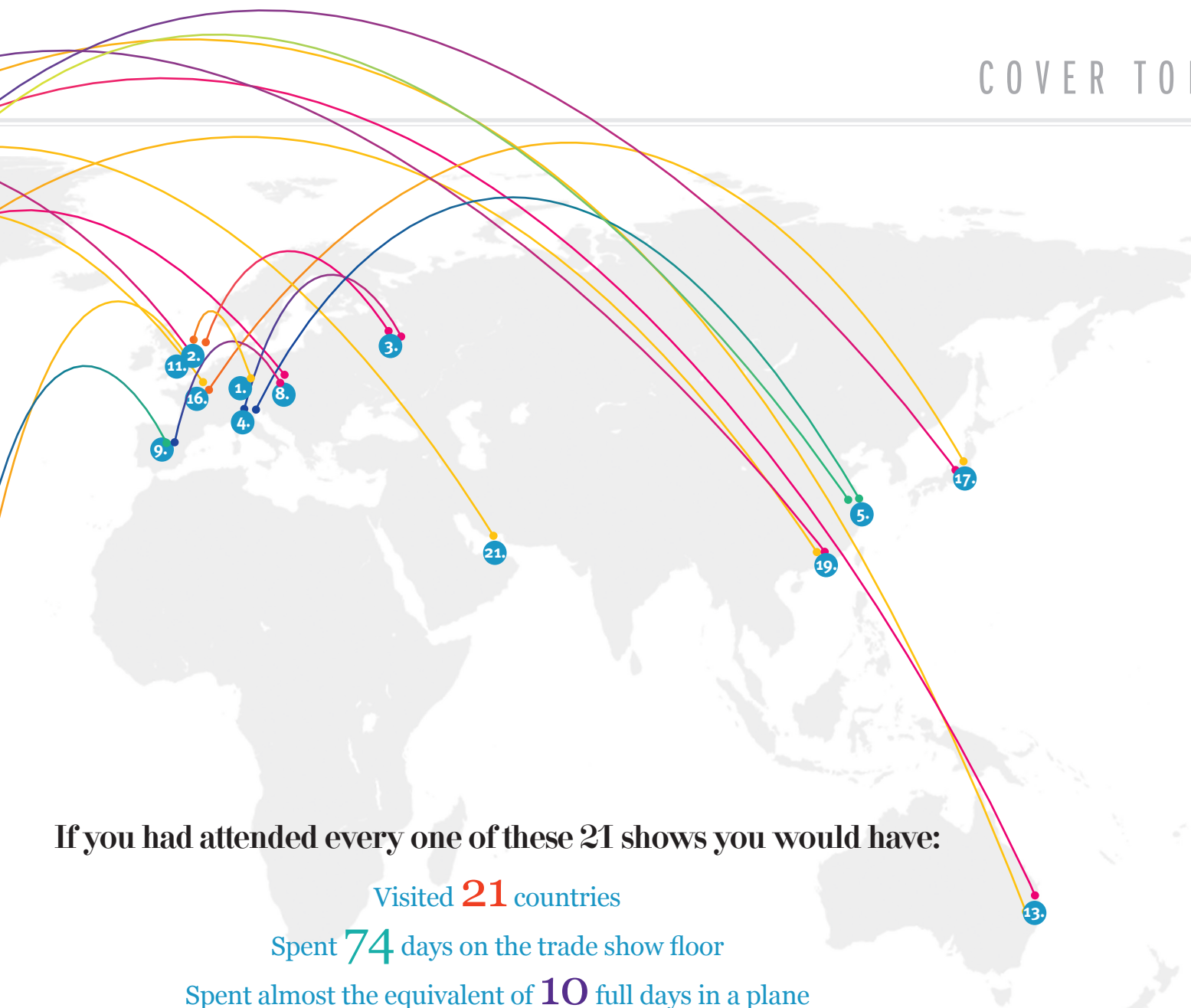
Corduroy becomes the oldest living cat at 26 years old (121 in cat years)



Marriage equality in the U.S.

MAY 2015

JUNE 2015



If you had attended every one of these 21 shows you would have:

Visited **21** countries

Spent **74** days on the trade show floor

Spent almost the equivalent of **10** full days in a plane

And travelled a total of **96,346** miles or nearly **4** times around the Earth!

More →



Misty Copeland becomes the 1st African American principal dancer of the American Ballet Theatre



Cecil the Lion



U.S. Women's FIFA win

Malaysia Flight 370 debris found



Miss Piggy and Kermit split

The oldest message in a bottle is found on a beach in Amrum, Germany more than 108 years after put in the sea by UK Marine Biological Association.



Kanye West announces he will run for President in 2020 at the VMAs.

JULY 2015

AUGUST 2015



Word of the Year: A Drinking Game

437 That's how many times the word **"Millennial"** appeared in *Vision Monday's* print editorial through our Nov. 16 issue. Without a doubt it was a big year for Gen Y and VM devoted a whole editorial project toward covering the 18-34 year old market. Now, we understand that our readers might be a little tired of the word but nonetheless we're declaring it the **Word of the Year**. (Move over 😊!) We thought we'd up the ante and put a fun little twist on our gratuitous use of the "M" word... by making it a drinking game. Oxford ain't got nothing on us!

Ok, let's start sipping! If you had taken a drink every time the word **"Millennial"** appeared then our January issue would have been a rough month for you— the word appeared **71** times— the most of any issue of the year! Considering that it was the month we kicked off our Millennial Project coverage that actually seems pretty conservative to us.

It appeared less than **10** times in our July, October and November issues, and depending on your poison that's probably not even enough to raise your blood alcohol level. In fact, it appeared a whopping **0** times in the Aug. 2 issue and it's a

good thing since your liver could probably use the break.

On average, it appeared **31** times an issue and that's certainly enough to get a pretty good buzz going.

We invite you to go back and re-read every issue to play along but if you prefer a quicker bang for your buck, you can always pick up a copy of October's Millennial Influence supplement. We're pretty sure after drinking **128** times, you will no longer be bothered by the word Millennial... or pretty much anything for that matter.

And if all that wasn't enough for you, if you drank every time we mentioned #MillennialProject or #MillennialMonday on Twitter or Facebook then you would have sipped an additional **989** times throughout the year! Also, you should probably see a doctor.

(By the way—if you drank while reading this article, then Millennial has appeared in print **444** times... whoops, make that **445**.)

Cheers!



More →



The Switch to ICD-10: W56.22xA Struck by orca, initial encounter

14 Silly ICD-10 Codes

Show the Crazy Ways People Injure Themselves

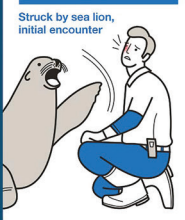
V00.212A

Ice-skater colliding with stationary object, initial encounter



W56.12XA

Struck by sea lion, initial encounter



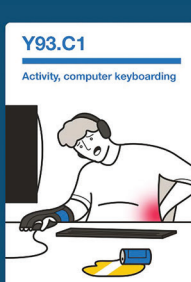
W61.12XA

Struck by macaw, initial encounter



Y93.C1

Activity, computer keyboarding



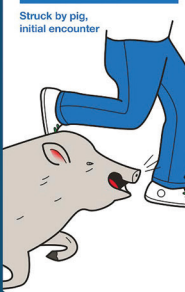
S60.466A

Insect bite (nonvenomous) of right little finger, initial encounter



W55.42XA

Struck by pig, initial encounter



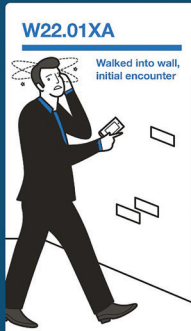
W61.43XA

Poked by turkey, initial encounter



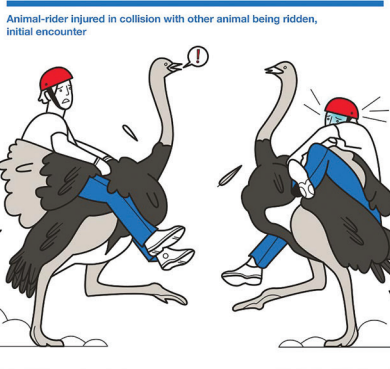
W22.01XA

Walked into wall, initial encounter



V80.710A

Animal-rider injured in collision with other animal being ridden, initial encounter



W22.02XD

Walked into lamppost, subsequent encounter



Y93.D1

Activity, knitting or crocheting



Y93.J4

Activity, winds and brass instrument playing



V91.07XA

Burn due to water-skis on fire, initial encounter



Y92.253

Opera house as the place of occurrence of the external cause



Brought to you by:
Quill.com
A small part of your job is 100% of ours.

Designed by Ghergich & Co.
Source: cms.gov

Oct. 1, 2015 marked the switch from ICD-9 to the new ICD-10 codes. Despite the protests from medical groups, payers and others, the government made it clear that the International Classification of Diseases, 10th Revision, would be the only way for providers to get paid for any medical insurance claims.

ICD-10 has more codes, almost 70,000 diagnosis codes, compared to the 13,600 used in ICD-9. The new codes also have more digits. The numbers alone are daunting. The new International Classification of Diseases strives to classify just about anything that can happen to a person, not just illness.

But eyecare providers have started to adapt to the mandated reimbursement codes.

Many have already mocked the specifics of the new codes e.g. “burn due to water-skis on fire” and “stabbed by crocheting.” ODs may already be encountering such pairings as “an eye injury (H02.845 Edema of left lower eyelid with W22.02XA Walked into lamppost, initial encounter.)”

Ghergich & Co (www.ghergich.com), a design agency, got together with Quill (www.quill.com), a product supplier to small and medium-sized businesses, to create an amusing graphic that looks at Silly ICD-10 Codes Showing the Crazy Ways People Injure Themselves.

VM **Millennial ECPs IRL**
The Millennial Generation takes on vision
Best in Class 2015: The up-and-comers to watch for in the fields of optometry and ophthalmology. —35

COUNTDOWN TO ICD-10:

10 STEPS TO GET READY, SET, GO!

Enriching lives by enabling independent optometrists to reach their full potential.
Find out how at VisionSource.com

VisionSource
Enriching lives

Be sure to check out the June issue of VM for more information and resources on the ICD-10 switch.

More →



Style.Pages' Top Trends of the Year

You can't have an optical industry year-in-review without talking about eyewear and when it comes to eyewear it's all about what people are wearing. VM's Style.Pages is always at the forefront of what consumers want and in 2015 there were some top trends that stood out on frame boards.

Color Theories

Feb. 15, 2015

Marsala

2015's Pantone Color of the Year.

April 20, 2015

Under the Sea

Nuanced blue frames for men and women.

Sept. 14, 2015

In the Clear

Softly hued glasses that are all crystal clear.



Looking at Lenses

Jan. 19, 2015

Mineral Glass

Glass lenses in more fashion-focused styles.

July 20, 2015

Fresh Cuts

Sunwear and ophthalmic frames with cut away lenses.

Oct. 19, 2015

Float On

Negative space creates visual interest with floating lenses.

More →



VM's Top Labs By The Numbers

Every year, VM readers look forward to our Top Labs Report. One of VM's signature special reports, this exclusive survey provides a comprehensive, statistical overview of the dynamic wholesale laboratory sector. It includes profiles of the largest independent wholesale optical laboratories and the largest supplier-owned labs in the U.S.

Yet there are some Top Labs stats that even longtime readers may not know. For example...

3

The number of independent labs that have remained among the Top Labs since the report was first produced in 1992.

(The labs are Walman (now including Soderberg Ophthalmic, which was included in the first report and had not yet merged with Walman), Icare Labs, and Eye-Kraft Optical).

23

The number of years Vision Monday has been compiling the Top Labs Report.

100

The age of Walman, the oldest independent Top Lab.

152,585

The number of Rx jobs per day collectively produced in 2015 by the Top Labs (both independent and supplier-owned). This amounts to approximately 38.1 million Rx jobs annually, a 6 percent increase over 2014.

113

The age of Winchester Optical, the oldest supplier-owned Top Lab.



Be sure to check out the September issue of VM for our 2015 Top Labs Special Report.

More →



Queen Elizabeth II becomes longest reigning British Monarch



Pope Francis' first U.S. visit



'Super Blood Moon'



McDonald's debuts all-day breakfast



Adele Releases "Hello"

"Back to the Future" day

SEPTEMBER 2015

OCTOBER 2015



Socializing With Vision Monday Throughout The Year

Top 5 Most 'Liked' Posts on Facebook

Nov. 10

Not only is this a cool way to upcycle old frames, but it also functions as an eclectic office decor piece. **#TuesdayTreat #Spexy**

Likes 98

Sept. 4

Even the Pope needs new glasses from time to time and when he does, this is who he goes to via Reuters.

Likes 72

Aug. 12

Some habits are hard to kick. **#HumpDayHumor**

Likes 69

Aug. 5

We're sure someone here can help this guy get some new contacts. **#HumpDayHumor**

Likes 64

June 11

Top 10 Optical Retailers then and now! Take a look at the Top 10 rankings from 20 years ago and see how they measure up to this year's snapshots of the Top 10 retail players in optical from our May 18 issue. **#VMArchives #tbt**

Likes: 58



Top 7 Most 'Shared' Posts on Facebook

Aug. 5

We're sure someone here can help this guy get some new contacts. **#HumpDayHumor**

Shares 148

Nov. 11

#VMBreakingNews is live on the site! Macy's, Luxottica Sign Agreement to Open as Many as 500 LensCrafters Licensed Departments Over 3 Years.

Shares 121

Aug. 12

Some habits are hard to kick. **#HumpDayHumor**

Shares 94

Oct. 21

Eye would pay money to see this performance. **#HumpDayHumor** via Sight Gags Cartoons

Shares 53

Sept. 23

What most patients probably imagine is actually happening. **#HumpDayHumor** via Sight Gags Cartoons

Shares 51

July 1

We might not be as bad as Esther, but we've all done this. On the bright side, you can never have too many pairs of glasses, right? **#HumpDayHumor** via Sight Gags Cartoons

Shares 48

Sept. 4

Even the Pope needs new glasses from time to time and when he does, this is who he goes to via Reuters.

Shares 45

Top 5 Most Clicked Tweets

Aug. 31

@Essilor, @Luxottica & Valeant Make @Forbes 2015 Top Global Innovators List.

Clicks 51

Feb. 24

Our editor, Marge Axelrad, explains our latest report on electronic health records in this issue's From the Editor.

Clicks 37

March 23

@Luxottica unveils "old-school glamorous" and "bare-foot modern" @MichaelKors collection.

Clicks 30

March 4

Trend alert: Wearable technology is claiming its own space in the eyewear industry. Find out more @VisionMonday.com

Clicks 29

July 29

@Essilor To Acquire @VisionSourceLP **#VMBreaking**

Clicks 29

Vision Monday
Facebook followers:

4,295



Vision Monday
Twitter followers:

13,111



277 is the highest number
of clicks in a week
(Week of 7/28/15- 8/3/15)

72 is the highest number of
followers gained in a week
(Week of 5/12/15-5/18/15)

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The Year's Notable Quotables

“The future is an intersection of bricks and mortar and e-tail.”

- Warby Parker co-founder Neil Blumenthal, speaking at VM's Global Leadership Summit

“Private practice optometrists that are really focused on running a good business, a business that they own, they're going to be able to compete very comfortably against large, consolidated centralized organizations. They have to be committed to differentiating the experience that their customers get versus someplace else.”

- Marty Bassett, CEO and president, Walman

“The language is relevancy. These are not people who come in blind. They come in knowing something and having an expectation of an ‘experience.’ We always ask—‘How did you hear about us?’—to find how we are relevant to them and customize each experience. If you start talking to a demographic like they're a ‘demographic’ they are going to tune you out.”

- Julia Gogosha, Gogosha Optique, Los Angeles, Calif., in “Meet The Millennials.”

“Healthy deals, like the ones we've seen in our field most recently, bring ever increased interest and focus on the optical category.”

- Reade Fahs, CEO, National Vision, Inc., on private equity investment in optical.

“Customers will enjoy a different kind of relationship with brands and there won't be plenty of give and take, but give and make experiences.”

- David Kepron, creative director of the brand experience studio at Little, speaking at VM's Global Leadership Summit.

“The next big wave of consolidation is optometry. Over the next five years, the vast majority of optometry chains will sell or partner.”

- Hunter Puckett, managing director, HPC Puckett & Company.

“We decided this year to shift how we brand our store and focus on ourselves and our style, rather than let the brands we carry be our outward representation.”

- Pierce Voorthuis, Georgetown Opticians

“The Millennials that shop in our boutique all seem to utilize multiple means of technology to aid them in making their decision.”

- Tiffany Welch, Sight Optical Boutique

“The optometrists in the current system are not necessarily connected to consumers in the way consumers would like to be connected today.”

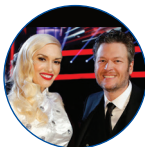
- Blink's David Schafran, co-founder, EyeNetra.

“Everybody is on the computer all day and take breaks to get on their phones. This is a huge opportunity for ECPs across the country.”

- Eric M. White, OD, Complete Family Vision Care

“Rx safety is the only untapped opportunity for the ophthalmic industry today.”

- Hal Walker, president, Superior Optical



Gwen Stefani and Blake Shelton dating



Starbucks holiday cup

Kobe Bryant announces NBA retirement



Women Can Now Serve In Combat Roles In The U.S. Armed Forces



Mark Zuckerberg announces he'll donate 99 percent of Facebook shares over lifetime



“Star Wars: The Force Awakens” movie release

NOVEMBER 2015

DECEMBER 2015