



Premier Academy360™

Staff-Focused Training and Education

“Without a doubt, we have encouraged countless return visits by delivering a great experience in our office, thanks to training from Premier Academy360.”

—David T. Kageyama, OD, FAAO

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ELEARNING COURSES

Category	Course#	Course Name	Badging			Access		
			Badge	VSP Visionary Pro	Points	VSP Network	Silver	Gold

VSP Network

VSP Premier Program	801N	Supporting Practice Success with the Premier Program Whether you're new to the VSP Vision™ Premier Program or a seasoned pro, learn how to leverage the program's resources to achieve your business goals and elevate your practice.	A360		15	✓	✓	✓	✓
	806N	Moving Up and Maximizing Benefits Regardless of your VSP Vision 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.	A360		15	✓	✓	✓	✓
	807N	Introducing: VSP PremierMax™ In this course, you'll discover VSP PremierMax, an exciting new vision care product that 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.	A360		15	✓	✓	✓	✓
	808Na	VSP Vision Premier Program Overview	A360	✓	10	✓	✓	✓	✓
	808Nb	VSP Vision Premier Program Benefits, Levels, and Targets	A360	✓	25	✓	✓	✓	✓
	808Nc	VSP Vision Tracking Your Status	A360	✓	10	✓	✓	✓	✓
	803S	Do More, Get More: The Value of Premier Program Partnership Learn how external Premier Program partner offers can help you elevate your practice at every step of the patient journey.	A360		30		✓	✓	✓

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VSP Network

VSP Premier Program	804S	<p>How the Premier Program Elevates Your Practice</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>	A360		15		✓	✓	✓
	805G	<p>Eyes on Marketing: How VSP Supports Patient Flow to Your Premier Program Practice</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>	A360		30			✓	✓
Products and Services	415N	<p>Authorizing Benefits for VSP Patients</p> <p>Learn how to check your VSP patient's eligibility, authorized benefits, and pertinent criteria before their visit.</p>	A360		15	✓	✓	✓	✓
	909N	<p>Unity Via II Lens Spotlight</p> <p>Learn more about Unity® Via II Lens Spotlight and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	921N	<p>How to Check Eligibility and Authorize Benefits</p> <p>Using eClaim, easily get your VSP patients' coverage information online before they come to your office.</p>	A360	✓	15	✓	✓	✓	✓
	922N	<p>Submitting Claims Exam Only</p> <p>Ease into eClaim submission with this tutorial on submitting exam-only claims.</p>	A360	✓	15	✓	✓	✓	✓
	923N	<p>Submitting Claims Exam and Basic Glasses</p> <p>Learn the steps for submitting eClaims for an exam and basic glasses.</p>	A360	✓	15	✓	✓	✓	✓

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VSP Network

Products and Services	924N	<p>Submitting Claims Exam and Contacts Conquer completing contact lens eClaims by completing this training.</p>	A360	✓	15	✓	✓	✓	✓
	925N	<p>Coordination of Benefits: Introduction and Multiple VSP Plans When your patient has vision coverage from one or more vision plans, coordinating benefits can help to maximize their benefits and lower their out-of-pocket costs. This training will give an overview of Coordination of Benefits and the first common scenario—multiple VSP Plans.</p>	A360	✓	15	✓	✓	✓	✓
	926N	<p>Coordination of Benefits: VSP Plan is Secondary Find out how to submit an online Coordination of Benefits claim when the VSP Plan is secondary to another insurance.</p>	A360	✓	15	✓	✓	✓	✓
	927N	<p>Coordination of Benefits: VSP Plan is Secondary with Multiple VSP Plans This training shows how to file an online Coordination of Benefits claim when the VSP Plan is secondary to another insurance with multiple VSP Plans come to your office.</p>	A360	✓	15	✓	✓	✓	✓
	928N	<p>Coordination of Benefits: Resources Learn about resources to assist you with Coordination of Benefits (COB) claims, including information and links within the Provider Reference Manual, and the COB Calculator.</p>	A360	✓	15	✓	✓	✓	✓
	929N	<p>Submitting Claims Glasses with Enhancements Discover how to submit eClaims when glasses have multiple lens enhancements.</p>	A360	✓	15	✓	✓	✓	✓
	931N	<p>Spotlight on Unity Designs Learn more about Unity Designs vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales</p>	A360	✓	20	✓	✓	✓	✓
	932N	<p>SunSync Light-Reactive Product Spotlight Learn more about SunSync® vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	20	✓	✓	✓	✓

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VSP Network

Products and Services	933N	<p>TechShield Anti-Reflective Coatings Product Spotlight</p> <p>Learn more about TechShield™'s vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	20	✓	✓	✓	✓
	944N	<p>Spotlight On – bebe</p> <p>Learn more about the bebe brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	945N	<p>Spotlight On – Calvin Klein</p> <p>Learn more about the Calvin Klein brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	946N	<p>Spotlight On – Dragon</p> <p>Learn more about the Dragon® brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	947N	<p>Spotlight On – Flexon</p> <p>Learn more about the Flexon® brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	948N	<p>Spotlight On – Longchamp</p> <p>Learn more about the Longchamp brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	949N	<p>Spotlight On – McAllister</p> <p>Learn more about the McAllister brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓

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VSP Network

Products and Services	950N	<p>Spotlight On – Nike</p> <p>Learn more about the Nike brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	951N	<p>Spotlight On – Lenton & Rusby</p> <p>Learn more about the Lenton & Rusby® brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	917G	<p>Maximizing VSP with Maui Jim</p> <p>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 drive profitability.</p>	A360		30			✓	✓

Specialization

Diabetes	601N	<p>Essential Medical Eye Care</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.</p>	ADA		15	✓	✓	✓	✓
	609N	<p>Diabetes 101: Training for Staff</p> <p>Take this first of four modules to learn about diabetes and how it relates to eye care. Recommended for staff.</p>	ADA		60	✓	✓	✓	✓
	610N	<p>Diabetes Prevention: Training for Staff</p> <p>Take the second of four modules to learn about diabetes and eye care. Recommended for staff.</p>	ADA		15	✓	✓	✓	✓
	611N	<p>Diabetes and Eye Health: Training for Staff</p> <p>Take this third of four modules to learn about diabetes and eye health. Recommended for staff.</p>	ADA		15	✓	✓	✓	✓

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Specialization

Diabetes	612N	Healthy Living with Diabetes: Training for Staff Take the final module of this 4-part series to learn how people live with diabetes. Recommended for staff.	ADA		15	✓	✓	✓	✓
	617N	VSP Exclusive Member Extra Offers for Patients with Diabetes Learn about the valuable offers available to your VSP patients with diabetes through the VSP Exclusive Member Extras Program.	ADA		15	✓	✓	✓	✓
	618N	American Diabetes Association Risk Test Learn about the American Diabetes Association Risk Test and how you can easily implement it in your practice.	ADA		15	✓	✓	✓	✓

Business Consulting

Understanding the Patient Journey	501GP	Changing Consumer Expectation 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.	A360		15			✓	✓
	502GP	Making Memorable First Impressions 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.	A360		15			✓	✓
	503GP	Customizing Your Appointment Scheduling Learn how to use appointment scheduling to meet your capacity planning and the needs of your patients.	A360		15		✓	✓	✓
	507GP	Optimizing the Checkout Process This course will help you streamline your checkout process in order to "close the sale," retain patients, and increase your per-patient revenue.	A360		15		✓	✓	✓

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Business Consulting

Understanding the Patient Journey	508GP	<p>Maximizing Materials Pick-Ups</p> <p>Did you know when patients pick up their materials, you have an opportunity to make another sale? Take this course to learn why providing an exceptional customer service experience at pick-up can lead to additional purchases.</p>	A360		15		✓	✓	✓
	509GP	<p>Maximizing the Patient Arrival</p> <p>It's crucial to take advantage of the time patients spend in your office before their exam. This course offers tips on how to create a welcoming, efficient, and memorable experience upon arrival that will keep your patients coming back.</p>	A360		15		✓	✓	✓
	510N	<p>Expanding Your Patient Base</p> <p>Explore new ways to increase your patient base, loyalty, and capture rate.</p>	A360	✓	20	✓	✓	✓	✓
	105P	<p>Maintaining a Clean and Safe Environment</p> <p>Take this course for guidance on maintaining a clean and safe environment in your practice for patient and staff safety.</p>	A360		15				✓
Business Boosting Opportunities	402N	<p>Understanding Tactics to Maximize Opportunities</p> <p>Learn sales tactics such as bundling and strategic promotions to help you maximize opportunities for your practice.</p>	A360		15	✓	✓	✓	✓
	408N	<p>Marketing Fundamentals</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>	A360		20	✓	✓	✓	✓
	420N	<p>My Marketing Minute: Campaigns, Website, and Branding</p>	A360		10	✓	✓	✓	✓
	401G	<p>Guide to Luxury Selling</p> <p>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.</p>	A360		15			✓	✓
	407GP	<p>Creating a Memorable Shopping Experience</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>	A360		15			✓	✓

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Business Consulting

Business Boosting Opportunities	409G	<p>Exam: Emphasizing the Value</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>	A360		15			✓	✓
	905G	<p>Providing Value through Product Innovation</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>	A360		25			✓	✓
Tracking Practice Performance	301GP	<p>How to Use the Practice Performance Tracker</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>	A360		15			✓	✓

Professional Development

Staff360	101N	<p>Basic Optical Theory</p> <p>Learn about basic optical theory and the way light interacts with the eye to produce sight.</p>	A360		15	✓	✓	✓	✓
	102N	<p>Anatomy of the Eye</p> <p>Ever wonder how light creates an image in the brain or what role each part of the eye plays? Find out here!</p>	A360		25	✓	✓	✓	✓
	103N	<p>Frame Styles—Part 1: Anatomic Adjustment</p> <p>Achieve a perfect fit and optimal comfort by learning about anatomic adjustment and how it will help your patients when they try on glasses for the first time.</p>	A360		15	✓	✓	✓	✓
	104N	<p>Frame Styles—Part 2: Choosing Frames</p> <p>Learn how to choose frames for your patients that fit both their face shapes and their lifestyles.</p>	A360		15	✓	✓	✓	✓

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Professional Development

Staff360	105N	<p>Frame Styles—Part 3: Measurements</p> <p>Discover the importance of frame measurements and how they impact frame selection for patients.</p>	A360		15	✓	✓	✓	✓
	106N	<p>Understanding Prescriptions: Reading and Interpreting Prescriptions</p> <p>This training provides a step-by-step explanation of the various components of prescriptions to avoid confusion for patients and staff.</p>	A360		15	✓	✓	✓	✓
	107N	<p>Visual Conditions</p> <p>Take this course to learn about common visual conditions.</p>	A360		25	✓	✓	✓	✓
	108N	<p>Your First Steps within Vision Care</p> <p>The Starter Guide is a comprehensive manual that will accompany you through your first steps as an eye care professional (ECP) and help you succeed.</p>	A360		25	✓	✓	✓	✓
	109N	<p>Correction of Ametropia</p> <p>Take this course to learn how ophthalmic lenses help correct refractive errors such as myopia, hyperopia, astigmatism, and presbyopia. Take a closer look to learn how to serve patients in selecting lenses to correct forms of ametropia.</p>	A360		20	✓	✓	✓	✓
	510N	<p>Expanding Your Patient Base</p> <p>Explore new ways to increase your patient base, loyalty, and capture rate.</p>	A360	✓	20	✓	✓	✓	✓
	909N	<p>Unity Via II Lens Spotlight</p> <p>Learn more about Unity Via II Lens Spotlight and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	921N	<p>How to Check Eligibility and Authorize Benefits</p> <p>Using eClaim, easily get your VSP patients' coverage information online before they come to your office.</p>	A360	✓	15	✓	✓	✓	✓

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Professional Development

Staff360	922N	<p>Submitting Claims Exam Only</p> <p>Ease into eClaim submission with this tutorial on submitting exam-only claims.</p>	A360	✓	15	✓	✓	✓	✓
	923N	<p>Submitting Claims Exam and Basic Glasses</p> <p>Learn the steps for submitting eClaims for an exam and basic glasses.</p>	A360	✓	15	✓	✓	✓	✓
	924N	<p>Submitting Claims Exam and Contacts</p> <p>Conquer completing contact lens eClaims by completing this training.</p>	A360	✓	15	✓	✓	✓	✓
	925N	<p>Coordination of Benefits: Introduction and Multiple VSP Plans</p> <p>When your patient has vision coverage from one or more vision plans, coordinating benefits can help to maximize their benefits and lower their out-of-pocket costs. This training will give an overview of Coordination of Benefits and the first common scenario—multiple VSP Plans.</p>	A360	✓	15	✓	✓	✓	✓
	926N	<p>Coordination of Benefits: VSP Plan is Secondary</p> <p>Find out how to submit an online Coordination of Benefits claim when the VSP Plan is secondary to another insurance.</p>	A360	✓	15	✓	✓	✓	✓
	927N	<p>Coordination of Benefits: VSP Plan is Secondary with Multiple VSP Plans</p> <p>This training shows how to file an online Coordination of Benefits claim when the VSP Plan is secondary to another insurance with multiple VSP Plans come to your office.</p>	A360	✓	15	✓	✓	✓	✓
	928N	<p>Coordination of Benefits: Resources</p> <p>Learn about resources to assist you with Coordination of Benefits (COB) claims, including information and links within the Provider Reference Manual, and the COB Calculator.</p>	A360	✓	15	✓	✓	✓	✓
	929N	<p>Submitting Claims Glasses with Enhancements</p> <p>Discover how to submit eClaims when glasses have multiple lens enhancements.</p>	A360	✓	15	✓	✓	✓	✓
	931N	<p>Spotlight on Unity Designs</p> <p>Learn more about Unity Designs vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	20	✓	✓	✓	✓

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Professional Development

Staff360	932N	<p>SunSync Light-Reactive Product Spotlight</p> <p>Learn more about SunSync vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	20	✓	✓	✓	✓
	933N	<p>TechShield Anti-Reflective Coatings Product Spotlight</p> <p>Learn more about TechShield's vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	20	✓	✓	✓	✓
	944N	<p>Spotlight On – bebe</p> <p>Learn more about the bebe brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	945N	<p>Spotlight On – Calvin Klein</p> <p>Learn more about the Calvin Klein brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	946N	<p>Spotlight On – Dragon</p> <p>Learn more about the Dragon brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	947N	<p>Spotlight On – Flexon</p> <p>Learn more about the Flexon brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	948N	<p>Spotlight On – Longchamp</p> <p>Learn more about the Longchamp brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓

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Professional Development

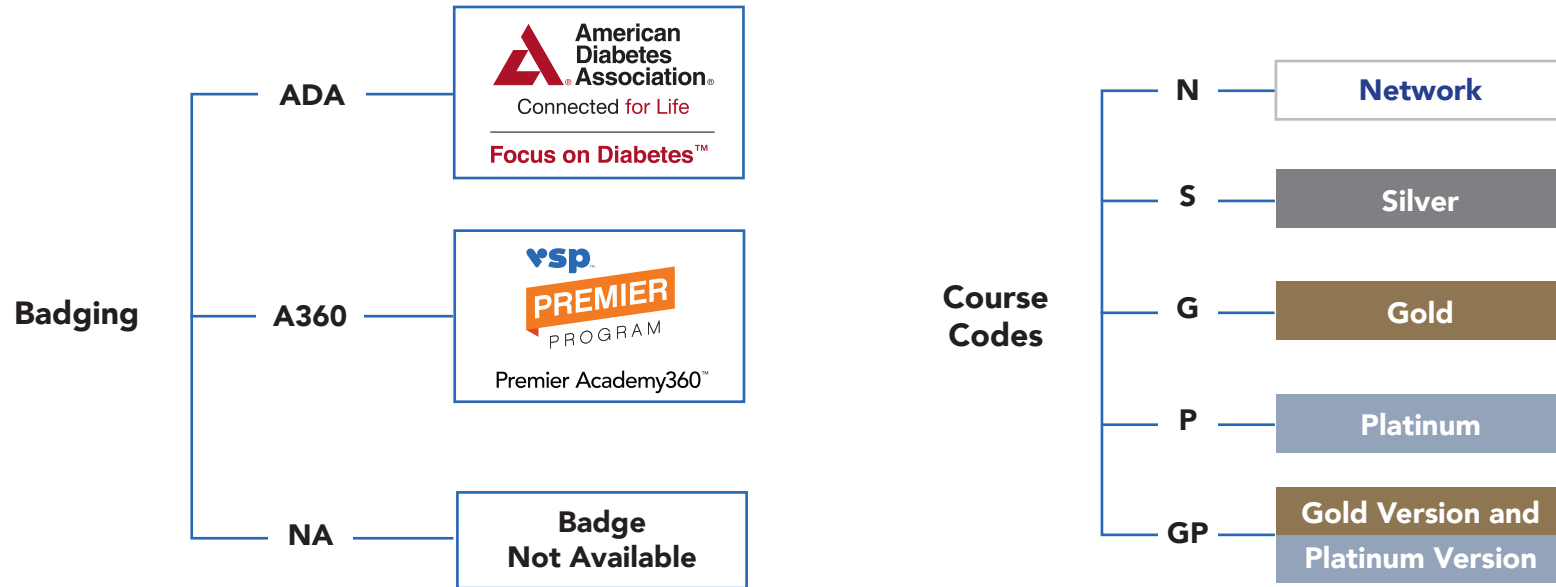
Staff360	949N	<p>Spotlight On – McAllister</p> <p>Learn more about the McAllister brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	950N	<p>Spotlight On – Nike</p> <p>Learn more about the Nike brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	951N	<p>Spotlight On – Lenton & Rusby</p> <p>Learn more about the Lenton & Rusby brand vision and history, target demographics, product highlights, and key takeaways so that you can educate your customers on the brand and improve their satisfaction and your sales.</p>	A360	✓	15	✓	✓	✓	✓
	808Na	<p>VSP Vision Premier Program Overview</p>	A360	✓	10	✓	✓	✓	✓
	808Nb	<p>VSP Vision Premier Program Benefits, Levels, and Targets</p>	A360	✓	25	✓	✓	✓	✓
	808Nc	<p>VSP Vision Tracking Your Status</p>	A360	✓	10	✓	✓	✓	✓
	110G	<p>How Frames Are Made</p> <p>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.</p>	A360		25	✓	✓	✓	✓
	111G	<p>Ultra-Widefield Imaging</p> <p>Research with ultra-widefield imaging (UWF) has redefined the importance of assessing the entire retina during routine exams. This session will review the definition of UWF, its role in screening as well as disease management in a variety of conditions including diabetic retinopathy, age-related macular degeneration, and glaucoma.</p>	A360		15			✓	✓
	117G	<p>Certified Paraoptometric (CPO) Exam Prep</p> <p>A comprehensive 16-module training series to help you prep for the Certified Paraoptometric (CPO) exam.</p>	A360		180			✓	✓

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Professional Development

Staff360	215G	Onboarding Optometry New Hires An all-inclusive resource guide to onboard new hires at your optometric practice.	A360		30			✓	✓
Leadership and HR	204N	Professional Customer Interactions Learn how professional customer interactions lead to increased patient satisfaction.	A360		20	✓	✓	✓	✓
	213N	Time Management Take advantage of this five-minute strategic thinking process to plan for time management success.	A360		20	✓	✓	✓	✓
	211GP	Change and Transition Learn how to work through change by taking this training, designed to help you navigate through the transition processes in your practice.	A360		60			✓	✓
	242G	Resilience in Optometry Learn about shared characteristics among resilient people, and explore ways to deepen resilience in yourself, your team, and your patients.	A360		20			✓	✓

KEY



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