



Vision Service Plan (VSP)

Prepared for Sacramento
PMI Job Hunt Team

Compiled by Carl Block
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NOTE: Names of people at VSP have been removed from this version of VSP research to protect individual privacy, Except when the information came from a published source.

Insider Information: Telephone Interview with AAAAA about VSP and Eyefinity

Interview, 17 Sept 2008

AAAAA, PMP, and a member of the PMI Sacramento Chapter, recently was hired as a Senior Project Manager by Eyefinity. Eyefinity is a for-profit subsidiary of VSP. For example, when searching for jobs at Eyefinity, you will use the VSP website. The same Human Resources organization hires for both VSP and Eyefinity.

VSP has a robust project management methodology. AAAAA stated he has seen roughly 18 standard documents used to manage a project at VSP. These documents include a charter, business case, requirements document, and risk log. VSP has between 40 and 50 project managers. Project managers at VSP tend to be stove-piped in a single organization, working for an executive. They do not appear to work in a centralized

PMO. AAAAA did not know if VSP was hiring project managers at this time

AAAAA was hired as a Senior Project Manager. There are 3 other project managers at Eyefinity. AAAAA is the only PMP certified project manager at Eyefinity at this time. Eyefinity will most-likely advertise for one more project manager in the next 60 days. Eyefinity has between 80 and 90 software developers managed by the program managers.

Eyefinity does not yet have a robust project management methodology. AAAAA stated that Eyefinity tends to use an Agile Software Development methodology, which is a bit more "loose" than the traditional waterfall methodology. Eyefinity has access to the project management documents used by VSP, and may adopt

these documents in the future, but has not yet done so.

Culture at VSP and Eyefinity is very relaxed. No suits, and no ties are allowed. Golf shirt and Dockers seems to be standard business wear for men. The standard work week for a project manager at VSP or Eyefinity is 40-45 hours per week, with the some surge in hours as a project nears completion. AAAAA said that project managers do not appear to be under a great deal of stress at either company. The company takes great care of employees, and shows their appreciation to employees. They tend to have a big celebration for employees once per month. On September 19th, management is ordering a special lunch to celebrate their employees.

Interview by Carl Block

PMI Members at VSP from www.linkedin.com

AAAAA

BBBBB

CCCCC

DDDDD

Information Sources

www.vsp.com

www.vspblogger.com

#53 of the Top 100 Companies to work for in 2008

- Ranked #23 of 100 in 2007
- This is the 9th consecutive year VSP has been on the list
- Primary reason VSP is on the list: VSP contributes up to 15% of pay to 401K plans, and covers 95% to 100% of health insurance premiums
- Source: <http://money.cnn.com/magazines/fortune/bestcompanies/2007/snapshots/23.html>

Company Overview

VSP provides eyecare benefit plans that range from comprehensive eye examinations and materials to complete medical and surgical eyecare.

With nearly 37 million members nationwide, more than one in 9 people in the United States rely on VSP for eyecare coverage.

2006 Revenue: \$2384M

Employees: 2052

New Jobs in last year: 109

% Job Growth (1 Year): 6

% Voluntary Turnover: 9

Most Common Salaried Job: Senior Application Developer—\$101K

Project Managers: 40 to 50, not in a centralized PMO

Headquarters: Rancho Cordova

Source: <http://money.cnn.com/magazines/fortune/bestcompanies/2008/snapshots/53.html>



Recently in the News: VSP Tax Issues

Source: Sacramento Business Journal Online, 14 March 2008

Nonprofit VSP has paid \$46 million in taxes since 2003, money the company says should have gone into expanding access to affordable eye care in Sacramento and beyond.

Same thing for the \$660,000 spent on legal fees so far, says general counsel Thomas Fessler.

The \$2.4 billion Rancho Cordova company lost its tax-exempt

status five years ago and continues a legal fight to get it back. The high-stakes case involving one of the region's largest employers has other nonprofits closely watching, and observers say some of them could be at risk if VSP loses.

VSP, the former Vision Service Plan Inc., lost its argument in U.S. District Court in Sacramento in 2005, and again at the Ninth Circuit Court of Appeals in San Francisco on Jan. 30, but Fessler said he plans to ask the appeals court this week to reconsider -- and hopes other

nonprofits will file briefs to support its case.

About 15 other big nonprofit health care companies in California have the same 501(c)(4) tax-exempt status as VSP, including Delta Dental Plan of California, another big local employer.

"Who looks the most like VSP?" asked Fessler. "Clearly Delta Dental in California. And AARP - it's been very successful, likewise pursuing an important public role through offering various benefits like insurance to retired

Key Information Source: VSP President's BLOG

Source: <http://www.vspblog.com/were-all-eyes-and-ears/?currentPage=2>

I have some exciting news to share today; [VSP acquired Marchon](#), one of the three largest eyewear companies in the world. [VSP](#) and [Marchon](#) are optical industry trailblazers with complementary leadership experience in eyecare and eyewear. Blending

the exceptional products, services, and expertise of Marchon with VSP creates a more integrated eyecare delivery platform.

The partnership allows us to compete more effectively in the global marketplace, and enhance our premier supply network. Improved turnaround times, quality, service, and savings will benefit eyecare professionals, VSP members, and customers.

Another unique aspect is the merger of Marchon's [OfficeMate Software Solutions](#) with VSP's [Eyefinity](#) to establish the [leading eyecare business solutions organization](#) in North America.

These important developments expand the capabilities of the VSP Family of Companies

"VSP acquired Marchon, one of the three largest eyewear companies in the world"

- Rob Lynch, CEO

Recently In the News: VSP Growth

Sacramento Business Journal Article, 4 March 2008:

VSP has added almost 3,800 private-practice eye doctors to its network in the past five years, thanks in part to a \$20 million loan program that helps them become business owners -- and urges them to join VSP.

The fast-growing eye-care nonprofit is offering the program in partnership with Sacramento-based Vision One Credit Union, which sells commercial and personal banking services to optometrists and their families.

Private practice eye doctors can use the funds to purchase their first practice, pay salaries for new associates, or make partner-

ship buy-ins or down payments.

In addition to getting more members, the plan helps maintain the private practice of optometry -- one of VSP's goals. Vision One benefits from the deal by adding another financing