



Frames by Dragon DR2051

# Marketing Playbook

Marketing resources to help attract and retain patients.



**Build**  
Your Business



**Manage**  
Your Practice



**Outfit**  
Your Patients

## Get More Eyes on—and in—Your Practice

Whether you'd like to **build your business** by attracting new patients, **manage your practice** with effective marketing and business tools, or **outfit your patients** by promoting quality eyewear and lenses, VSP Premier Edge™ Marketing Support can help you meet your goals and unlock the full potential of participating in VSP Premier Edge.



marketing  
support



## Build Your Business by Attracting New Patients

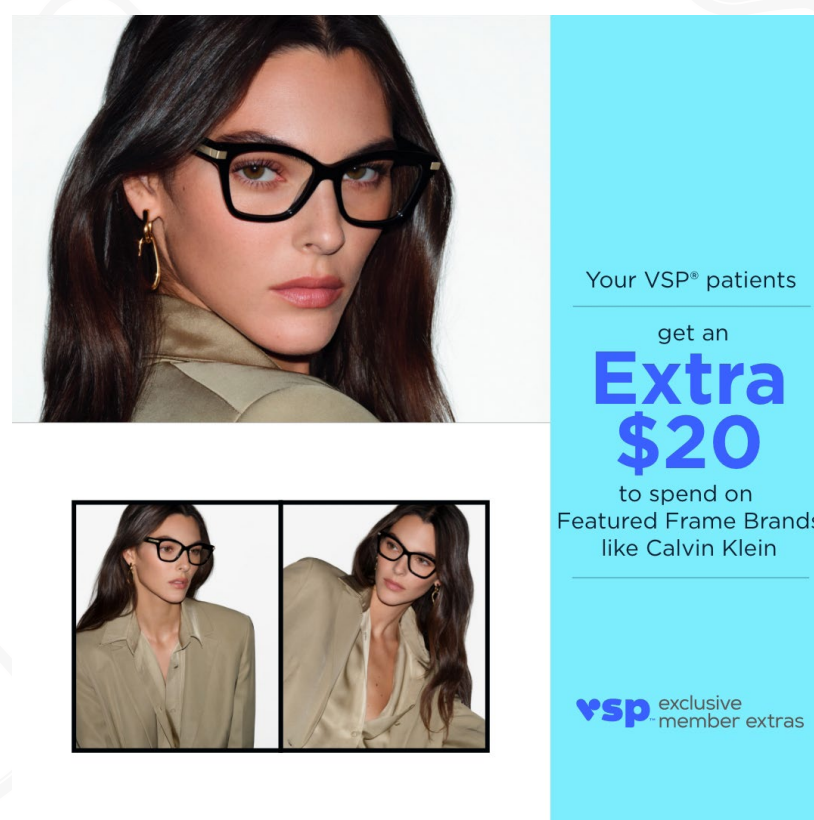
Discover our top recommendations to attract new patients—and engage your current patients—to help keep your practice growing.



### Empower Patients: Spotlight Diabetes and Eye Health

During American Diabetes Month this November, raise awareness about the link between diabetes and eye health. Share NEW educational resources, encourage your patients to take a quick risk test, and access ready-to-use GIFs and images for your social channels.

Learn more and access the resources [here](#).



### New Extra \$20 Resources to Help Attract VSP Patients

Support the flow of new VSP patients by sharing the Extra \$20 frame offer with qualifying VSP Members.\*

Get social media images, email templates, and free in-office marketing materials on the [Extra \\$20 Marketing Resources page](#).

\*Extra \$20 offer expires on 12/31/2026. Frame brands and promotion subject to change. Only available to VSP members with applicable plan benefits. Only available at in-network locations. Members who participate in a Medicaid/state-funded plan are not eligible.



## Manage Your Practice: Help Increase Patient Loyalty by Elevating Their Experience

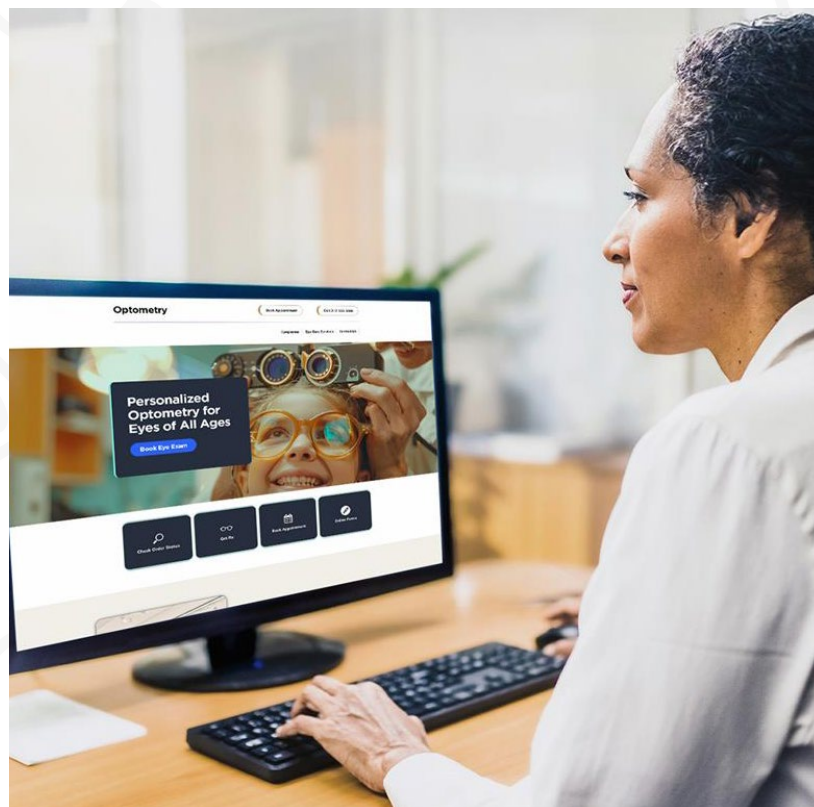
Support patient retention by providing an excellent experience during their visit. Offering savings and recommending the best eyewear solutions for your patients based on their lifestyle and needs are a great way to promote patient satisfaction.



## Resources to Promote Your Practice on Small Business Saturday

Get your practice ready for Small Business Saturday on November 29th with ready-to-use content to promote your practice! Encourage patients in your community to shop locally and make a purchase at your practice.

Get marketing tips, email, and social media content to promote your practice in your community [here](#).



## Attracting New Patients Online with a Powerful Website

Your website is a key channel for getting patients to book appointments. However, many practice sites underperform because they lack the structure, speed, and strategy to attract and convert new patients. See how easy it can be to update your website—or even get a fully managed website—through Eyefinity Digital Marketing Services.

Explore website tips and offerings [here](#).



## Outfit Your Patients

Update your practice with the latest product selection and ensure that your patients are getting great value and quality with these resources.



### What's New in Eyewear

Thrill your patients with new frame selections! The first-ever Kendra Scott eyewear collection is now available and includes a wide variety of sun and optical styles! For your younger patients, the new Marchon NYC Junior collection brings playful pops of color, fun temple designs, and easy-to-wear shapes for kids at a budget-friendly price.

Be sure to check out the newest eyewear collections and other [eyewear resources](#) so you can offer your patients the latest and greatest frame styles.



### Offer More to Your VSP Patients with Premier Edge Offers

Exclusive Member Extras provides VSP Vision members access to more than \$3,000 in savings from VSP and other popular brands for their eye care and overall wellness needs. When members visit a VSP Premier Edge location like yours, they get access to even greater value with Premier Edge Offers.

Encourage your VSP patients to come to you for all their eye care and eyewear needs by promoting the value of [Exclusive Member Extras](#).

# Hear from a Peer

We believe that with a little support, you can level up your practice’s marketing efforts. But don’t just take it from us—see what Dr. Steven Saba has to say about partnering with Premier Edge Marketing Support to attract new patients:

**“The marketing support received has been invaluable. Our biggest asset for attracting new patients is showing up as a Premier Edge location on the VSP *Find a Doctor Directory*. About 80–90% of new patients find us through vsp.com.”**

- Dr. Steven Saba, Owner, Cypress Eye Optometry Group



**Website:**

[premieredgemarketing.com](https://premieredgemarketing.com)



**Email:**

[premieredgemarketing@vsp.com](mailto:premieredgemarketing@vsp.com)



**Facebook:**

Message us @VSPProviders

## PRACTICE MARKETING CONSULTATIONS

Get a complimentary, personalized marketing consultation from our team of marketing experts. Complete the 5-minute **Virtual Marketing Assessment** to get started.



Danae



Ruby



Alexis