



Premier Academy360™

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## COURSE CATALOG

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Premier Academy360™

COURSE CATALOG			BADGING		AUDIENCE		ACCESS			
CATEGORY	COURSE #	COURSE NAME	BADGE	POINTS	STAFF	DOCTOR	VSP NETWORK	SILVER	GOLD	PLATINUM
VSP NETWORK										
VSP Global Premier Program	801N	Supporting Practice Success with the Premier Program	A360	15	✓	✓	✓	✓	✓	✓
	805G	Eyes on Marketing: How VSP Supports Patient Flow to Your Premier Practice	A360	30	✓	✓			✓	✓
	803S	Do More Get More, the Value of Premier Program Partnership	A360	15	✓	✓		✓	✓	✓
	804S	How the Premier Program Elevates Your Practice	A360	15		✓		✓	✓	✓
	703GP	The Premier Program Doctor-Remote Offer	A360	15	✓	✓			✓	✓
	704GP	Are Doctor-Remote Comprehensive Eye Exams Right for Me?	A360	15		✓			✓	✓
	705GP	Which Doctor-Remote Vendor Should I Choose?	A360	15		✓			✓	✓
	706GP	Optimizing the Premier Program Doctor-Remote Solution	A360	15		✓			✓	✓
Products and Services	917G	Maximizing VSP with Maui Jim			✓	✓			✓	✓
	910G	Selling Your Practice in a COVID World				✓			✓	✓
	415N	Authorizing Benefits for VSP Patients	A360	15	✓		✓	✓	✓	✓

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PROFESSIONAL DEVELOPMENT										
Leadership and HR	204N	Professional Customer Interactions	A360	25	✓		✓	✓	✓	✓
	205N	Coaching	A360	60		✓	✓	✓	✓	✓
	206N	Improving Staff Engagement	A360	15		✓	✓	✓	✓	✓
	211GP	Change and Transition	A360	60	✓	✓			✓	✓
	213N	Time Management	A360	20	✓	✓	✓	✓	✓	✓
Optometry Basics	101N	Basic Optical Theory	A360	15	✓		✓	✓	✓	✓
	102N	Anatomy of the Eye	A360	25	✓		✓	✓	✓	✓
	103N	Frame Styles - Part 1	A360	15	✓		✓	✓	✓	✓
	104N	Frame Styles - Part 2	A360	15	✓		✓	✓	✓	✓
	105N	Frame Styles - Part 3	A360	15	✓		✓	✓	✓	✓
	106N	Understanding Prescriptions	A360	15	✓		✓	✓	✓	✓
	107N	Visual Conditions	A360	25	✓		✓	✓	✓	✓
	108N	Your First Steps within Vision Care	A360	25	✓		✓	✓	✓	✓
	109N	Correction of Ametropia	A360	20	✓		✓	✓	✓	✓
	110G	How Frames are Made	A360	25	✓				✓	✓
	111G	Ultra-Widefield Imaging			✓				✓	✓

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<b>BUSINESS CONSULTING</b>										
<b>Understanding the Patient Journey</b>	105P	Maintaining a Clean and Safe Environment	A360	15	✓	✓				✓
	501GP	Changing Consumer Expectations	A360	15	✓	✓			✓	✓
	502GP	Making Memorable First Impressions	A360	15	✓				✓	✓
	503GP	Customizing Your Appointment Scheduling	A360	15	✓				✓	✓
	507GP	Optimizing the Check-Out Process	A360	15	✓				✓	✓
	508GP	Maximizing Materials Pick-Ups	A360	15	✓				✓	✓
	509GP	Maximizing the Patient Arrival	A360	15	✓				✓	✓
<b>Business-Boosting Opportunities</b>	402N	Understanding Tactics to Maximize Opportunities	A360	15		✓	✓	✓	✓	✓
	403GP	Optimizing Margins to Create Long-Term Success	A360	15		✓			✓	✓
	404GP	It Starts with Marketing	A360	15		✓			✓	✓
	405GP	Improving Capture Rate	A360	15		✓			✓	✓
	406GP	Understanding Brand Positioning	A360	15		✓			✓	✓
	407GP	Creating a Memorable Shopping Experience	A360	15	✓	✓			✓	✓
	408N	Marketing Fundamentals	A360	20	✓	✓	✓	✓	✓	✓
	409GP	Exam: Emphasizing the Value	A360	15	✓	✓			✓	✓
	410GP	The Importance of Inventory Management and Strategic Pricing	A360	20		✓			✓	✓

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<b>BUSINESS CONSULTING CONT.</b>										
<b>Business-Boosting Opportunities Cont.</b>	416G	Expand Your Marketing Reach	A360	15		✓			✓	✓
	417G	Supporting Resilience & Extraordinary Patient Care Through Frame Board Management	A360	25		✓			✓	✓
	905G	Providing Value through Product Innovation	A360	25	✓	✓			✓	✓
	701N	Understanding Telehealth	A360	15		✓	✓	✓	✓	✓
	702N	Using Telehealth	A360	15		✓	✓	✓	✓	✓
<b>Tracking Practice Performance</b>	301GP	How to Use the Practice Performance Tracker	A360	15		✓			✓	✓
<b>SPECIALIZATION</b>										
<b>Diabetes</b>	605N	Focus on Diabetes: An Overview for Optometrists	ADA	60		✓	✓	✓	✓	✓
	601N	Retinal Screening for the VSP Primary EyeCare Plan <sup>SM</sup> and Diabetic Eyecare Plus Program	ADA	15	✓	✓	✓	✓	✓	✓
	609N	Diabetes 101: Training for Staff	ADA	15	✓		✓	✓	✓	✓
	610N	Diabetes Prevention: Training for Staff	ADA	15	✓		✓	✓	✓	✓
	611N	Diabetes and Eye Health: Training for Staff	ADA	15	✓		✓	✓	✓	✓
	612N	Healthy Living with Diabetes: Training for Staff	ADA	15	✓		✓	✓	✓	✓
	617N	VSP Exclusive Member Extra Offers for Patients with Diabetes	ADA	15	✓	✓	✓	✓	✓	✓
	618N	American Diabetes Association Risk Test	ADA	15	✓	✓	✓	✓	✓	✓

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SPECIALIZATION CONT.										
Diabetes Cont.	619N	Practice Roadmap for Diabetes Management	ADA	60		✓	✓	✓	✓	✓
	620N	Diabetes in 2020 and Beyond	ADA	60		✓	✓	✓	✓	✓
	614N	Focus on Diabetes: A Closer Look at Diabetes for Optometrists	ADA	60		✓	✓	✓	✓	✓
ON DEMAND WEBINARS										
		Maximizing VSP Relationships			✓	✓	✓	✓	✓	✓
		Framing the Future of Eyewear through Frame Board Management			✓	✓	✓	✓	✓	✓
		Inspired by Aloha			✓	✓	✓	✓	✓	✓
		Software Essentials brought to you by Eyefinity			✓		✓	✓	✓	✓
		Retinal Screening for the VSP Primary Eye Care and Diabetic Eyecare Plus Program			✓	✓	✓	✓	✓	✓
		You, INC.: Uncovering Your Personal Brand and Why Your Brand Matters			✓		✓	✓	✓	✓
		You, INC.: Create and Devine Your Brand			✓		✓	✓	✓	✓
		You, INC.: Keep Relevant - Have a Growth Mindset			✓		✓	✓	✓	✓
		The Building Blocks of Branding			✓	✓	✓	✓	✓	✓
		Should Optometric Practices Require the COVID-19 Vaccine for the Workplace?				✓	✓	✓	✓	✓
		Infection Control in the Midst of COVID-19				✓	✓	✓	✓	✓
		Eyes on the Future: Diversity & Inclusion in Optometry			✓	✓	✓	✓	✓	✓

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ON DEMAND WEBINARS CONT.										
		Eyes on the Future: Key Aspects of Cultural Competence			✓	✓	✓	✓	✓	✓
		Eyes on the Future: Cross-Cultural Clinical Skills			✓	✓	✓	✓	✓	✓
		Expert Tips to Build Your Resume with Confidence			✓		✓	✓	✓	✓
		Website Best Practices: Making the Most of Your Online Storefront			✓	✓	✓	✓	✓	✓
		Build a Recovery Communication Plan on Social Media			✓	✓	✓	✓	✓	✓
		Quick Tips to Improve Social Media Engagement			✓	✓	✓	✓	✓	✓
		Promoting Your Practice Online with a Limited Budget			✓	✓	✓	✓	✓	✓
		Managing Expenses			✓	✓	✓	✓	✓	✓
ARCHIVED WEBINARS (For Badging Point Value Reference Only)										
		Diabetes in 2020 and Beyond	ADA	60		✓	✓	✓	✓	✓
		Part 1: Building Blocks for a Great Diabetic Optometric Practice Part 1	ADA	120		✓	✓	✓	✓	✓
		Part 2: Building Blocks for a Great Diabetic Optometric Practice Part 2	ADA	120		✓	✓	✓	✓	✓
		Part 3: Building Blocks for a Great Diabetic Optometric Practice Part 3	ADA	60		✓	✓	✓	✓	✓
		The OD's Role in Diabetes	ADA	60		✓			✓	✓
		MBA Strategies to Managing Your Optical and Practice	A360	60	✓	✓			✓	✓

As of August 12, 2021

Summer 2021 Release  
Premier Academy 360 Training Badge = A360  
American Diabetes Association Badge = ADA