

Partner with Total Merchant Service to process your credit card payments & we will pay for your ALLDOCS membership each year as part of our ALLDOCS Preferred Partnership Program.

In recent years, Total Merchant Services has received the official endorsement from several professional societies nationwide. The company is endorsed in its home state of North Carolina by the NC Medical Society, NC Veterinary Medical Association and the NC Optometric Society. As the ALLDOCS preferred provider, TMS can save you a minimum of 10% on credit card processing fees and provides you with the following added advantages:

- Dial-up or high-speed compatible credit card equipment with a lifetime warranty at NO CHARGE to your practice. Standard phone line connections to your credit card terminal are now optional.
- Pin Debit capability to insure the lowest cost per transaction and staff training to promote it at patient check out.
- No annual fees, no quarterly PCI compliance fees, and no IRS reporting fees that other processors are charging.
- No obligation and no long term contract that other processors require. With TMS your agreement is simply month to month.
- Support for the ALLDOCS. TMS will donate a portion of its proceeds quarterly to the ALLDOCS based on your volume of processed credit card payments.
- ***Sign Up Bonus of \$300 when you partner with us on your payment processing in 2013! ******



Susan A. Bobo
National Account Executive
PH 800.823.2712 ext. 120
Direct 919.345.5042
FX 888.488.4085
sbobo@tmsnc.com

Give us a call and allow us to review one of your current merchant statements so that we can show you how many extra dollars your current provider is charging you unnecessarily. Due to our no obligation offering, you really have nothing to lose and so much to gain.

3021 Berks Way
Ste 202
Raleigh, NC
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PH 800.823.2712
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www.tmsnc.com

Professional Practice Questionnaire

Please share with us some basic information about your practice and its payment processing services.

Merchant Name: _____

Contact Name: _____

Contact Phone: _____ **Contact Email:** _____

Contact Fax: _____

Do you currently use a credit card terminal or do you use a custom software application to process your payments? Terminal—specify brand/model _____

Software—specify software application _____

Also, if terminal, how do you currently connect? dial up high speed

If dial up, would you be interested in converting to high speed? Yes No

If dial up, does your credit card terminal share a fax line? Yes No

Do you notice if the receipts are showing the expiration date of the card on either the merchant or customer receipt copy? Yes No

Do you offer pin debit capability to your patients at checkout? Yes No

Would you be interested in staff training on the most cost effective method to process a payment today? Yes No

Please fax this form along with your most recent merchant statement for a side by side comparison to 1.888.488.4085 to the attention of Susan Bobo or email this information to sbobo@tmsnc.com.

We will be in touch within 1-2 business days.

Total Merchant Services
3021 Berks Way Ste 202 Raleigh, NC 27614
PH 800.823.2712 FX 888.488.4085 www.tmsnc.com

(TMS) is a Member Service Provider for HSBC Bank USA, National Association, Buffalo, New York.
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FROM THE PRESIDENT'S DESK**Shake Off the Cold**

As winter begins to release its icy grip, we're all hoping for a warming trend—in the economy as well as the weather. Remember, though, that the cold is



Dr. Gelb

much easier to bear if you're active. That's how we need to approach our practices this year—by being proactive about our business.

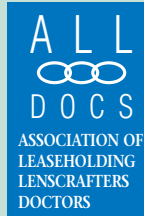
One way to do that is to clear your calendar to come to the 2009 ALLDocs meeting in Cancun, Nov. 15-19. Those who have been to earlier meetings know that the formal education sessions and the informal discussions among colleagues provide an immense number of practical tips and valuable ideas that you can implement when you return to

your practice. We talk about it all: recalls, marketing, patient satisfaction, product mix, medical model and implementing high-tech instrumentation.

In fact, it's such a good meeting that I encourage you to take two actions immediately: commit to come yourself, and encourage someone else to come, or at least to join ALLDocs. The stronger we are as an organization, the more we can provide to our member doctors.

As your ALLDocs board is preparing the agenda for the 2009 meeting, we welcome your input. Feel free to let me know your thoughts for speakers or topics for the meeting. Also share any suggestions you have for how we can improve the ALLDocs organization web site as well as the templates for individual practices through logicalsolutions.net. ■

Kerry Gelb, O.D.
drkmg@comcast.net



Shop Around to Save on Credit Card Processing

Shopping around for new credit card services makes sense, says **Bill Fox, O.D.**, who discusses the subject in ALLDocs presentations. Dr. Fox, an ALLDocs board member who has four practices in North Carolina, advises that “companies invariably raise their rates without our knowledge over the years, so looking around is a good way to save some real money.” A year ago, he did exactly



Dr. Fox

that. So he was surprised six months later when **Susan Bobo** with **Total Merchant Services (TMS)**, the only ALLDocs credit card processing sponsor at the national meeting, came by to tell him she could save him money.

His credit card processing was down to 1.83 percent, although with rewards cards and staff forgetting or unable to swipe cards, it averaged 2.12 percent. Bobo, however, knocked his average to overall 1.71 percent. “It has never been that low,” says Dr. Fox. “Part of it was the training she did with the staff identifying and working debit cards [which charge lower fees.]” TMS also allows the practice to see charges and deposits online in real time for each office. “If one office varies a lot from the others, I know the staff aren't following the debit training,” he says.

Based on a \$125 average purchase, the savings is \$0.52 per patient. “For our practice with \$500,000 in credit card purchases, that's a savings of about \$2,100 per year beyond what I thought was the lowest rate I could get,” says Dr. Fox.

Special offer: TMS will work with ALLDocs members to renegotiate credit card fees and is offering free credit card terminals. Contact sbobo@tmsraleigh.com. ■

Two New SYSTANE® Formulations

Alcon Laboratories announced two new products for dry eye relief: SYSTANE® ULTRA Lubricant Eye Drops and SYSTANE® NIGHTTIME Lubricant Eye Ointment. SYSTANE ULTRA features an intelligent delivery system that offers the power of a gel and the ease of a drop. In a recent survey¹, 76 percent of dry eye patients who tried SYSTANE ULTRA reported watching TV and using a computer longer and more comfortably, 75 percent reported reading longer and more comfortably, and 62 percent



reported driving at night more comfortably. Overall, 84 percent of dry eye patients said they preferred SYSTANE ULTRA over the dry eye drop they previously used. For



overnight dry eye protection, SYSTANE NIGHTTIME keeps eyes lubricated and comfortable and locks in moisture, to allow for healing. The

ointment is preservative-free for sensitive eyes. For more information, visit systane.com. ■

¹ Survey of Dry Eye Patients, November 2008. Data on file, Alcon Laboratories, Inc.

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Gift Certificate presented by Total Merchant Services

This certificate entitles

Members of the Association of Lease-holding LensCrafters Doctors

a *free* ALLDocs membership

This is an *annual* benefit you will receive by partnering with Total Merchant Services for your payment processing services.

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