

## GENERAL SESSIONS

The SHiFT annual meeting, brought to you by the VSP Global® Premier Program, offers a variety of presentations and education to meet your individual needs. You can choose your journey as time permits. Attend two or more sessions for your practice to become eligible for a premium gift of your choice!

\*All times are listed in PDT time zone

### FRIDAY, FEBRUARY 26

#### WELCOME

9:00 a.m.

Opening remarks: Michelle Skinner, Chief Network Officer, VSP Global, Dr. Mary Anne Murphy, Chair, VSP Board of Directors, and Michael Guyette, President and Chief Executive Officer, VSP Global

#### KEYNOTE: EARVIN "MAGIC" JOHNSON

9:15 a.m.

Moderated by: Michelle Skinner, Chief Network Officer  
*Join one of the greatest players in the NBA of all time, and successful business owner, Earvin "Magic" Johnson, as he shares his approach to success. Learn how Mr. Johnson moved from challenges to triumph, and how he cultivated resilience throughout his career in the NBA and his entrepreneurial journey.*

#### BRAIN BREAK

9:45 a.m.

#### PREMIER PROGRAM UPDATES

9:50 a.m.

Presented by: Michelle Skinner, Chief Network Officer  
*Learn about Premier Program updates, including a review of recently launched tools, those in progress, and resources soon to be released. All of these new tools are aimed to enhance your ability to meet your patients' needs now and in the future, and to continue to support your practice success.*

#### PEER DISCUSSION BREAKOUTS

10:30 a.m.

Connect with a small group of your peers to discuss the topics most important to you!

### SATURDAY, FEBRUARY 27

#### WELCOME

9:00 a.m.

#### KEYNOTE: SIMON SINEK

9:10 a.m.

Moderated by: Michelle Skinner, Chief Network Officer  
*Simon Sinek is known for being an unshakable optimist who believes in a bright future and our ability to build it together. With insights from his various books and TED talks, Simon highlights how business leaders who embrace key principles have the resilience to thrive where others fail.*

#### KEYNOTE: JACKIE FREIBERG

9:40 a.m.

*Jackie Freiberg, a top keynote speaker, regular Forbes contributor, and international best-selling author of NUTS!, the book describing Southwest Airline's leadership, service culture and profitability, shares her insight to helping leaders create places where the best people can do their best work to make the world better.*

#### PANEL: INDUSTRY INSIGHTS W/ VSP EXECUTIVES

10:15 a.m.

Panelists:

Michelle Skinner, Chief Network Officer, VSP Global  
Kate Renwick-Espinosa, President, VSP Vision Care  
Earnie Franklin, Chief Operating Officer, VSP Global  
Moderated by: Valerie Sheety-Pilon, OD

*Learn about key trends brought on by the COVID-19 pandemic impacting Vision Care members, clients, and the optical industry, and how VSP is monitoring these trends and responding.*

#### PEER DISCUSSION BREAKOUTS

10:50 a.m.

Connect with a small group of your peers to discuss the topics most important to you!



## LIVE EDUCATION

Participate in one or all of the education sessions including **three** complimentary, COPE approved continuing education sessions!

*\*All times are listed in PDT time zone*

### FRIDAY, FEBRUARY 26

#### CONTINUING EDUCATION: THE OD'S ROLE IN DIABETES

**12:30 p.m. – 1:30 p.m.**

Brought to you by SECO

Presented by Sherrol Reynolds, OD

*This course will provide up-to-date information on diabetic retinopathy (DR). Emphasis will be on the optometrist's role in diabetes by incorporating the latest in diagnostic modalities and therapeutic advances for vision-threatening diabetic retinopathy (VTDR), proliferative DR and diabetic macular edema (DME).*

#### PANEL: LEADERSHIP, TRAINING, AND YOUR PROFITABILITY: LESSONS FROM DISNEY U

**1:45 p.m. – 2:15 p.m.**

Moderator: Doug Lipp, Author of Disney U

*Optometrists talk with Doug Lipp, who was instrumental in the development of Disney U, about leadership, training and profitability in your practice. This is the introductory podcast in a series hosted by VSP Premier Academy360™.*

#### CONTINUING EDUCATION: MBA STRATEGIES TO MANAGING YOUR PRACTICE AND OPTICAL

**2:30 p.m. – 3:30 p.m.**

Presented by: Phernell Walker, MBA, NCLEC, ABOM

*Successful leaders use strategic thinking to manage their practice and optical. Phernell Walker, MBA, ABOM will teach you how to leverage key concepts of Six Sigma, Root Cause Analysis, leadership, motivation and business SWOT analysis.*

#### SUPPORTING RESILIENCE & EXTRAORDINARY PATIENT CARE THROUGH EFFECTIVE FRAME BOARD MANAGEMENT

**3:45 p.m. – 4:15 p.m.**

Brought to you by Marchon® and Altair®

*Marchon and Altair share how their frame board management programs provide benefits such as cash flow stabilization and improved operational efficiencies.*

#### LESSONS LEARNED: ADAPTING TO THE NEW OPTOMETRIC PRACTICE WORKFLOW

**4:30 p.m. – 5:00 p.m.**

Brought to you by ZEISS

*A vendor's perspective on navigating the new normal - from social distancing to practice growth and telehealth. Includes best practice examples of equipment design and workflows that allow you to address COVID safety in a medical optometry setting. best practice examples of equipment design and workflows that allow you to address COVID safety in a medical optometry setting.*

### SATURDAY, FEBRUARY 27

#### CONTINUING EDUCATION: A LOOK AT FUTURE TECHNOLOGIES AND TREATMENTS IN EYE CARE

**1:00 p.m. – 2:00 p.m.**

Brought to you by SECO

Presented by Chris Wroten, OD

*This continuously updated course reviews technologies poised to enhance delivery of eye care and patient outcomes. Topics include pharmaceuticals, drug delivery systems, gene therapies, and surgical and non-surgical options, among others.*

#### PANEL: THE CONSUMER MINDSET

**2:15 p.m. – 2:45 p.m.**

*Kelly Freitas, Vice President of VSP Marketing, talks with business partners from ZEISS, CareCredit, and Tura Inc. about the changing needs of patients as a result of the pandemic, and how this impacts your practice.*

#### BURGLARY, FIRE, PANDEMIC. OH MY!

**3:00 p.m. – 3:30 p.m.**

Brought to you by Eyefinity®

*Real life stories that affected one practice and prompted the focus on disaster planning. Join Eyefinity, Shephali Patel, OD, and Krister Holmberg, OD to learn best practices on how to plan for the unexpected while still increasing revenue streams.*

#### EYES ON MARKETING: HOW VSP SUPPORTS PATIENT FLOW TO YOUR PREMIER PROGRAM PRACTICE

**3:45 p.m. – 4:15 p.m.**

Brought to you by VSP Vision Care

*Does VSP really drive patients to your Premier Program practice? Join this session to hear more about the modern marketing methods VSP is leveraging to send patients to Premier Program Private Practice locations.*

#### PROVIDING VALUE THROUGH PRODUCT INNOVATION

**4:30 p.m. – 5:00 p.m.**

Brought to you by VSP Optics

*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.*



# ON-DEMAND EDUCATION

Enjoy these on-demand sessions at your own pace and convenience. Exclusive access through the Premier Academy360™ eLearning platform.

## EXAM: EMPHASIZING THE VALUE

**Brought to you by Premier Academy360**

*What's one thing your practice has that others don't? You. In this course, you'll learn how to highlight your expertise and high-quality products to emphasize the value of an eye exam at your practice.*

## OPTIMIZING MARGINS TO CREATE LONG-TERM SUCCESS

**Brought to you by Premier Academy360**

*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.*

## UNDERSTANDING TELEHEALTH

**Brought to you by Premier Academy360**

*The need for remote eye care solutions has grown for VSP network doctors, clients and members, especially during the pandemic. Refresh on telehealth basics and benefits in this 15-minute Premier Academy360 course.*

## USING TELEHEALTH

**Brought to you by Premier Academy360**

*Thinking about delivering telehealth in your practice? Take this 15-minute introductory overview course with actionable tips on how to implement successfully.*

## SELLING YOUR PRACTICE IN A COVID WORLD

**Brought to you by VSP Ventures**

*Deal structures have changed, but there are ways to navigate these changes and know you have made the right decision and are proud of the outcomes that follow. This webinar will cover important topics with valuable insights from doctors who have recently sold their practices.*

## MAXIMIZING VSP WITH MAUI JIM

**Brought to you by Maui Jim**

*Join us as we explore how Maui Jim is positioned as a top-tier eyewear brand to not only help your practice make the best use of patient benefits, but also to drive profitability.*

## EXPAND YOUR MARKETING REACH

**Brought to you by Bausch + Lomb**

*Learn about the Bausch + Lomb REACH Marketing portal! This innovative platform features over 200 digital marketing resources and the option to build, geo-target, and purchase digital ad campaigns on Google, Facebook, and Instagram, to help you educate your patients on the Bausch + Lomb products available at your practice. In this presentation you will learn how to enroll, see an overview of the digital resources available, learn how to build a digital ad campaign, and receive examples of how to leverage Bausch + Lomb marketing resources through each step of the patient's journey.*

## HOW FRAMES ARE MADE

**Brought to you by Tura Inc.**

*Almost everyone can relate to the long process of bringing new life into this world. This fun and engaging training walks you through the steps of how a frame is made, from the moment it is only a twinkle in a designer's eye, to the design, product development, manufacturing, quality control, and finally the delivery to a customer.*

## MEET CARECREDIT'S CONTACTLESS FINANCING EXPERIENCE: NEW AND IMPROVED PRODUCT FEATURES

**Brought to you by CareCredit**

*Did you know, 52% of consumers surveyed say they want patient financing options? Help your patients and your practice by offering and maximizing the CareCredit Healthcare Credit Card. Listen to the latest enhancements and new tools for current enrolled CareCredit providers. Learn about all of the new and updated product features and tools and implementing these can benefit your practice and patients.*

## GUIDE TO LUXURY SELLING

**Brought to you by Kering Eyewear**

*Learn how luxury selling is different from traditional retail sales in that the main goal is to provide and create a luxury experience for the shopper. It is about observing, creating trust with clients, and understanding their needs. These are important factors to consider when making a proposal and ensuring it results in a sale.*

