



vsp.

**PREMIER**  
PROGRAM

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# Doctor-Focused Training and Education

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## TABLE OF CONTENTS

### VSP Network

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VSP Global® Premier Program  
Products and Services

### Specialization

---

Diabetes

### Business Consulting

---

Understand the Patient Journey  
Business Boosting Opportunities  
Tracking Practice Performance

### Business Development

---

Optometry Basics  
Leadership and HR








# DOCTOR CATALOG

Last Updated 2/28/22




CATEGORY	COURSE #	COURSE NAME AND DESCRIPTION	BADGE	POINTS	DATE ASSIGNED	DATE COMPLETED
<b>VSP® NETWORK</b>						
VSP® Global Premier Program	801N	<p><b>Supporting Practice Success with the Premier Program</b></p> <p>Whether you're new to the VSP Global Premier Program or a seasoned pro, learn how to leverage the program's resources to achieve your business goals and elevate your practice.</p>		15		
	806N	<p><b>Moving Up and Maximizing Benefits</b></p> <p>Regardless of your VSP Global Premier Program level, this course will cover ways for your practice to move up within the Premier Program to unlock everything that the Premier Program has to offer.</p>		15		
	807N	<p><b>Introducing: VSP PremierMax™</b></p> <p>In this course, you'll discover VSP PremierMax, an exciting new vision care product, can support your patient flow and increase profitability while differentiating your practice in the marketplace. It's one more way we're helping people see the possibilities.</p>		15		
	803S	<p><b>Do More, Get More: The Value of Premier Program Partnership</b></p> <p>Learn how external Premier Program partner offers can help you elevate your practice at every step of the patient journey.</p>		15		
	804S	<p><b>How the Premier Program Elevates Your Practice</b></p> <p>Hear from doctors who participate in the Premier Program and discover how they leverage savings, discounts, business solutions, and more to achieve their goals.</p>		15		

VSP Global Premier Program (Continued)	805G	<p align="center"><b>Eyes on Marketing</b></p> <p>Does VSP really drive patients to Premier Program private practices? We do! Hear from Sharon Jacobson, Senior Vice President for Vision Care Marketing, about the modern marketing methods leveraged to help get patients through your doors.</p>		30		
	<b>Podcast</b>	<p align="center"><b>Year of Premier with Dr. Carol Logan, Dr. Ece Turhal, Dr. Anthony Sesto, and Dr. Tonia Bradley (4-Part Series)</b></p> <p>Tips from doctors at practices participating in the Premier Program</p>	NA	NA		
Products and Services	703GP	<p align="center"><b>The Premier Program Doctor-Remote Offer</b></p> <p>Learn how you can address business needs like staffing shortages with doctor-remote comprehensive eye exams, a Premier Program exclusive offer. (Part 1 of 3)</p>		15		
	704GP	<p align="center"><b>Are Doctor-Remote Comprehensive Eye Exams Right for Me?</b></p> <p>Take this course to learn if implementing doctor-remote eye exams is right for you and your practice. (Part 2 of 3)</p>		15		
	705GP	<p align="center"><b>Which Doctor-Remote Vendor Should I Choose?</b></p> <p>Congratulations on identifying doctor-remote eye exams as a solution for your practice! Enroll in this course to learn about each of the platform vendors. (Part 3 of 3)</p>		15		
	706GP	<p align="center"><b>Optimizing the Premier Program Doctor-Remote Solution</b></p> <p>Remote-doctor comprehensive eye exams may be new, but they don't have to be intimidating. In this course, you'll learn how to maximize your patient's experience—from pre-appointment to materials selection—to ensure successful implementation and customer satisfaction.</p>		15		
<b>SPECIALIZATION</b>						
Diabetes	601N	<p align="center"><b>Essential Medical Eye Care Plan</b></p> <p>Learn how VSP has streamlined its supplemental medical eye care coverage by creating a single plan, simplifying billing, and increasing availability by making it standard coverage for most VSP patients. You'll also learn how you can leverage this plan to maximize VSP benefits for your patients with diabetes and other medical eye care needs.</p>		15		
	605N	<p align="center"><b>Focus on Diabetes: An Overview for Optometrists</b></p> <p>Take the four modules in this course to earn 60 points toward your American Diabetes Association Badge.</p>		60		

Diabetes (Continued)	614N	<p><b>Focus on Diabetes: A Closer Look for Optometrists</b></p> <p>This course takes a closer look at the connections between diabetes and eye health and the complementary roles of healthcare and eye care professionals within the larger interdisciplinary diabetes care team.</p>		60		
	617N	<p><b>VSP Exclusive Member Extras Offers for Patients with Diabetes</b></p> <p>Learn about the valuable offers available to your VSP patients with diabetes through the VSP Exclusive Member Extras Program.</p>		15		
	618N	<p><b>American Diabetes Association Risk Test</b></p> <p>Learn about the American Diabetes Association Risk Test and how you can easily implement it in your practice.</p>		15		
	619N	<p><b>Practice Roadmap for Diabetes Management</b></p> <p>Learn how the diabetes epidemic is impacting optometric practices, including the need to manage patient medical issues and the effects on practice management and patient flow.</p>		60		
	620N	<p><b>Diabetes: 2020 and Beyond</b></p> <p>This course will consider the latest evidence for prevention of diabetes and diabetic retinopathy, including key considerations for COVID-19 risk in patients with diabetes and practical management strategies for optometrists.</p>		60		
<b>BUSINESS CONSULTING</b>						
Understand the Patient Journey	501GP	<p><b>Changing Consumer Expectations</b></p> <p>In this course, you'll hear how today's environment affects consumer purchasing decisions and what is considered essential. We'll cover patients' changing expectations and share how you can leverage them to create opportunities for your practice.</p>		15		
	502GP	<p><b>Making Memorable First Impressions</b></p> <p>This course covers the importance of memorable first impressions that can help your practice earn new patients. You'll learn how patients make purchasing decisions, how to create an environment that articulates your brand, and engage the five senses utilizing your retail space.</p>		15		
	503GP	<p><b>Customizing Your Appointment Scheduling</b></p> <p>Learn how to use appointment scheduling to meet your capacity planning and the needs of your patients.</p>		15		

Understand the Patient Journey (Continued)	105P	<p style="text-align: center;"><b>Maintaining a Clean and Safe Environment</b></p> <p>Take this course for guidance on maintaining a clean and safe environment in your practice for patient and staff safety.</p>		15		
Boosting Business Opportunities	402N	<p style="text-align: center;"><b>Understanding Tactics to Maximize Opportunities</b></p> <p>Learn sales tactics such as bundling and strategic promotions to help you maximize opportunities for your practice.</p>		15		
	408N	<p style="text-align: center;"><b>Marketing Fundamentals</b></p> <p>Gain essential marketing fundamentals to create a value-added revenue plan. Your practice can stand out, attracting new patients, and engaging existing patients for optimal professional satisfaction.</p>		20		
	701N	<p style="text-align: center;"><b>Understanding Telehealth—Part 1</b></p> <p>Thinking about delivering telehealth in your practice? Learn actionable tips in this introductory course.</p>		15		
	702N	<p style="text-align: center;"><b>Using Telehealth—Part 2</b></p> <p>The need for remote eye care solutions has grown for VSP network doctors, clients, and members, especially during the pandemic. Take this course for a refresh on telehealth basics and benefits.</p>		15		
	403GP	<p style="text-align: center;"><b>Optimizing Margins to Create Long-Term Success</b></p> <p>Take this course to help you track your sales and promotions to support your strategic plan and achieve your goals. You'll learn how to measure Key Performance Indicators (KPIs) and utilize Price Elasticity (PE) to create long-term success for your business.</p>		15		
	404GP	<p style="text-align: center;"><b>It Starts with Marketing</b></p> <p>Creating awareness about your practice is the first step to getting noticed. Take this course to learn how to speak to your consumers' unique needs and leverage the right communication channels to successfully market your business.</p>		15		
	405GP	<p style="text-align: center;"><b>Improving Capture Rate</b></p> <p>Don't let opportunity walk out the door! Learn how to improve your capture rate and increase profitability.</p>		15		

Boosting Business Opportunities (Continued)	406GP	<p align="center"><b>Understanding Brand Positioning</b></p> <p>Your brand is much more than a logo. Take this course to identify your strengths, weaknesses, threats, and opportunities—and learn how to harness your analysis to create a brand identity that resonates with your patient segments.</p>		15		
	407GP	<p align="center"><b>Creating a Memorable Shopping Experience</b></p> <p>In this course, you'll learn the importance of strategic selling and creating a tailored shopping experience to keep your patients coming back.</p>		15		
	409G	<p align="center"><b>Exam: Emphasizing the Value</b></p> <p>What's one thing your practice has that others don't? You. Learn how to highlight your expertise and high-quality products to emphasize the value of an eye exam at your practice.</p>		15		
	410GP	<p align="center"><b>The Importance of Inventory Management and Strategic Pricing</b></p> <p>Do you have enough of the product your patients want at just the right price? This course will help you make that determination.</p>		20		
	417G	<p align="center"><b>Supporting Resilience and Extraordinary Patient Care through Frame Board Management</b></p> <p>Take this course to see how frame board management programs provide benefits such as cash flow stabilization and improved operational efficiencies.</p>		25		
	905G	<p align="center"><b>Providing Value through Product Innovation</b></p> <p>Learn how creating a differentiated product experience using the latest lens technologies can insulate your business from competition, energize your staff, and drive incremental profit to your bottom line.</p>		25		
Tracking Practice Performance	301GP	<p align="center"><b>How to Use the Practice Performance Tracker</b></p> <p>We created the Practice Performance Tracker to help you increase your practice's performance, which can support an increase in revenue. This helpful tool helps you establish a baseline and track your business improvements.</p>		15		
<b>PROFESSIONAL DEVELOPMENT</b>						
Leadership and HR	204N	<p align="center"><b>Professional Customer Interactions</b></p> <p>Learn how professional customer interactions lead to increased patient satisfaction.</p>		25		

Leadership and HR (Continued)	205N	<p style="text-align: center;"><b>Coaching</b></p> <p>Advise, interact, and communicate in an efficient way to help your patients identify the best solution for their needs.</p>		60			
	213N	<p style="text-align: center;"><b>Time Management</b></p> <p>Take advantage of this five-minute strategic thinking process to plan for time management success.</p>		20			
	206GP	<p style="text-align: center;"><b>Improving Staff Engagement</b></p> <p>Everyone appreciates recognition for a job well done. In this course, learn how to effectively engage your staff in meaningful ways and position them as ultimate brand ambassadors.</p>		15			
	211GP	<p style="text-align: center;"><b>Change and Transition</b></p> <p>Learn how to work through change by taking this training, designed to help you navigate through the transition processes in your practice.</p>		60			
	<b><u>Webinar</u></b>	<p><b>You INC: Uncovering Your Personal Brand and Why Your Brand Matters (Part 1)</b></p> <p>Your personal brand is how people perceive you and sets you apart from others. It is a key to your professional success and builds trust in your relationships. Just like a well-branded company, a personal brand can boost the performance of your practice. What makes you a well-branded individual? Learn about the foundation of why an effective personal brand is so powerful.</p>		NA	NA		
		<p style="text-align: center;"><b>You INC: Create and Define Your Brand (Part 2)</b></p> <p>Your brand impacts everything around you—relationships, decision-making, and ultimately—your success. Uncover what your strengths and values are and how you can leverage these to develop a personal brand that stands out amongst the competition.</p>		NA	NA		
		<p style="text-align: center;"><b>You INC: Have a Growth Mindset (Part 3)</b></p> <p>Keep relevant by continuously learning and reinventing your brand as you grow and be a standout as someone who cares about your current and future patients.</p>		NA	NA		