



WEST MICHIGAN

Eyecare
ASSOCIATES

The Science of Great Vision, the Comfort of Great Care.

We have some important news we need to share with you. We consider ourselves very fortunate to live and work in West Michigan. Our patients have supported our practice for 70 years. This year has brought some extreme challenges to all of us. Like many small businesses, we had countless anxious moments as the future became very uncertain. Fortunately, our wonderful staff and fabulous community have seen fit to support our practice during these uncertain times. Likewise, most of our vendor partners have supported us with special programs designed to help our patients and our practice through this difficult time.

Sadly, a very important vendor partner, Vision Service Plan (VSP), has made policy decisions that are aggressively unsupportive of our practice and our patients. VSP has been an important vision insurance provider for our patients for over 40 years. They were long considered the premier vision plan in our country. Over the last 4-5 years, we have seen a major shift in the business priorities and practices at VSP. It is our belief that VSP no longer supports private practice optometry or the patients that prefer the high-quality care and products we provide. Their latest policy decisions profoundly restrict the use of quality materials and significantly reduces reimbursement for your care. This has simply made it impossible for us to continue our contractual relationship. As a result, **effective September 1, we will no longer be a participating provider for VSP.** It pains us to sever a long-term relationship, but your care and the quality of our practice are too important to allow the restrictive relationship to continue.

Fortunately, our practice will continue to be an **open access provider** for those patients with VSP. This is an important distinction as it allows you to **continue your care us.** Notably, we can offer you the **highest quality** service and products at very competitive and discounted pricing. Open access also means your vision plan will reimburse you for additional savings. Most importantly, open access means your vision plan cannot dictate or restrict the quality of your care.

Recognizing that this is a major decision for our practice, we have spent countless hours in discussion with our doctors, staff and those at VSP. As stated before, we feel strongly that this decision will benefit our patients now and for years to come. Please feel free to contact our knowledgeable staff with any questions or concerns. You may also refer to our [WEBSITE](#) for additional details and frequently asked questions and answers regarding this change. At West Michigan Eyecare, we remain committed to our mission of providing quality products, excellent care, and extraordinary service. We look forward to seeing you again soon.

Most sincerely,

The Doctors and Staff at West Michigan Eyecare Associates

West Michigan Eyecare Associates

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