

**FILED**

OCT 1 2003

**BEFORE THE BOARD OF HEALING ARTS  
OF THE STATE OF KANSAS**

**KANSAS STATE BOARD OF  
HEALING ARTS**

Docket No. 03-HA-73

In the Matter of )

VISION DIRECT, INC., d/b/a VISIONDIRECT.COM )  
\_\_\_\_\_ )

**CONSENT ORDER**

COMES NOW the Kansas State Board of Healing Arts ("Board") by and through Stacy L. Cook, Litigation Counsel, and Vision Direct, Inc., d/b/a Visiondirect.com by and through Robert A. Fox of Foulston Siefkin LLP, local counsel, and respectfully move the Board for approval of this Consent Order. The parties stipulate and agree to the following:

1. On May 23, 2003, Presiding Officer Howard D. Ellis, M.D. issued a Summary Order.

2. On June 5, 2003, Vision Direct, Inc. filed a request for a hearing.

3. In lieu of the uncertainty, time and expense of formal proceedings, Vision Direct, Inc. voluntarily agrees as follows:

a. Vision Direct, Inc. maintains that it did not knowingly violate any rule, regulation or statute of the Board or the State of Kansas.

b. Vision Direct, Inc. agrees to file an Application, in prescribed form, to become registered under the new Patient's Contact Lens Prescription Release Act within thirty (30) days following approval of this Consent Order by the Board;

c. Vision Direct, Inc. agrees that it will comply with the provisions of the new Patient's Contact Lens Prescription Release Act; and

d. Vision Direct, Inc. agrees to pay a fine in the amount of \$1,000 within thirty (30) days following approval of this Consent Order by the Board.

**IT IS THEREFORE ORDERED** that the Consent Order and agreement of the parties contained herein are adopted by the Board.

**IT IS FURTHER ORDERED** that:

a. Vision Direct, Inc. maintains that it did not knowingly violate any rule, regulation or statute of the Board or State;

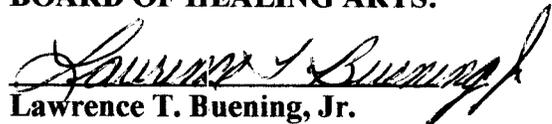
b. Vision Direct, Inc. agrees to file an Application, in the prescribed form, to become registered under the new Patient's Contact Lens Prescription Release Act within thirty (30) days following approval of this Consent Order by the Board;

c. Vision Direct, Inc. agrees that it will comply with the provisions of the new Patient's Contact Lens Prescription Release Act; and

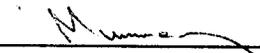
d. Vision Direct, Inc. agrees to pay a fine in the amount of \$1,000 within thirty (30) days following approval of this Consent Order by the Board.

**IT IS SO ORDERED** on the 1<sup>st</sup> day of October, 2003.

**FOR THE KANSAS STATE  
BOARD OF HEALING ARTS:**

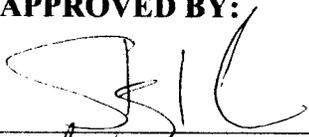
  
**Lawrence T. Buening, Jr.**  
**Executive Director**

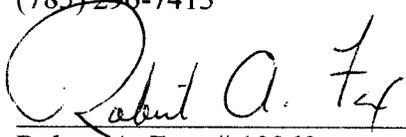
**AGREED TO BY:**

  
\_\_\_\_\_  
Ian Mummery, President and C.E.O.  
Vision Direct, Inc.

September 12<sup>th</sup> 2003  
Date

**APPROVED BY:**

  
\_\_\_\_\_  
Stacy L. Cook # 16385  
Litigation Counsel  
Kansas State Board of Healing Arts  
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\_\_\_\_\_  
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Local Counsel for Vision Direct, Inc.