



PATHWAYS BUSINESS TRACK: COURSE CATALOG*		
CATEGORY	COURSE #	COURSE NAME
VSP Vision™ Premier Program	808Na	<p><b>VSP Vision Premier Program Overview</b></p> <p>Discover what the VSP Vision Premier Program is and how it demonstrates our commitment to helping you achieve your practice goals</p>
	808Nb	<p><b>VSP Vision Premier Program Benefits, Levels, and Targets</b></p> <p>The Premier Program continues to evolve, supporting your long-term success and offering more choice and flexibility based on doctor feedback. In this course, you'll discover each program benefit, level, and targets needed to achieve your business objectives.</p>
	808Nc	<p><b>VSP Vision Premier Program Tracking Your Status</b></p> <p>Want to track your current Premier Program status? Interested in increasing your program participation? Enroll in this course to learn how to efficiently track your current program status, maintain that status, and reach a higher program level.</p>
Products and Services	921N	<p><b>How to Check Eligibility and Authorize Benefits</b></p> <p>Using eClaim, easily get your VSP® patient's coverage information online before they come to your office.</p>
Diabetes	605N	<p><b>Focus on Diabetes: An Overview for Optometrists</b></p> <p>Learn about diabetes and its relation to eye care.</p>
	619N	<p><b>Practice Roadmap for Diabetes Management</b></p> <p>Learn how the diabetes epidemic is impacting optometric practices, including the need to manage patient medical issues and the effects on practice management and patient flow.</p>
Understanding the Patient Journey	502GP	<p><b>Making Memorable First Impressions</b></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><b>Optimizing the Check-Out Process</b></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><b>Maximizing the Patient Arrival</b></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>
Boosting Business Opportunities	404GP	<p><b>It Starts with Marketing</b></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>
	408N	<p><b>Marketing Fundamentals</b></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>



Tracking Practice Performance	301GP	<p style="text-align: center;"><b>How to Use the Performance Tracker</b></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>
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Premier Pathways Exclusive Content	215X	<p style="text-align: center;"><b>Get Inspired to Be Hired — Pathways</b></p> <p>A large majority of optometry school graduates enter the workforce as an associate doctor. This course will focus on some of the key aspects that you need to know to get inspired to be hired!</p>
	216X	<p style="text-align: center;"><b>How to Find a Job as an Optometrist</b></p> <p>Learn how to network—best practices, opportunities, and what to look for to find the right job for you.</p>
	217XS	<p style="text-align: center;"><b>The Interview Process — Pathways</b></p> <p>Interviewing is a key step of the hiring process. Be prepared with tips and preparation information outlined in this course.</p>
	218XS	<p style="text-align: center;"><b>Employee Contracts — Pathways</b></p> <p>Learn about employment contracts and understanding contract components; including standard clauses and covenants, liability insurance, and what you need to look out for.</p>
	219XS	<p style="text-align: center;"><b>Employee vs. Independent Contractor — Pathways</b></p> <p>Understand the difference between an employee and an independent contractor position; in efforts to evaluate what role is best for you.</p>
	220XS	<p style="text-align: center;"><b>Understanding Employer vs. Employee Expectations — Pathways</b></p> <p>Excel as an employed associate by understanding the expectations of a hired provider. Learn about the most common conflict scenarios and how to prevent them by setting clear expectations in advance.</p>
	221XS	<p style="text-align: center;"><b>How to Add Value as an Associate — Pathways</b></p> <p>Learn how to make your mark as an associate by contributing towards the success of your practice through various ways.</p>
	222XS	<p style="text-align: center;"><b>The True Cost of an Associate — Pathways</b></p> <p>Set yourself 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>
	223XS	<p style="text-align: center;"><b>The Optometric Practice Life Cycle — Pathways</b></p> <p>Understand the optometric practice lifecycle. Learn about methods of practice transfers and the best ways to transition a practice for continued growth.</p>
	224X	<p style="text-align: center;"><b>Prepare for Success — Pathways</b></p> <p>Understand the steps in preparing for a successful private practice including financial preparations and selecting a business model.</p>
	225X	<p style="text-align: center;"><b>Partnership Considerations — Pathways</b></p> <p>Learn about partnerships and how to manage them when building a private practice.</p>
	226X	<p style="text-align: center;"><b>Financial Aspects of Starting a Practice — Pathways</b></p> <p>Understand the financial aspects of starting a private practice like selecting a location, financing options, and pay.</p>



	227X	<b>Pathways – Building the Physical Practice</b> Review considerations in the physical aspects of your new practice.
	228X	<b>Pathways – Equipment</b> Understand the considerations in equipment selection for your new practice.
	229X	<b>Pathways – Frame Pricing Strategy</b> Understand the considerations and implications in the type of frames your practice carries and the pricing you offer.
	230X	<b>Pathways – Marketing</b> Review the elements of marketing for your new practice.
	231X	<b>Pathways – Is Owning Your Own Practice Worth it?</b> Understand what it would take to build your own practice.

Leadership and HR	204N	<b>Professional Customer Interactions</b> This course provides training on professional consumer interactions to showcase how properly communicating with your patients can lead to increased patient satisfaction.
	213N	<b>Time Management</b> Take advantage of five-minute strategic thinking process to plan for time management success.
	206GP	<b>Improving Staff Engagement</b> Everyone appreciates recognition for a job well done. In this course, you'll learn how to effectively engage your staff in the meaningful ways and position them as ultimate brand ambassadors.

Webinars	<a href="#">Link</a>	Quick Tips to Improve Social Media Engagement
	<a href="#">Link</a>	Website Best Practices: Making the Most of Your Online Storefront

Podcasts	<a href="#">Link</a>	You and Disney U: Be Willing to Change or Be Willing to Perish
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\*Content may vary as the catalog is updated periodically. Log in to [Premier Academy360™](#) to browse and explore the content.