



Premier Academy360™

# Doctor-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	<p><b>Do More, Get More: The Value of Premier Program Partnership</b></p> <p>Learn how external Premier Program partner offers can help you elevate your practice at every step of the patient journey.</p>	A360		30			✓	✓
	804S	<p><b>How the Premier Program Elevates Your Practice</b></p> <p>Hear from doctors who participate in the Premier Program and discover how they leverage savings, discounts, business solutions, and more to achieve their goals.</p>	A360		15		✓	✓	✓
	805G	<p><b>Eyes on Marketing: How VSP Supports Patient Flow to Your Premier Program Practice</b></p> <p>Hear from doctors who participate in the Premier Program and discover how they leverage savings, discounts, business solutions, and more to achieve their goals.</p>	A360		30			✓	✓
	Podcast	<p><b>Year of Premier with Dr. Carol Logan, Dr. Ece Turhal, Dr. Anthony Sesto, and Dr. Tonia Bradley (4-Part Series)</b></p> <p>Tips from doctors at practices participating in the Premier Program.</p>	NA		NA	✓	✓	✓	✓
Products and Services	703GP	<p><b>The Premier Program Doctor-Remote Offer</b></p> <p>Learn how you can address business needs like staffing shortages with doctor-remote comprehensive eye exams, a Premier Program exclusive offer. (Part 1 of 3)</p>	A360		15	✓	✓	✓	✓
	704GP	<p><b>Are Doctor-Remote Comprehensive Eye Exams Right for Me?</b></p> <p>Take this course to learn if implementing doctor-remote eye exams is right for you and your practice. (Part 2 of 3)</p>	A360		15	✓	✓	✓	✓

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VSP Network

Products and Services	705GP	<p><b>Which Doctor-Remote Vendor Should I Choose?</b></p> <p>Congratulations on identifying doctor-remote eye exams as a solution for your practice! Enroll in this course to learn about each of the platform vendors. (Part 3 of 3)</p>	A360		15	✓	✓	✓	✓
	706GP	<p><b>Optimizing the Premier Program Doctor-Remote Solution</b></p> <p>Remote-doctor comprehensive eye exams may be new, but they don't have to be intimidating. In this course, you'll learn how to maximize your patient's experience—from pre-appointment to materials selection—to ensure successful implementation and customer satisfaction.</p>	A360		15	✓	✓	✓	✓
	909N	<p><b>Unity Via II Lens Spotlight</b></p> <p>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	✓	✓	✓	✓
	930N	<p><b>Becoming a Premier Academy360 Graduate</b></p>	A360		30	✓	✓	✓	✓
	931N	<p><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><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><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	✓	✓	✓	✓

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### 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	✓	✓	✓	✓
	605N	<p><b>Focus on Diabetes: An Overview for Optometrists</b></p> <p>Take the four modules in this course to earn 60 points toward your American Diabetes Association Badge.</p>	ADA		60	✓	✓	✓	✓
	614N	<p><b>Focus on Diabetes: A Closer Look for Optometrists</b></p> <p>This 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>	ADA		60	✓	✓	✓	✓
	617N	<p><b>VSP Exclusive Member Extra Offers for Patients with Diabetes</b></p> <p>Learn about the valuable offers available to your VSP patients with diabetes through the VSP Exclusive Member Extras Program.</p>	ADA		15	✓	✓	✓	✓
	618N	<p><b>American Diabetes Association Risk Test</b></p> <p>Learn about the American Diabetes Association Risk Test and how you can easily implement it in your practice.</p>	ADA		15	✓	✓	✓	✓
	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>	ADA		60	✓	✓	✓	✓
	620N	<p><b>Diabetes: 2020 and Beyond</b></p> <p>This course will consider the latest evidence for prevention of diabetes and diabetic retinopathy, including key considerations for COVID-19 risk in patients with diabetes and practical management strategies for optometrists.</p>	ADA		60	✓	✓	✓	✓

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### Business Consulting

Understand the Patient Journey	501GP	<p><b>Changing Consumer Expectation</b></p> <p>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.</p>	A360		15	✓	✓	✓	✓
	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	✓	✓	✓	✓
	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	✓	✓	✓	✓
	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	✓	✓	✓	✓
	701N	<p><b>Understanding Telehealth—Part 1</b></p> <p>Thinking about delivering telehealth in your practice? Learn actionable tips in this introductory course.</p>	A360		15	✓	✓	✓	✓

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Boosting Business Opportunities	702N	<p><b>Using Telehealth—Part 2</b></p> <p>The need for remote eye care solutions has grown for VSP network doctors, clients, and members, especially during the pandemic. Take this course for a refresh on telehealth basics and benefits.</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	✓	✓	✓	✓
	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	✓	✓	✓	✓



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### Business Consulting

Boosting Business Opportunities	417GP	<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	✓	✓	✓	✓
	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	✓	✓	✓	✓

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Leadership and HR	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	✓	✓	✓	✓
	Webinar	<p><b>You INC: Uncovering Your Personal Brand and Why Your Brand Matters (Part 1)</b></p> <p>Your personal brand is how people perceive you and sets you apart from others. It is a key to your professional success and builds trust in your relationships. Just like a well-branded company, a personal brand can boost the performance of your practice. What makes you a well-branded individual? Learn about the foundation of why an effective personal brand is so powerful.</p>	NA		NA	✓	✓	✓	✓
		<p><b>You INC: Create and Define Your Brand (Part 2)</b></p> <p>Your brand impacts everything around you—relationships, decision-making, and ultimately—your success. Uncover what your strengths and values are and how you can leverage these to develop a personal brand that stands out amongst the competition.</p>	NA		NA	✓	✓	✓	✓
		<p><b>You INC: Have a Growth Mindset (Part 3)</b></p> <p>Keep relevant by continuously learning and reinventing your brand as you grow and be a standout as someone who cares about your current and future patients.</p>	NA		NA	✓	✓	✓	✓
	201G	<p><b>Live Healthy, Happy, and Whole: A Journey to Total Wellness</b></p> <p>Drs. Than and Crowson will share ideas on about how to find whole health and learn the benefits of growing stronger and healthier. Take this course and embrace positive change as you start the path on your wellness journey!</p>	A360		60			✓	✓
	202G	<p><b>The Cutting Edge of Eye Care</b></p> <p>Join us for a fast-paced, multimedia tour of what's new and emerging in the world of eye care! From pipeline pharmaceuticals and new medications, to ophthalmic surgery advances and novel diagnostic technologies, to breakthroughs in wearable vision correction and amazing research in genetics and cell therapy. The future truly is bright and promising.</p>	A360		60			✓	✓

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### Professional Development

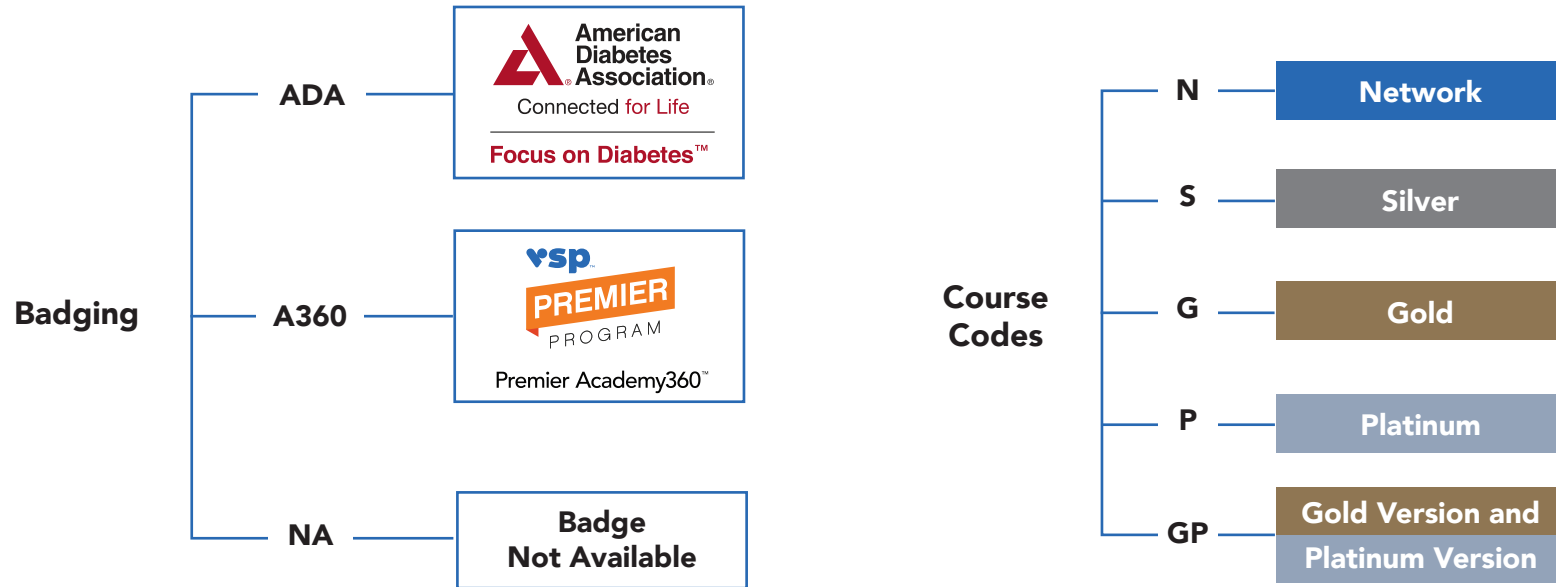
Leadership and HR	203G	<p><b>Sourcing and Retaining Top Talent: Tips and Tools Every Practice Needs</b></p> <p>Take this course where you'll walk away with practical, bottom-line tips on how to attract qualified employees, empower them, and cultivate an environment in which they are more likely to stay.</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	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			✓	✓
	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	✓	✓	✓	✓
	909N	<p><b>Unity Via II Lens Spotlight</b></p> <p>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	✓	✓	✓	✓
	931N	<p><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><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><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	✓	✓	✓	✓

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**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	✓	✓	✓	✓

# KEY



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