

| BUSINESS EDUCATION TRACK COURSE CATALOG* | | |
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| CATEGORY | COURSE # | COURSE NAME |
| VSP Premier Edge™ | 808Na | <p>VSP Premier Edge Overview</p> <p>Discover what VSP Premier Edge is and how it demonstrates our commitment to helping you achieve your practice goals.</p> |
| Understanding the Patient Journey | 502GP | <p>Making Memorable First Impressions</p> <p>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 practice.</p> |
| | 507GP | <p>Optimizing the Checkout Process</p> <p>This course will help you streamline your checkout process in order to "close the sale," retain patients, and increase your per-patient revenue.</p> |
| | 509GP | <p>Maximizing the Patient Arrival</p> <p>It's crucial to take advantage of the time patients spend in your office before the 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> |
| | 510N | <p>Expanding Your Patient Base</p> <p>Explore new ways to increase your patient base, loyalty, and capture rate.</p> |
| 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 and other medical eye care needs.</p> |
| | coming soon 605N | <p>Focus on Diabetes: An Overview for Optometrists</p> <p>Learn about diabetes and its relation to eye care.</p> |
| | 614N | <p>Focus on Diabetes: A Closer Look for Optometrists</p> <p>This new course takes a closer look at the connections between diabetes and eye health and the complementary roles of healthcare and eye care professionals within the larger interdisciplinary diabetes care team.</p> |
| | 617N | <p>VSP Exclusive Member Extra Offers for Patients with Diabetes</p> <p>Learn about the valuable offers available to your VSP patients with diabetes through the VSP Exclusive Member Extras Program.</p> |

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| Boosting Business Opportunities | 402N | <p align="center">Understanding Tactics to Maximize Opportunities</p> <p>In this course, we'll cover sales tactics such as bundling and strategic promotions to help you maximize opportunities for your practice.</p> |
| | 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> |
| | 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 consumer's unique needs and leverage the right communication channels to successfully market your business.</p> |
| | 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> |
| | 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> |
| | 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> |
| | 410G | <p align="center">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> |
| | 701N | <p align="center">Understanding Telehealth—Part 1</p> <p>The need for remote eye care solutions has grown for VSP network doctors, clients and members, especially during the pandemic. Refresh on telehealth basics and benefits in this 15-minute Premier Edge Training and Education course.</p> |
| | 702N | <p align="center">Using Telehealth—Part 2</p> <p>Thinking about delivering telehealth in your practice? Take this 15-minute introductory overview course with actionable tips.</p> |

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| Tracking Practice Performance | 301GP | <p align="center">How to Use the Performance Tracker</p> <p>Would you like to improve your business performance? It first starts by using the performance tracker to measure your current performance to establish a baseline and using it to help improve certain areas of your business.</p> |
| VSP Premier Edge Career Support APME Partner Content | 216X | <p align="center">How to Find a Job as an Optometrist</p> <p>Learn how to network—best practices, opportunities, and what to look for to find the right job for you.</p> |
| | 217X | <p align="center">The Interview Process</p> <p>Interviewing is a key step of the hiring process. Be prepared with tips and preparation information outlined in this course.</p> |
| | 219X | <p align="center">Employee vs. Independent Contractor</p> <p>Understand the difference between an employee and an independent contractor position to evaluate what role is best for you.</p> |
| | 220X | <p align="center">Understanding Employer vs. Employee Expectations</p> <p>Excel as an employed associate by understanding the expectations of a hiring provider. Learn about the most common conflict scenarios and how to prevent them by setting clear expectations in advance.</p> |
| | 221X | <p align="center">How to Add Value as an Associate</p> <p>Learn how to make your mark as an associate by contributing towards the success of your practice through various ways.</p> |
| | 222X | <p align="center">The True Cost of an Associate</p> <p>Set yourself up for success as an associate by understanding the owner/provider's considerations in hiring a new associate. Understand the benefits, the impacts, and walk the journey of effective practice transition.</p> |
| | 223X | <p align="center">The Optometric Practice Life Cycle</p> <p>Understand the optometric practice life cycle. Learn about methods of practice transfers and the best ways to transition a practice for continued growth.</p> |
| Products and Services | 900N | <p align="center">Explanation of Payment (EOP) Overview</p> <p>Learn how to read and understand the VSP Vision™ explanation of payment.</p> |

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| | 921N | <p align="center">How to Check Eligibility and Authorize Benefits</p> <p>Using eClaim, easily get your VSP patient's coverage information online before they come to your office.</p> |
| | 923N | <p align="center">Submitting Claims Exam and Basic Glasses</p> <p>Learn the steps for submitting eClaims for an exam and basic glasses.</p> |
| | 924N | <p align="center">Submitting Claims Exams and Contacts</p> <p>Learn the steps for submitting eClaims for an exam and contacts.</p> |
| | 925N | <p align="center">Coordination of Benefits: Introduction and Multiple VSP Plans</p> <p>This training will give an overview of Coordination of Benefits and the first common scenario, multiple VSP plans.</p> |
| | 931N | <p align="center">Unity® Designs Product Spotlight</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> |
| | 932N | <p align="center">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> |
| | 933N | <p align="center">TechShield® Anti-Reflective Coatings Product Spotlight</p> <p>Learn more about TechShield 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> |
| Leadership and HR | 200G | <p align="center">Coaching Your Optometric Team</p> <p>Learn the skills needed to coach your optometric team to help them grow as individuals and provide optimal patient care. Explore how to deepen emotional intelligence and share constructive feedback.</p> |
| | 206GP | <p align="center">Improving Staff Engagement</p> <p>Everyone appreciates recognition for a job well done. In this course, you'll learn how to effectively engage your staff in meaningful ways and position them as ultimate brand ambassadors.</p> |
| | 207G | <p align="center">Increasing Practice Performance through Effective Communication</p> <p>Discover how cultivating assertiveness can enhance communication in your practice and help your optometric team to thrive.</p> |

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| Webinars | Link | Quick Tips to Improve Social Media Engagement |
| | Link | Website Best Practices: Making the Most of Your Online Storefront |

*Content may vary as the catalog is updated periodically. Log in to **VSP Premier Edge Training and Education** to browse and explore the content.