



Doctor-Focused Training and Education

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ELEARNING COURSES

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

VSP Network

VSP Premier Edge	807N	<p>Introducing: VSP PremierMax™</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>VSP Premier Edge Overview</p>	A360	10	✓	✓	✓	✓
	808Nb	<p>VSP Vision™ Premier Program Benefits, Levels, and Targets</p>	A360	25	✓	✓	✓	✓
	808Nc	<p>VSP Vision Tracking Your Status</p>	A360	10	✓	✓	✓	✓
	804S	<p>How the Premier Program Elevates Your Practice</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>Eyes on Marketing: How VSP Supports Patient Flow to Your Premier Program Practice</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			✓	✓
	809N	<p>Maximizing the VSP Vision Premier Program</p> <p>Do you know all the benefits available to you through your participation in the VSP Vision Premier Program? Identify gaps and new opportunities in this webinar, where Dr. Winnick shares his personal experience with easy-to-implement tips including ways to maximize revenue, savings, and patient benefits.</p>	A360	60	✓	✓	✓	✓

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VSP Network

Products and Services	703GP	<p style="text-align: center;">The Premier Program Doctor-Remote Offer</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 style="text-align: center;">Are Doctor-Remote Comprehensive Eye Exams Right for Me?</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	✓	✓	✓	✓
	705GP	<p style="text-align: center;">Which Doctor-Remote Vendor Should I Choose?</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 style="text-align: center;">Optimizing the Premier Program Doctor-Remote Solution</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	✓	✓	✓	✓
	930N	<p style="text-align: center;">Becoming a Premier Academy360™ Graduate</p>	A360	30	✓	✓	✓	✓
	Webinar	<p style="text-align: center;">Helping Kids in Need (NOA Webinar)</p>	NA	NA	✓	✓	✓	✓

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Specialization

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.</p>	ADA	15	✓	✓	✓	✓
	605N	<p>Focus on Diabetes: An Overview for Optometrists</p> <p>Take the four modules in this course to earn 60 points toward your American Diabetes Association Badge.</p>	ADA	60	✓	✓	✓	✓
	614N	<p>Focus on Diabetes: A Closer Look for Optometrists</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>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>	ADA	15	✓	✓	✓	✓
	618N	<p>American Diabetes Association Risk Test</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>Practice Roadmap for Diabetes Management</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>Diabetes in 2020 and Beyond</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>Changing Consumer Expectation</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>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 space.</p>	A360	15	✓	✓	✓	✓
	503GP	<p>Customizing Your Appointment Scheduling</p> <p>Learn how to use appointment scheduling to meet your capacity planning and the needs of your patients.</p>	A360	15	✓	✓	✓	✓
	105P	<p>Maintaining a Clean and Safe Environment</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	301GP	<p>How to Use the Practice Performance Tracker</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	✓	✓	✓	✓
	402N	<p>Understanding Tactics to Maximize Opportunities</p> <p>Learn sales tactics such as bundling and strategic promotions to help you maximize opportunities for your practice.</p>	A360	15	✓	✓	✓	✓
	420N	<p>My Marketing Minute: Campaigns, Website, and Branding</p>	A360	10	✓	✓	✓	✓

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Business Consulting

Boosting Business Opportunities	701N	<p>Understanding Telehealth—Part 1</p> <p>Thinking about delivering telehealth in your practice? Learn actionable tips in this introductory course.</p>	A360	15	✓	✓	✓	✓
	702N	<p>Using Telehealth—Part 2</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>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>	A360	15	✓	✓	✓	✓
	404GP	<p>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 consumers' unique needs and leverage the right communication channels to successfully market your business.</p>	A360	15	✓	✓	✓	✓
	405GP	<p>Improving Capture Rate</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>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>	A360	15	✓	✓	✓	✓
	407GP	<p>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>	A360	15	✓	✓	✓	✓
	409G	<p>Exam: Emphasizing the Value</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	✓	✓	✓	✓

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Business Consulting

Boosting Business Opportunities	410G	<p>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>	A360	20	✓	✓	✓	✓
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Professional Development

Leadership and HR	200G	<p>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>	A360	15			✓	✓
	202G	<p>The Cutting Edge of Eye Care</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.</p>	A360	60			✓	✓
	206GP	<p>Improving Staff Engagement</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	✓	✓	✓	✓
	207G	<p>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>	A360	15			✓	✓
	215G	<p>Onboarding Optometry New Hires</p> <p>An all-inclusive resource guide to onboard new hires at your optometric practice.</p>	A360	20			✓	✓
	Webinar	<p>You INC: Uncovering Your Personal Brand and Why Your Brand Matters (Part 1)</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	✓	✓	✓	✓

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Leadership and HR	Webinar	<p>You INC: Create and Define Your Brand (Part 2)</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>You INC: Have a Growth Mindset (Part 3)</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	✓	✓	✓	✓
	242G	<p>Resilience in Optometry</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			✓	✓

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