

How to Enhance Your Profile on the VSP® Find a Doctor Directory

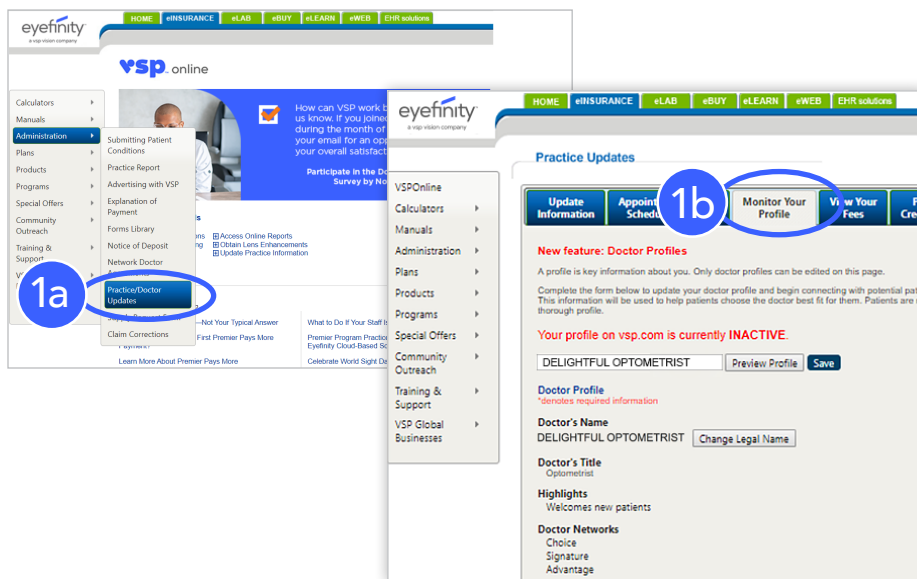


Looking for additional ways to attract and retain patients? Enhance your profile on the **vsp.com Find a Doctor Directory** by adding:

- your educational background
- languages spoken
- professional statement and high resolution photo
- services and products offered
- whether your practice is currently accepting new patients

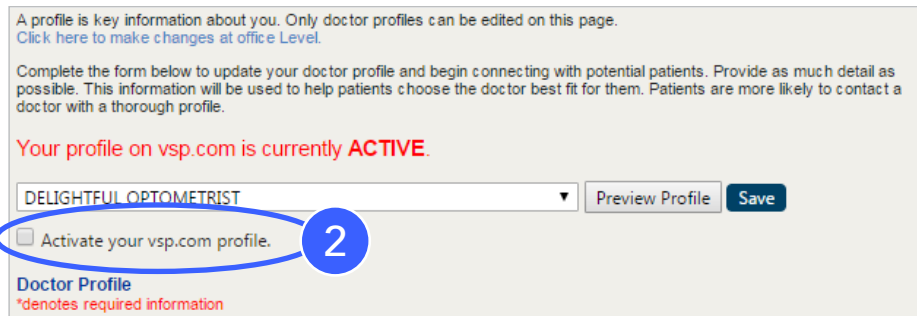
Here are a few tips to get you started:

1. To begin, log in to **VSPOnline** under **Administration**, select **Practice/Doctor Updates**, then choose **Monitor Your Profile**.



Review and publish your profile to optimize your online presence.

2. When entering your information, use this box to **activate** and **deactivate** your **vsp.com** profile.



This will control whether or not your profile and any changes are published online.

3. Continue filling out the **Education, Doctor Special Interests, and Professional Statement** sections to maximize your profile.

Education

Optometry School Name * 80 / 80 Degree * City * 25 / 25 State *

e.g.: California State University, Sacramento MD -Select- ▼

Optometry School Name 80 / 80 Degree City 25 / 25 State

e.g.: California State University, Sacramento MD -Select- ▼

Optometry School Name 80 / 80 Degree City 25 / 25 State

e.g.: California State University, Sacramento -Select- ▼ -Select- ▼

Optometry School Name 80 / 80 Degree City 25 / 25 State

e.g.: California State University, Sacramento -Select- ▼ -Select- ▼

Optometry School Name 80 / 80 Degree City 25 / 25 State

e.g.: California State University, Sacramento -Select- ▼ -Select- ▼

Doctor Languages

Afghan Farsi
Afghan Persian
Afrikaans
Albanian
American Sign Language
Amharic
Arabic
Armenian
Assyrian
Bengali

> English

<

Doctor Special Interests

Sees Children 0-3
 Sees Children 3-5
 Hard To Fit Contact Lenses
 Low Vision
 Vision Therapy

Professional Statement*

Describe your practice and your approach to helping your patients see better.


testing

4. To upload a professional picture: First, select **"change photo,"** and then check the **"include in profile"** box.

Photo


1. To update your photo, click the 'change photo' link.
2. Upload a photo from your computer.
3. Drag your photo to reposition the thumbnail.

include in profile 4b



4a change photo

Upload your image, and select **"Crop"** to save.

Crop 

5. Preview, save, and publish your profile.

Ask Me About include in profile

- Pink Eye
- Glaucoma
- Conjunctivitis
- Astigmatism
- Cataracts
- Macular Degeneration
- Color Blind Test

5a 5b

Remember to **“Save & Publish”** to ensure your changes are made.

6. To add/remove a profile for doctors at your practice, select “make changes at office level.”

New feature: Doctor Profiles

A profile is key information about you. Only dr... profiles can be edited on this page.
[Click here to make changes at office Level.](#) 6

Complete the form below to update your doctor profile and begin connecting with potential patients. Provide as much detail as possible. This information will be used to help patients choose the doctor best fit for them. Patients are more likely to contact a doctor with a thorough profile.

[Doctor Profile](#)

7. Multiple doctor profiles can be activated or deactivated as needed here.

Update Information **Monitor Your Profile** **NEW** **View Your Fees** **Provider Credentialing** **Request for Staff Access**

[< Go back to Doctor Profile](#)

Office-Level Profile Administration

You have the ability to deactivate doctor profiles for this office location. To deactivate a specific doctor, simply select the Deactivate button next to their name. To deactivate all doctors at this location, check the box at the bottom of the page. doctors may be reactivated at any time.

Office

Use the buttons to activate or deactivate doctor profiles associated with this office. Deactivated profiles will not be visible on vsp.com

DELIGHTFUL OPTOMETRIS 7 Activate Deactivate

Deactivate all doctors profiles from vsp.com

[Cancel](#)

8. To add Appointment Scheduling, select the “Appointment Scheduler” tab.

The screenshot shows a navigation bar with five tabs: 'Update Information', 'Appointment Scheduler', 'Monitor Your Profile', 'View Your Fees', and 'Request for Staff Access'. The 'Appointment Scheduler' tab is highlighted in blue and circled with a blue circle containing the number 8. Below the navigation bar, there is a list of options for managing office information:

- New Offices(s), Change Existing Office Address, or Change Tax ID
- Practice name for VSP.com (Not for Tax ID or Legal Name change)
- Direct Deposit Details
- Mailing and Identifying Address (Not Physical Address)
- Phone and Fax Number
- Doctor and Office Hours
- Email Address
- Doctor's Legal Name (e.g. Marriage, Divorce)
- Office Languages
- Doctor Special Interests
- Office Special Interests
- Doctor NPI
- Manage Your Social Media Links

9. To leverage this feature you must have an existing online appointment scheduling feature on your website. To begin, scroll down to the bottom of the “Appointment Scheduler” tab and select “Get Started.”

The screenshot shows the 'Appointment Scheduler' page. The navigation bar at the top has the 'Appointment Scheduler' tab selected. The page content includes:

Online Appointment Scheduler

The Online Appointment Schedule (OAS) feature is available to all VSP network doctors. Practices can opt-in to the online appointment schedule feature, allowing patients with VSP benefits the added convenience of submitting appointment requests directly through the vsp.com Find a Doctor directory. By offering this feature, practices can optimize their schedules with respect to new safety protocols, and help improve operational efficiencies, helping to accelerate recovery after reopening.

This feature is available for practices with an existing online appointment scheduling solution.

How the Online Appointment Scheduler works:

When a prospective patient visits the Find a Doctor Directory on **vsp.com**, practices that have chosen to turn on this feature will display a link to request an appointment.

How to add your Custom Scheduler link:

- Click 'Get Started' below.
- Fill in the text box labeled 'Scheduler URL' with the link to your existing solution.
- The link to 'Schedule an Appointment' will be added to your practice profile.

Please have a few things ready before you begin:

- A link to your pre-existing scheduler must contain (without quotes) an "http://" and a ".com", ".net", ".org" or whichever domain extension is applicable. Please check to ensure the link is spelled correctly and that it is a valid address.

Important notes for adding this feature to your vsp.com profile:

- Practices must opt-in to activate this feature.
- Practices may edit or deactivate this feature at any time through VSPOnline.
- VSP will not monitor, audit, or maintain the link for the practice—it is the practice's responsibility to ensure the accuracy of the information.
- Only Practice Administrators will be able to access and set up this feature through VSPOnline.
- By opting-in, a practice is agreeing to the [Terms and Conditions](#).

This feature is not currently activated for your practice. To set up the Online Appointment Scheduler for your practice, click the button below.

The 'Get Started' button is circled in blue, and a blue circle containing the number 9 is placed over it.

10. Insert your link into the “**Scheduler URL**” text box.
- A **link** to your pre-existing scheduler must contain (without quotes) an “**http://**” and a “.com,” “.net,” “.org,” or whichever domain extension is applicable.
 - Please check to ensure the link is spelled correctly and that it is a valid address.

Update Information | Appointment Scheduler | **Monitor Your Profile** | View Your Fees | Provider Credentialing | Request for Staff Access

Online Appointment Scheduler

As a provider participating in the VSP network, you can now add a link to your **vsp.com** Find a Doctor Directory that allows VSP members to connect with your practice online to schedule an appointment.

To opt-in to this feature, your practice must have an existing online appointment scheduling solution. Add the link to your solution in the box below:

You can de-activate this feature at any time through VSPOnline on Eyefinity.com.

For example: <http://myscheduler.com>

Scheduler URL *

Agree to the terms and conditions to continue.

Save

Remember to select “**Agree**” to the terms and hit “**Save.**”

11. Only **Premier Program practices** or practices’ utilizing the **eWebExtra™** software can add website information to their directory listing. For **Premier Program practices**, first, select the “**Update Information**” tab, and then click “**Manage Your Social Media Links**” link.

Update Information | 11a | Appointment Scheduler | Monitor Your Profile | View Your Fees | Provider Credentialing | Request for Staff Access

Using the tools below, you will be able to manage and update your office information and enhance your online presence

- New Offices(s), Change Existing Office Address, or Change Tax ID
- Practice name for VSP.com (Not for Tax ID or Legal Name change)
- Direct Deposit Details
- Mailing and Identifying Address (Not Physical Address)
- Phone and Fax Number
- Doctor and Office Hours
- Email Address
- Doctor's Legal Name (e.g. Marriage, Divorce)
- Office Languages
- Doctor Special Interests
- Office Special Interests
- Doctor NPI
- **Manage Your Social Media Links** 11b

12. On the “Manage Your Social Media Links” page, check the “Private Practice Website Link” box, select “Add Private Practice website link,” and then copy and paste your practice’s home page link into the section. Click “Submit” once the website address is populated. If your practice utilizes eWebExtra, you may contact Eyefinity® if you have questions or issues related to your eWebExtra URL showing up in the Find a Doctor directory.

Manage Links on vsp.com Find a Doctor Search
Select the website you'd like to manage on the Find a Doctor search results page.
(Add / Change / Delete)

Yelp Private Practice Website Link 12a

Practice Link 12b

Add Private Practice website link
 Delete Private Practice website link
 Change Private Practice website link

Current Private Practice Website Link 12c

Valid link begins with http://www

Remember to click “Submit” once your website link has been pasted.

Remember, we are always here to help. Feel free to email mmt@vsp.com with questions or concerns.



My Marketing Team™