



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<br>Cont.    | 619N     | Practice Roadmap for Diabetes Management   | ADA   | 15     |       | ✓      | ✓           | ✓      | ✓    | ✓        |
|                      | 620N     | Diabetes: 2020 and Beyond  | ADA   | 15     |       | ✓      | ✓           | ✓      | ✓    | ✓        |
|                      | 614N     | Focus on Diabetes: A Closer Look for Optometrists                                | ADA   | 15     |       | ✓      | ✓           | ✓      | ✓    | ✓        |
| 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 July 14, 2021

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