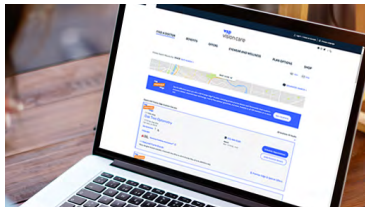


# VSP Vision Practice Marketing Resources



Let your current and potential patients know you are a VSP® network practice. Promote your practice by using these resources to connect with VSP members!



## Enhance Your Listing on the **vsp.com Find a Doctor Directory**

The **vsp.com Find a Doctor Directory** is a powerful channel to connect patients with your practice. Amplify your listing with doctor headshots, biographies, and a link to schedule or request an appointment.

[View Steps to Update Your Listing](#)



## Follow Your Heart Point-Of-Purchase Marketing

Marchon and Altair frames are stamped with the VSP heart logo on the upper left lens, making it easier for VSP patients to quickly identify the brands that will maximize their benefits!

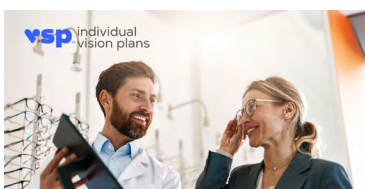
[Download Marketing Materials](#)



## Attract Patients with an Extra \$20 to Spend

Let your VSP patients know they can get an extra \$20 to spend on select frame brands.\*

[Learn More](#)



## Help Retain Your Uninsured Patients through the **VSP Individual Vision Plans Doctor Program**

Once enrolled, be sure to include an ad on your website to let patients know they can find affordable vision coverage. You'll receive an ad payment every time a patient lands on the application page!\*\*

[Access Resources to Promote the Plan](#)

For even more marketing templates, campaigns, and resources exclusively for VSP Premier Edge™ practices, visit [premieredgemarketing.com](https://premieredgemarketing.com).



\*Brands and promotions are subject to change. Available to VSP members with applicable plan benefits. Check your benefits to see if this offer applies.  
\*\*As a member of the VSP Individual Vision Plans Doctor Program, when your patient clicks on the Individual Plan website banner ad and lands on the application page of [MyVSPPlan.com](https://MyVSPPlan.com), you'll receive an \$8 advertising credit as a Premier Edge practice (\$5 for non-Premier Edge practices). Purchase of a VSP Individual Vision Plan isn't required to receive the advertising payment. You must be a member of the VSP Individual Vision Plans Doctor Program and have an active IP website banner in place to receive advertising credits.