



Premier Academy360™

Manager-Focused Education and Training

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MANAGER CATALOG

Last Updated 02/28/22

CATEGORY	COURSE #	COURSE NAME AND DESCRIPTION	BADGE	POINTS	DATE ASSIGNED	DATE COMPLETED
VSP® NETWORK						
VSP Global Premier Program	801N	<p>Supporting Practice Success with the Premier Program</p> <p>Whether you're new to the VSP Global Premier Program or a seasoned pro, learn how to leverage the program's resources to achieve your business goals and elevate your practice.</p>		15		
	806N	<p>Moving Up and Maximizing Benefits</p> <p>Regardless of your VSP Global 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.</p>		15		
	807N	<p>Introducing: VSP PremierMax™</p> <p>In this course, you'll discover VSP PremierMax, an exciting new vision care product, 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.</p>		15		
	803S	<p>Do More, Get More: The Value of Premier Program Partnership</p> <p>Learn how external Premier Program partner offers can help you elevate your practice at every step of the patient journey.</p>		15		
	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>		15		
	805G	<p>Eyes on Marketing</p> <p>Does VSP really drive patients to Premier Program private practices? We do! Hear from Sharon Jacobson, Senior Vice President for Vision Care Marketing, about the modern marketing methods leveraged to help get patients through your doors.</p>		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>		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>		15		
	922N	<p>Submitting Claims Exam Only</p> <p>Ease into eClaim submission with this tutorial on submitting exam-only claims.</p>		15		
	923N	<p>Submitting Claims Exam and Basic Glasses</p> <p>Learn the steps for submitting eClaims for an exam and basic glasses.</p>		15		
	924N	<p>Submitting Claims Exam and Contacts</p> <p>Conquer completing contact lens eClaims by completing this training.</p>		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>		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>		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.</p>		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>		15		

Products and Services (Continued)	929N	929N Submitting Claims Glasses with Enhancements Discover how to submit eClaims when glasses have multiple lens enhancements.		15		
	917G	Maximizing VSP with 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 drive profitability.		30		
SPECIALIZATION						
Diabetes	601N	Essential Medical Eye Care Plan 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 and other medical eye care needs.		15		
	609N	Diabetes 101: Training for Staff Take this first of four modules to learn about diabetes and how it relates to eye care. Recommended for staff.		15		
	610N	Diabetes Prevention: Training for Staff Take the second of four modules to learn about diabetes and eye care. Recommended for staff.		15		
	611N	Diabetes and Eye Health: Training for Staff Take this third of four modules to learn about diabetes and eye health. Recommended for staff.		15		
	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.		15		
	617N	VSP Exclusive Member Extras Offers for Patients with Diabetes Learn about the valuable offers available to your VSP patients with diabetes through the VSP Exclusive Member Extras Program.		15		

Diabetes (Continued)	618N	American Diabetes Association Risk Test Learn about the American Diabetes Association Risk Test and how you can easily implement it in your practice.		15		
BUSINESS CONSULTING						
Understand the Patient Journey	501GP	Changing Consumer Expectations 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.		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.		15		
	503GP	Customizing Your Appointment Scheduling Learn how to use appointment scheduling to meet your capacity planning and the needs of your patients.		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.		15		
	508GP	Maximizing Materials Pick-Ups 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.		15		
	509GP	Maximizing the Patient Arrival 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.		15		
	105P	Maintaining a Clean and Safe Environment Take this course for guidance on maintaining a clean and safe environment in your practice for patient and staff safety.		15		

Boosting Business Opportunities	402N	<p align="center">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>		15		
	408N	<p align="center">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>		20		
	401G	<p align="center">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>		25		
	403GP	<p align="center">Optimizing Margins to Create Long-Term Success</p> <p>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.</p>		15		
	404GP	<p align="center">It Starts with Marketing</p> <p>Creating awareness about your practice is the first step to getting noticed. Take this course to learn how to speak to your consumers' unique needs and leverage the right communication channels to successfully market your business.</p>		15		
	405GP	<p align="center">Improving Capture Rate</p> <p>Don't let opportunity walk out the door! Learn how to improve your capture rate and increase profitability.</p>		15		
	406GP	<p align="center">Understanding Brand Positioning</p> <p>Your brand is much more than a logo. Take this course to identify your strengths, weaknesses, threats, and opportunities—and learn how to harness your analysis to create a brand identity that resonates with your patient segments.</p>		15		
	407GP	<p align="center">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>		15		

Boosting Business Opportunities (Continued)	409G	<p>Exam: Emphasizing the Value</p> <p>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.</p>		15		
	410GP	<p>The Importance of Inventory Management and Strategic Pricing</p> <p>Do you have enough of the product your patients want at just the right price? This course will help you make that determination.</p>		20		
	416G	<p>Expand Your Marketing Reach</p> <p>In this course, you'll learn how to enroll in Bausch + Lomb's REACH marketing portal, see an overview of the digital resources, discover how to build a digital ad campaign, and more.</p>		15		
	417G	<p>Supporting Resilience and Extraordinary Patient Care through Frame Board Management</p> <p>Take this course to see how frame board management programs provide benefits such as cash flow stabilization and improved operational efficiencies.</p>		25		
	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>		15		
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>		15		
PROFESSIONAL DEVELOPMENT						
Leadership and HR	204N	<p>Professional Customer Interactions</p> <p>Learn how professional customer interactions lead to increased patient satisfaction.</p>		25		
	205N	<p>Coaching</p> <p>Advise, interact, and communicate in an efficient way to help your patients identify the best solution for their needs.</p>		60		

Leadership and HR (Continued)	213N	<p>Time Management</p> <p>Take advantage of this five-minute strategic thinking process to plan for time management success.</p>		20		
	206GP	<p>Improving Staff Engagement</p> <p>Everyone appreciates recognition for a job well done. In this course, learn how to effectively engage your staff in meaningful ways and position them as ultimate brand ambassadors.</p>		15		
	211GP	<p>Change and Transition</p> <p>Learn how to work through change by taking this training, designed to help you navigate through the transition processes in your practice.</p>		60		
Optometry Basics	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>		15		