How to Enhance Your Profile on the VSP® Find a Doctor Directory

Looking for additional ways to attract and retain patients? Enhance your profile on the **vsp.com** *Find a Doctor Directory* by adding:

- your educational background
- languages spoken
- professional statement and high-resolution photo
- services and products offered
- whether your practice is currently accepting new patients

Here are a few tips to get you started:

1. To begin, log in to **VSPOnline** under **Administration**, select **Practice/Doctor Updates**, then choose **Monitor Your Profile**.
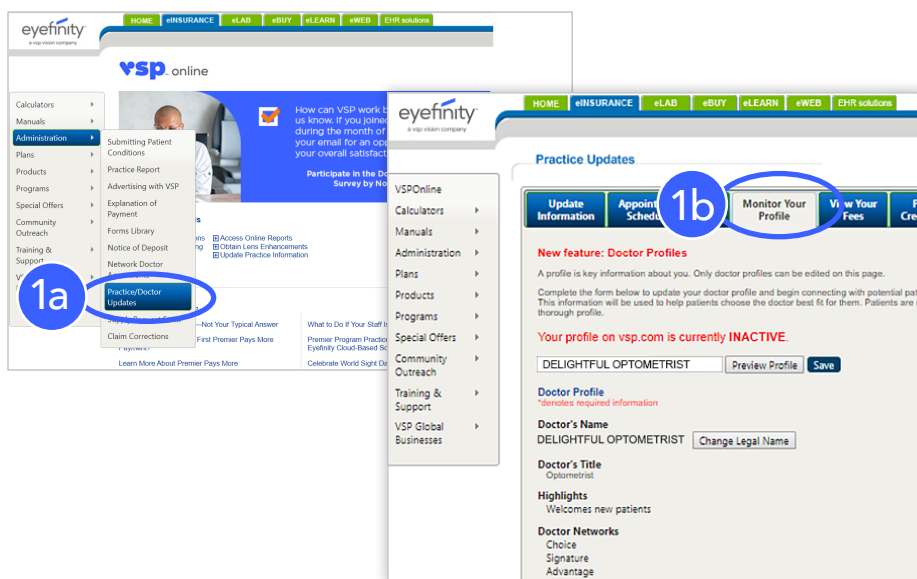
> Review and publish your profile to optimize your online presence.

2. When entering your information, use this box to **activate** and **deactivate** your **vsp.com** profile.
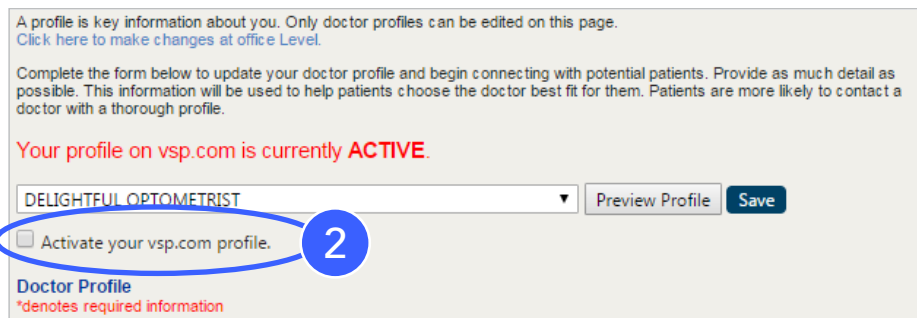
> This will control whether or not your profile and any changes are published online.

3. Continue filling out the **Education, Doctor Special Interests, and Professional Statement** sections to maximize your profile.

Education

Optometry School Name	80 / 80	Degree*	City*	25 / 25	State*
e.g.: California State University, Sacramento		MD ▼			-Select- ▼

Optometry School Name	80 / 80	Degree	City	25 / 25	State
e.g.: California State University, Sacramento		MD ▼			-Select- ▼

Optometry School Name	80 / 80	Degree	City	25 / 25	State
e.g.: California State University, Sacramento		-Select- ▼			-Select- ▼

Optometry School Name	80 / 80	Degree	City	25 / 25	State
e.g.: California State University, Sacramento		-Select- ▼			-Select- ▼

Optometry School Name	80 / 80	Degree	City	25 / 25	State
e.g.: California State University, Sacramento		-Select- ▼			-Select- ▼

Doctor Languages

Afghan Farsi
Afghan Persian
Afrikaans
Albanian
American Sign Language
Amharic
Arabic
Armenian
Assyrian
Bengali

>
<

English

Doctor Special Interests
☐ Sees Children 0-3
☐ Sees Children 3-5
☐ Hard To Fit Contact Lenses
☐ Low Vision
☐ Vision Therapy

Professional Statement*
Describe your practice and your approach to helping your patients see better.

testing

4. To upload a professional picture: First, select "**change photo**," and then check the "**include in profile**" box.

Photo

1. To update your photo, click the 'change photo' link.
2. Upload a photo from your computer.
3. Drag your photo to reposition the thumbnail.

☑ include in profile **4b**

4a change photo

Upload your image, and select "**Crop**" to save.

Crop 🗍

5. Preview, save, and publish your profile.

Ask Me About
☑ Pink Eye
☑ Glaucoma
☑ Conjunctivitis
☐ Astigmatism
☐ Cataracts
☐ Macular Degeneration
☐ Color Blind Test

☐ include in profile

5a Preview Profile

5b Save & Publish

Remember to "**Save & Publish**" to ensure your changes are made.

Preview Profile

6. To add/remove a profile for doctors at your practice, select "make changes at office level."

New feature: Doctor Profiles

A profile is key information about you. Only doctor profiles can be edited on this page.
Click here to make changes at office Level. **6**

Complete the form below to update your doctor profile and begin connecting with potential patients. Provide as much detail as possible. This information will be used to help patients choose the doctor best fit for them. Patients are more likely to contact a doctor with a thorough profile.

Preview Profile   Save & Publish

Doctor Profile

7. Multiple doctor profiles can be activated or deactivated as needed here.

| Update Information | Monitor Your Profile **NEW** | View Your Fees | Provider Credentialing | Request for Staff Access |

< Go back to Doctor Profile

Office-Level Profile Administration

You have the ability to deactivate doctor profiles for this office location. To deactivate a specific doctor, simply select the Deactivate button next to their name. To deactivate all doctors at this location, check the box at the bottom of the page. doctors may be reactivated at any time.
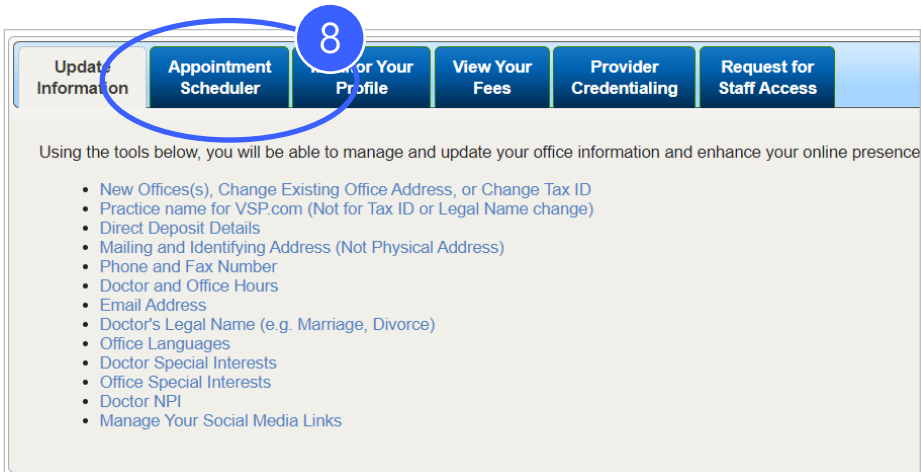
Office

Use the buttons to activate or deactivate doctor profiles associated with this office. Deactivated profiles will not be visible on vsp.com

DELIGHTFUL OPTOMETRIST   **7**   Activate ○ ●   Deactivate ● ○

☐ Deactivate all doctors profiles from vsp.com

Save and return to Doctor Profile   Cancel

8. To add Appointment Scheduling, select the "**Appointment Scheduler**" tab.

9. To leverage this feature, you must have an existing online appointment scheduling feature on your website. To begin, scroll down to the bottom of the "**Appointment Scheduler**" tab and select "**Get Started**."
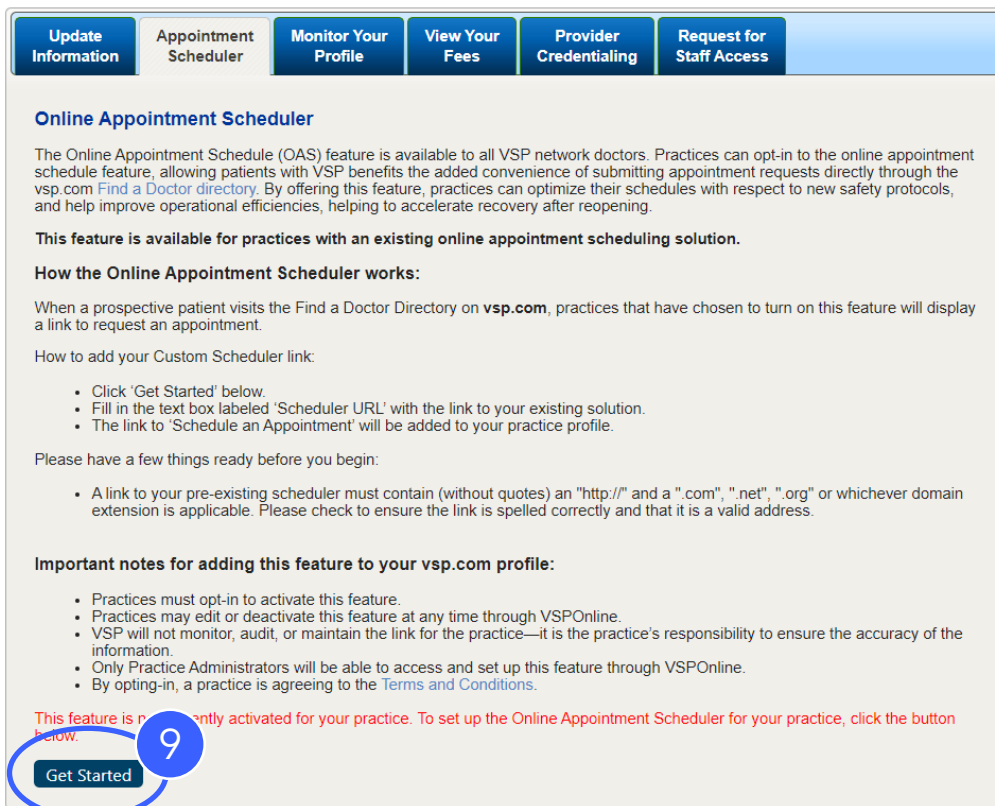
10. Insert your link into the "**Scheduler URL**" text box.
   - A **link** to your pre-existing scheduler must contain (without quotes) an "**http://**" and a "**.com**," ".**net**," ".**org**," or whichever domain extension is applicable.
   - Please check to ensure the link is spelled correctly and that it is a valid address.

Remember to select "**Agree**" to the terms and hit "**Save**."

11. Only **Premier Edge practices** or practices utilizing the **eWeb*Extra*™** software can add website information to their directory listing. For **Premier Edge practices**, first, select the "**Update Information**" tab, and then click "**Manage Your Social Media Links**" link.

12. On the "**Manage Your Social Media Links**" page, check the "**Private Practice Website Link**" box, select "**Add Private Practice website link**," and then copy and paste your practice's home page link into the section. Click "**Submit**" once the website address is populated. If your practice utilizes eWeb*Extra*, you may contact Eyefinity® if you have questions or issues related to your eWeb*Extra* URL showing up in the *Find a Doctor directory.*

Remember to click "**Submit**" once your website link has been pasted.

Remember, we are always here to help. Feel free to email **premieredgemarketing@vsp.com** with questions or concerns.