



Premier Academy360™

# Manager-Focused Training and Education

“Without a doubt, we have encouraged countless return visits by delivering a great experience in our office, thanks to training from Premier Academy360.”

—David T. Kageyama, OD, FAAO

Visit [PremierAcademy360.com](https://PremierAcademy360.com) on the VSP Provider Hub to access eLearning courses, webinars, and podcasts.

Updated October 2022

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# ELEARNING COURSES

Category	Course#	Course Name	Badging			Access		
			Badge	VSP Visionary Pro	Points	VSP Network	Silver	Gold

## VSP Network

VSP Premier Program	801N	<p><b>Supporting Practice Success with the Premier Program</b></p> <p>Whether you're new to the VSP Vision™ Premier Program or a seasoned pro, learn how to leverage the program's resources to achieve your business goals and elevate your practice.</p>	A360		15	✓	✓	✓	✓
	806N	<p><b>Moving Up and Maximizing Benefits</b></p> <p>Regardless of your VSP Vision 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>	A360		15	✓	✓	✓	✓
	807N	<p><b>Introducing: VSP PremierMax™</b></p> <p>In this course, you'll discover VSP PremierMax, an exciting new vision care product that 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>	A360		15	✓	✓	✓	✓
	808Na	<p><b>VSP Vision Premier Program Overview</b></p>	A360	✓	10	✓	✓	✓	✓
	808Nb	<p><b>VSP Vision Premier Program Benefits, Levels, and Targets</b></p>	A360	✓	25	✓	✓	✓	✓
	808Nc	<p><b>VSP Vision Tracking Your Status</b></p>	A360	✓	10	✓	✓	✓	✓
	809P	<p><b>Maximizing the VSP Vision Premier Program</b></p> <p>Learn how to use VSP extensive state-of-the-art product portfolio to meet individual patient needs while also creating opportunities to get more when you choose preferred products, including the new Premier Pays More promotion.</p>	A360		60			✓	✓

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**VSP Network**

VSP Premier Program	803S	<b>Do More, Get More: The Value of Premier Program Partnership</b> Learn how external Premier Program partner offers can help you elevate your practice at every step of the patient journey.	A360		30		✓	✓	✓
	804S	<b>How the Premier Program Elevates Your Practice</b> Hear from doctors who participate in the Premier Program and discover how they leverage savings, discounts, business solutions, and more to achieve their goals.	A360		15		✓	✓	✓
	805G	<b>Eyes on Marketing: How VSP Supports Patient Flow to Your Premier Program Practice</b> Hear from doctors who participate in the Premier Program and discover how they leverage savings, discounts, business solutions, and more to achieve their goals.	A360		30			✓	✓
Products and Services	415N	<b>Authorizing Benefits for VSP Patients</b> Learn how to check your VSP patient's eligibility, authorized benefits, and pertinent criteria before their visit.	A360		15	✓	✓	✓	✓
	909N	<b>Unity Via II Lens Spotlight</b> Learn more about Unity® Via II Lens Spotlight 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.	A360	✓	15	✓	✓	✓	✓
	921N	<b>How to Check Eligibility and Authorize Benefits</b> Using eClaim, easily get your VSP patients' coverage information online before they come to your office.	A360	✓	15	✓	✓	✓	✓
	922N	<b>Submitting Claims Exam Only</b> Ease into eClaim submission with this tutorial on submitting exam-only claims.	A360	✓	15	✓	✓	✓	✓

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**VSP Network**

Products and Services	923N	<p><b>Submitting Claims Exam and Basic Glasses</b></p> <p>Learn the steps for submitting eClaims for an exam and basic glasses.</p>	A360	✓	15	✓	✓	✓	✓
	924N	<p><b>Submitting Claims Exam and Contacts</b></p> <p>Conquer completing contact lens eClaims by completing this training.</p>	A360	✓	15	✓	✓	✓	✓
	925N	<p><b>Coordination of Benefits: Introduction and Multiple VSP Plans</b></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>	A360	✓	15	✓	✓	✓	✓
	926N	<p><b>Coordination of Benefits: VSP Plan is Secondary</b></p> <p>Find out how to submit an online Coordination of Benefits claim when the VSP Plan is secondary to another insurance.</p>	A360	✓	15	✓	✓	✓	✓
	927N	<p><b>Coordination of Benefits: VSP Plan is Secondary with Multiple VSP Plans</b></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 come to your office.</p>	A360	✓	15	✓	✓	✓	✓
	928N	<p><b>Coordination of Benefits: Resources</b></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>	A360	✓	15	✓	✓	✓	✓
	929N	<p><b>Submitting Claims Glasses with Enhancements</b></p> <p>Discover how to submit eClaims when glasses have multiple lens enhancements.</p>	A360	✓	15	✓	✓	✓	✓

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**VSP Network**

Products and Services	931N	<p style="text-align: center;"><b>Spotlight on Unity Designs</b></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>	A360	✓	20	✓	✓	✓	✓
	932N	<p style="text-align: center;"><b>SunSync Light-Reactive Product Spotlight</b></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>	A360	✓	20	✓	✓	✓	✓
	933N	<p style="text-align: center;"><b>TechShield Anti-Reflective Coatings Product Spotlight</b></p> <p>Learn more about TechShield™'s 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>	A360	✓	20	✓	✓	✓	✓
	944N	<p style="text-align: center;"><b>Spotlight On – bebe</b></p> <p>Learn more about the bebe brand 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>	A360	✓	15	✓	✓	✓	✓
	945N	<p style="text-align: center;"><b>Spotlight On – Calvin Klein</b></p> <p>Learn more about the Calvin Klein brand 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>	A360	✓	15	✓	✓	✓	✓
	946N	<p style="text-align: center;"><b>Spotlight On – Dragon</b></p> <p>Learn more about the Dragon® brand 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>	A360	✓	15	✓	✓	✓	✓
	947N	<p style="text-align: center;"><b>Spotlight On – Flexon</b></p> <p>Learn more about the Flexon® brand 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>	A360	✓	15	✓	✓	✓	✓

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### VSP Network

Products and Services	948N	<p><b>Spotlight On – Longchamp</b></p> <p>Learn more about the Longchamp brand 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>	A360	✓	15	✓	✓	✓	✓
	949N	<p><b>Spotlight On – McAllister</b></p> <p>Learn more about the McAllister brand 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>	A360	✓	15	✓	✓	✓	✓
	950N	<p><b>Spotlight On – Nike</b></p> <p>Learn more about the Nike brand 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>	A360	✓	15	✓	✓	✓	✓
	951N	<p><b>Spotlight On – Lenton &amp; Rusby</b></p> <p>Learn more about the Lenton &amp; Rusby® brand 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>	A360	✓	15	✓	✓	✓	✓
	917G	<p><b>Maximizing VSP with Maui Jim</b></p> <p>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.</p>	A360	✓	30	✓	✓	✓	✓

### Specialization

Diabetes	601N	<p><b>Essential Medical Eye Care</b></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.</p>	ADA		15	✓	✓	✓	✓
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### Specialization

Diabetes	609N	<b>Diabetes 101: Training for Staff</b> Take this first of four modules to learn about diabetes and how it relates to eye care. Recommended for staff.	ADA		60	✓	✓	✓	✓
	610N	<b>Diabetes Prevention: Training for Staff</b> Take the second of four modules to learn about diabetes and eye care. Recommended for staff.	ADA		15	✓	✓	✓	✓
	611N	<b>Diabetes and Eye Health: Training for Staff</b> Take this third of four modules to learn about diabetes and eye health. Recommended for staff.	ADA		15	✓	✓	✓	✓
	612N	<b>Healthy Living with Diabetes: Training for Staff</b> Take the final module of this 4-part series to learn how people live with diabetes. Recommended for staff.	ADA		15	✓	✓	✓	✓
	617N	<b>VSP Exclusive Member Extra Offers for Patients with Diabetes</b> Learn about the valuable offers available to your VSP patients with diabetes through the VSP Exclusive Member Extras Program.	ADA		15	✓	✓	✓	✓
	618N	<b>American Diabetes Association Risk Test</b> Learn about the American Diabetes Association Risk Test and how you can easily implement it in your practice.	ADA		15	✓	✓	✓	✓

### Business Consulting

Understanding the Patient Journey	501GP	<b>Changing Consumer Expectation</b> 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.	A360		15			✓	✓
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### Business Consulting

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 space.</p>	A360		15			✓	✓
	503GP	<p><b>Customizing Your Appointment Scheduling</b></p> <p>Learn how to use appointment scheduling to meet your capacity planning and the needs of your patients.</p>	A360		15			✓	✓
	507GP	<p><b>Optimizing the Checkout 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>	A360		15			✓	✓
	508GP	<p><b>Maximizing Materials Pick-Ups</b></p> <p>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.</p>	A360		15			✓	✓
	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 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.</p>	A360		15			✓	✓
	510N	<p><b>Expanding Your Patient Base</b></p> <p>Explore new ways to increase your patient base, loyalty, and capture rate.</p>	A360	✓	20	✓	✓	✓	✓
	105P	<p><b>Maintaining a Clean and Safe Environment</b></p> <p>Take this course for guidance on maintaining a clean and safe environment in your practice for patient and staff safety.</p>	A360		15				✓
Boosting Business Opportunities	402N	<p><b>Understanding Tactics to Maximize Opportunities</b></p> <p>Learn sales tactics such as bundling and strategic promotions to help you maximize opportunities for your practice.</p>	A360		15	✓	✓	✓	✓

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### Business Consulting

Boosting Business Opportunities	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>	A360		20	✓	✓	✓	✓
	420N	<p><b>My Marketing Minute: Campaigns, Website, and Branding</b></p>	A360		10	✓	✓	✓	✓
	401G	<p><b>Guide to Luxury Selling</b></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>	A360		15			✓	✓
	403GP	<p><b>Optimizing Margins to Create Long-Term Success</b></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>	A360		15			✓	✓
	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 consumers' unique needs and leverage the right communication channels to successfully market your business.</p>	A360		15			✓	✓
	405GP	<p><b>Improving Capture Rate</b></p> <p>Don't let opportunity walk out the door! Learn how to improve your capture rate and increase profitability.</p>	A360		15			✓	✓
	406GP	<p><b>Understanding Brand Positioning</b></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>	A360		15			✓	✓
	407GP	<p><b>Creating a Memorable Shopping Experience</b></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>	A360		15			✓	✓

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### Business Consulting

Boosting Business Opportunities	409G	<p><b>Exam: Emphasizing the Value</b></p> <p>What's one thing your practice has that others don't? You. Learn how to highlight your expertise and high-quality products to emphasize the value of an eye exam at your practice.</p>	A360		15			✓	✓
	410GP	<p><b>The Importance of Inventory Management and Strategic Pricing</b></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>	A360		20			✓	✓
	416G	<p><b>Expand Your Marketing Reach</b></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>	A360		15			✓	✓
	417G	<p><b>Supporting Resilience and Extraordinary Patient Care through Frame Board Management</b></p> <p>Take this course to see how frame board management programs provide benefits such as cash flow stabilization and improved operational efficiencies.</p>	A360		25			✓	✓
	905G	<p><b>Providing Value through Product Innovation</b></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>	A360		25			✓	✓
Tracking Practice Performance	301GP	<p><b>How to Use the Practice Performance Tracker</b></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>	A360		15			✓	✓

### Professional Development

Leadership and HR	204N	<p><b>Professional Customer Interactions</b></p> <p>Learn how professional customer interactions lead to increased patient satisfaction.</p>	A360		25	✓	✓	✓	✓
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### Professional Development

Leadership and HR	205N	<p><b>Coaching</b></p> <p>Advise, interact, and communicate in an efficient way to help your patients identify the best solution for their needs.</p>	A360		60	✓	✓	✓	✓
	213N	<p><b>Time Management</b></p> <p>Take advantage of this five-minute strategic thinking process to plan for time management success.</p>	A360		20	✓	✓	✓	✓
	206GP	<p><b>Improving Staff Engagement</b></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>	A360		15			✓	✓
	211GP	<p><b>Change and Transition</b></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>	A360		60			✓	✓
	242G	<p><b>Resilience in Optometry</b></p> <p>Learn about shared characteristics among resilient people, and explore ways to deepen resilience in yourself, your team, and your patients.</p>	A360		20			✓	✓
Staff360	111G	<p><b>Ultra-Widefield Imaging</b></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>	A360		15			✓	✓
	117G	<p><b>Certified Paraoptometric (CPO) Exam Prep</b></p> <p>A comprehensive 16-module training series to help you prep for the Certified Paraoptometric (CPO) exam.</p>	A360		180			✓	✓
	215G	<p><b>Onboarding Optometry New Hires</b></p> <p>An all-inclusive resource guide to onboard new hires at your optometric practice.</p>	A360		30			✓	✓

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### Professional Development

Staff360	510N	<p><b>Expanding Your Patient Base</b> Explore new ways to increase your patient base, loyalty, and capture rate.</p>	A360	✓	20	✓	✓	✓	✓
	909N	<p><b>Unity Via II Lens Spotlight</b> Learn more about Unity Via II Lens Spotlight 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>	A360	✓	15	✓	✓	✓	✓
	921N	<p><b>How to Check Eligibility and Authorize Benefits</b> Using eClaim, easily get your VSP patients' coverage information online before they come to your office.</p>	A360	✓	15	✓	✓	✓	✓
	922N	<p><b>Submitting Claims Exam Only</b> Ease into eClaim submission with this tutorial on submitting exam-only claims.</p>	A360	✓	15	✓	✓	✓	✓
	923N	<p><b>Submitting Claims Exam and Basic Glasses</b> Learn the steps for submitting eClaims for an exam and basic glasses.</p>	A360	✓	15	✓	✓	✓	✓
	924N	<p><b>Submitting Claims Exam and Contacts</b> Conquer completing contact lens eClaims by completing this training.</p>	A360	✓	15	✓	✓	✓	✓
	925N	<p><b>Coordination of Benefits: Introduction and Multiple VSP Plans</b> 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>	A360	✓	15	✓	✓	✓	✓
	926N	<p><b>Coordination of Benefits: VSP Plan is Secondary</b> Find out how to submit an online Coordination of Benefits claim when the VSP Plan is secondary to another insurance.</p>	A360	✓	15	✓	✓	✓	✓

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**Professional Development**

Staff360	927N	<p align="center"><b>Coordination of Benefits: VSP Plan is Secondary with Multiple VSP Plans</b></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 come to your office.</p>	A360	✓	15	✓	✓	✓	✓
	928N	<p align="center"><b>Coordination of Benefits: Resources</b></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>	A360	✓	15	✓	✓	✓	✓
	929N	<p align="center"><b>Submitting Claims Glasses with Enhancements</b></p> <p>Discover how to submit eClaims when glasses have multiple lens enhancements.</p>	A360	✓	15	✓	✓	✓	✓
	931N	<p align="center"><b>Spotlight on Unity Designs</b></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>	A360	✓	20	✓	✓	✓	✓
	932N	<p align="center"><b>SunSync Light-Reactive Product Spotlight</b></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>	A360	✓	20	✓	✓	✓	✓
	933N	<p align="center"><b>TechShield Anti-Reflective Coatings Product Spotlight</b></p> <p>Learn more about TechShield's 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>	A360	✓	20	✓	✓	✓	✓
	944N	<p align="center"><b>Spotlight On – bebe</b></p> <p>Learn more about the bebe brand 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>	A360	✓	15	✓	✓	✓	✓

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### Professional Development

Staff360	945N	<p><b>Spotlight On – Calvin Klein</b></p> <p>Learn more about the Calvin Klein brand 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>	A360	✓	15	✓	✓	✓	✓
	946N	<p><b>Spotlight On – Dragon</b></p> <p>Learn more about the Dragon brand 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>	A360	✓	15	✓	✓	✓	✓
	947N	<p><b>Spotlight On – Flexon</b></p> <p>Learn more about the Flexon brand 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>	A360	✓	15	✓	✓	✓	✓
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	950N	<p><b>Spotlight On – Nike</b></p> <p>Learn more about the Nike brand 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>	A360	✓	15	✓	✓	✓	✓
	951N	<p><b>Spotlight On – Lenton &amp; Rusby</b></p> <p>Learn more about the Lenton &amp; Rusby brand 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>	A360	✓	15	✓	✓	✓	✓

Category	Course#	Course Name	Badging			Access		
			Badge	VSP Visionary Pro	Points	VSP Network	Silver	Gold

**Professional Development**

Staff360	808Na	VSP Vision Premier Program Overview	A360	✓	10	✓	✓	✓	✓
	808Nb	VSP Vision Premier Program Benefits, Levels, and Targets	A360	✓	25	✓	✓	✓	✓
	808Nc	VSP Vision Tracking Your Status	A360	✓	10	✓	✓	✓	✓



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# KEY

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