



ClearVision Announces TBSP: New Program for Maximizing Profit with Managed Care Patients



HAUPPAUGE, NY – May 30, 2025 – ClearVision Optical is introducing Tablespoon by ClearVision (TBSP), a new program designed to maximize profitability with managed vision care plans.

The TBSP program was created to help eyecare professionals who are struggling with managed care profitability. As more patients stay within their benefit allotments, ECPs continue to face confusion about whether managed care is profitable for them.

TBSP addresses this problem with a flexible, high-margin solution built to maximize profit potential with recognizable brands.

With three ways to join and contract pricing, the program helps ECPs preserve profitability with managed care and zero pay patients without sacrificing style or patient satisfaction.

All styles in the program are warranty-covered and exchangeable. Altogether, practices can profit over \$5,000 with their initial enrollment.

TBSP includes curated collections from brands patients know and trust, including Ellen Tracy, Jessica McClintock, Ocean Pacific, and ClearVision's managed care-focused CVO Advantage collection.

Managed care profitability is growing more salient as ECPs experience multiplying pressures on their margins. A ClearVision survey found that 71% of ECPs have seen wholesale frame prices grow over the past year, while 76% of ECPs said just as many or more patients are staying within their vision plans.

Given managed care complexities and increasing pressure on margins, it's no surprise ClearVision found that 68% of ECPs are currently or plan to look for products that help them improve profitability with managed care patients.

"TBSP is more than a program—it's a practical answer to real challenges ECPs are facing right now," said David Friedfeld, co-owner and president of ClearVision Optical. "We recently launched TBSP as a pilot, and we already have customers who are enrolled and experiencing significant margin increases."

To learn more about TBSP and request more information from ClearVision [click here](#).

About ClearVision Optical

Founded in 1949, ClearVision Optical is a 75-year-old, award-winning leader in the optical industry, designing and distributing eyewear and sunwear for many of today's top brands. A privately held company, ClearVision is headquartered in Hauppauge, New York and is listed on the state's Historic Business Preservation Registry. It has been recognized as a Best Company to work for in New York state ten times, by SMART CEO Magazine as a family business of the year, and by LI Press as a Small Family Business. It also won the Vision Monday and 20/20 Magazine EyeVote Readers' Choice Award winner for Brand Introduced in 2022 for ILLA and was chosen by readers as a 2024 Ultimate Partner. ClearVision's collections are distributed throughout North America and 20 countries around the globe. Licensed and proprietary brands include ILLA, Uncommon, Adira, Demi + Dash, BCBGMAXAZRIA, Steve Madden, IZOD, Dilli Dalli, CVO Eyewear, ADVANTAGE, and more. Visit cvoptical.com for more information.