

October 1st, 2013

To: Our valued patient

From: Medina Vision Centre, Inc.

Re: Changes in Office Policy regarding Third Party Payers (Insurance companies)

Dear Medina Vision Centre patient,

We are writing to inform you of some changes in our policies regarding vision and medical insurance coverage, as well as our benefit verification services. Due to the compliance demands we face as a result of the Affordable Care Act, we are going to require proof of valid and current insurance benefit coverage both medical and vision for all of our patients **at every patient appointment**. While many of you have had coverage under the same insurance companies with the same plan design for many years, we are aware that this is likely to change. We will not be able to operate under the assumption that your benefits “have stayed the same” without, at the very least, looking at the current cards issued by your insurer.

As of November 1st, 2013, we will be asking all patients to show proof of benefits and coverage at check-in. We will also be asking every patient to fill out his/her demographic information and make any changes to the insurance information **at every visit, including follow-up visits and progress checks**. We strongly suggest that you make every effort to fill out as many forms as possible prior to arrival at our office by accessing our website (www.medinavisionandlaser.com). We apologize for any inconvenience this may cause you.

Over the next few months we are going to take a very proactive approach to assist our patients with this transition. As you can appreciate, we are only able to properly submit a claim on your behalf if the information we have on file is current. Incorrect information can lead to underpayment or claim denial, in which case the balance may be transferred to you the patient and become solely your responsibility. Confirming this information will assure a smooth visit experience, and reduce any unnecessary out of pocket expenses for you. We have attached a list of questions for you to ask your insurance carrier when checking on coverage to make sure you are equipped with the information required to process your claim.

It's very important to know that Medina Vision Centre and its doctors are providers for both **MEDICAL AND VISION** benefits. Many of our patients have a vision plan that covers routine, non-medical eye examination visits. Most patients also have a medical insurance plan that covers visits to our office for a wide range of medical reasons. Our doctors are trained to diagnose and treat many eye diseases including but not limited to: dry eye, glaucoma, conjunctivitis, foreign body of the cornea or conjunctiva, diabetic retinopathy, strabismus or “lazy eye”, and amblyopia. Patients who present with the symptoms

of, or previous signs of these conditions will have their examination visit submitted to their **MEDICAL** insurance. Once we initiate a treatment plan for any medical condition (including those listed above), we are not allowed to submit a claim to a “routine” vision insurance company. We encourage you to ask our staff, including the doctors, if you have any questions. We understand that this can be confusing and we will gladly take the time to explain our process for claim submissions.

Lastly, we’d like to thank all of you for your years of continued support. Medina Vision Centre is very fortunate to exist in such a supportive community! We truly enjoy serving you and look forward to doing so for years to come. Though there will be many challenges, know that we will face them together with your best interest in mind. After all, we would not be where we are without you!

Sincerely,

Dr. Timothy Earley

Dr. Christine Beiling