

BUSINESS EDUCATION TRACK COURSE CATALOG*		
CATEGORY	COURSE #	COURSE NAME
Understanding the Patient Journey	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 practice.</p>
	507GP	<p>Optimizing the Checkout Process</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>Maximizing the Patient Arrival</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>
	510N	<p>Expanding Your Patient Base</p> <p>Explore new ways to increase your patient base, loyalty, and capture rate.</p>
Diabetes	600N	<p>Five (5) Reasons to Take Diabetes Education</p> <p>Understanding diabetes is critical for every practice. Discover the no-cost education options available for you and your staff through VSP Premier Edge™ Training and Education.</p>
	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 and other medical eye care needs.</p>
	605N	<p>Focus on Diabetes: An Overview for Optometrists</p> <p>This course was developed with the American Diabetes Association and will review diabetes prevalence, risks, diagnosis, management, and prevention, as well as emphasize the role of eye health professions on the diabetes care team.</p>
	613N	<p>Diabetes, Nutrition, and Eye Health</p> <p>This course will discuss how to translate evidence-based nutrition guidelines into practice across all communities. You'll be provided with nutritional eating pattern information about the benefits of medical nutrition therapy, strategies to educate patients on nutrition, and information on nutrient-rich foods to promote eye health.</p>

Diabetes	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 professions within the larger interdisciplinary diabetes care team. It is recommended that you take 605N Focus on Diabetes: An Overview for Optometrists course before taking this course.</p>
	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>
	621N	<p>Words Matter: Leveraging the Power of Communication During Clinic Visits</p> <p>Learn how to efficiently communicate with diabetes patients in the clinical setting. Gain insights regarding essential components of effective communication and how it can positively contribute to the overall health and well-being of the patient.</p>
Boosting Business Opportunities	402N	<p>Understanding Tactics to Maximize Opportunities</p> <p>In this course, we'll cover sales tactics such as bundling and strategic promotions to help you maximize opportunities for your practice.</p>
	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>
	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 consumer's unique needs and leverage the right communication channels to successfully market your business.</p>
	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>
	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>
	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>
	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>
	418N	<p>Social Media Shorts: Using Meta Business Suite to Schedule Posts</p> <p>Learn how to use Meta Business Suite to connect with patients and followers through Instagram and Facebook. Explore how to schedule and plan posts to share information about the services and value you provide.</p>

Boosting Business Opportunities	421N	<p style="text-align: center;">My Marketing Minutes: Session 1</p> <p>Session 1 includes: <i>Five (5) Strategies to Simplify Your Website for Patients</i>—Your website is your digital storefront and often the first introduction to your practice’s brand. Watch this short video for five marketing tips to boost your online presence. <i>Four (4) Top Branding Tips for Your Practice</i>—Four top tips to help you reset, reimagine, and represent what makes your practice unique through your “brand.” <i>Choosing the Right Social Media Channels for Your Practice</i>—There are many social media platforms you can use and sometimes it’s hard to know where to start. Learn about our three favorite social channels with tips to help build your online community. For downloadable marketing campaigns and resources from Premier Edge Marketing Support, visit premieredgemarketing.com.</p>
	422N	<p style="text-align: center;">My Marketing Minutes: Session 2</p> <p>Session 2 includes: <i>How to Use My Marketing Team Campaigns</i>—Learn three ways your practice can successfully leverage My Marketing Team campaigns. <i>Help Your Practice Shine for National Sunglasses Day</i>—With people spending more time outdoors, use this day as a reminder to wear sunglasses. Here are some fun ideas to keep the celebration going. <i>Managing Your Online Reputation</i>—With 80% of prospective patients using online reviews to choose a new provider, it’s important for practices to respond to these reviews and show they care about patient feedback.</p>
	423N	<p style="text-align: center;">My Marketing Minutes: Session 3</p> <p>Session 3 includes: <i>Ace the New School Year with these Marketing Tips</i>—Gear up your practice for the school year and start talking about back-to-school eye health and eyewear with your patients. <i>Simple Hiring Tools to Make the Recruiting Process Easier</i>—Here are four marketing tips to help you attract awesome candidates. <i>Why You Need to Start Creating Video Content NOW</i>—84% of people say they’ve been convinced to buy a product or a service from a brand’s video. Here are four reasons your practice needs to start creating video content.</p>
	424N	<p style="text-align: center;">My Marketing Minutes: Session 4</p> <p>Session 4 includes: <i>How to Make Your First Viral-Worthy TikTok Video</i>—With one billion monthly TikTok users, let’s face it, we all need to jump on! Don’t know where to start? No worries, we’ve broken down all the steps you’ll need to make your TikTok debut! <i>Tips to Enhance Your Patient Newsletter</i>—Email marketing is a great way to educate patients around eye health and remind them of the importance of their annual eye exams. <i>The Beginner’s Guide to SEO</i>—SEO stands for Search Engine Optimization.</p>
	425N	<p style="text-align: center;">My Marketing Minutes: Session 5</p> <p>Session 5 includes: <i>Optimizing the Patient Journey</i>—Did you know that the customer experience you create is also considered marketing? That’s right—we’re here to help you create the best experience for your patient from start to finish. <i>Three Reasons to Get on LinkedIn Now</i>—LinkedIn is so much more than a hiring tool! It’s a great channel to promote yourself and your practice. <i>Avoid the Blue Light Blues: Practice Marketing Tips</i>—From the living room to the board room, we rely on our devices to stay informed, connect with others, attend classes, and in many cases, earn a living. As you know, most of these devices emit blue light, and blue light exposure may contribute to digital eye strain.</p>

Boosting Business Opportunities	426N	<p align="center">My Marketing Minutes: Session 6</p> <p>Session 6 includes: <i>Marketing Your Services: Eye Emergencies</i>—Ensure that your patients are aware your practice offers services related to addressing eye emergencies! <i>Practice Marketing Tips: National Eyewear Day</i>—June 6 is National Eyewear Day! We can all use a reminder of just how important eye health is and how the right eyewear can improve not just our vision, but our overall health. Focus on these four tips to make your summer selection of frames sunnier for patients.</p>
	701N	<p align="center">Understanding Telehealth—Part 1</p> <p>The need for remote eye care solutions has grown for VSP network doctors, clients, and members, especially during the pandemic. Refresh on telehealth basics and benefits in this 15-minute Premier Edge Training and Education course.</p>
	702N	<p align="center">Using Telehealth—Part 2</p> <p>Thinking about delivering telehealth in your practice? Take this 15-minute introductory overview course with actionable tips.</p>
Tracking Practice Performance	301GP	<p align="center">How to Use the Performance Tracker</p> <p>Learn how to use the Practice Performance Tracker to help measure your practice’s performance and provide opportunities for growth to help improve specific areas of your practice.</p>
VSP Premier Edge Career Support APME Partner Content	216X	<p align="center">How to Find a Job as an Optometrist</p> <p>Learn how to network—best practices, opportunities, and what to look for to find the right job for you.</p>
	217X	<p align="center">The Interview Process</p> <p>Interviewing is a key step of the hiring process. Be prepared with tips and preparation information outlined in this course.</p>
	219X	<p align="center">Employee vs. Independent Contractor</p> <p>Understand the difference between an employee and an independent contractor position to evaluate what role is best for you.</p>
	220X	<p align="center">Understanding Employer vs. Employee Expectations</p> <p>Excel as an employed associate by understanding the expectations of a hiring provider. Learn about the most common conflict scenarios and how to prevent them by setting clear expectations in advance.</p>
	221X	<p align="center">How to Add Value as an Associate</p> <p>Learn how to make your mark as an associate by contributing towards the success of your practice through various ways.</p>
	223X	<p align="center">The Optometric Practice Life Cycle</p> <p>Understand the optometric practice life cycle. Learn about methods of practice transfers and the best ways to transition a practice for continued growth.</p>

VSP Premier Edge Career Support APME Partner Content	224X	<p style="text-align: center;">Prepare for Success</p> <p>Acquire insights and strategies essential for launching your optometry practice successfully. Explore realistic expectation setting, financial planning, and team assembly to set the stage for a thriving career.</p>
	225X	<p style="text-align: center;">Partnership Considerations</p> <p>Uncover the intricacies of forming and managing partnerships during your optometry career. Analyze financial considerations impacting practice profitability, and gain valuable insights to navigate the complexities of business relationships, empowering you to make informed decisions.</p>
	226X	<p style="text-align: center;">Financial Aspects of Starting a Practice</p> <p>Enhance your understanding of private practice ownership—from strategically selecting a location to exploring expense considerations and meticulously planning business finances.</p>
	227X	<p style="text-align: center;">Building the Physical Practice</p> <p>Gain practical tips on efficiently designing a competitive optometry practice within budget constraints. Learn how to set expectations, develop project timelines, and establish a foundation for a successful private practice.</p>
	228X	<p style="text-align: center;">Frame Pricing Strategy</p> <p>Explore the critical aspects of optical management. Learn about strategic approaches to frame inventory, curation, esthetic considerations, and pricing. Enhance profitability while meeting the diverse needs of patients across different budgets and preferences.</p>
	229X	<p style="text-align: center;">Marketing</p> <p>Examine comprehensive insights for marketing strategies to open a new business. Increase your optometric practice's visibility to patients through networking, referral programs, insurance-plan considerations, and leveraging social-media platforms. Discover how to plan a strategic grand opening to maximize impact and gain positive reviews.</p>
	230X	<p style="text-align: center;">Is Owning Your Own Practice Worth It?</p> <p>Explore realistic outcomes for a successful optometric practice, including weighing considerations of whether to be an associate or an owner doctor.</p>
	232X	<p style="text-align: center;">Eyefinity® EHR Student Optometry Program</p> <p>This course is designed to help you become familiar with Eyefinity EHR so you can learn how to document:</p> <ul style="list-style-type: none"> • Patient Medical Intake • Pretesting • Refraction • Biomicroscopy • Assessment and Plan • Coding • More!

Products and Services	900N	<p align="center">Explanation of Payment (EOP) Overview</p> <p>Learn how to read and understand the VSP Vision™ explanation of payment.</p>
	921N	<p align="center">How to Check Eligibility and Authorize Benefits</p> <p>Using eClaim, easily get your VSP patient's coverage information online before they come to your office.</p>
	923N	<p align="center">Submitting Claims Exam and Basic Glasses</p> <p>Learn the steps for submitting eClaims for an exam and basic glasses.</p>
	924N	<p align="center">Submitting Claims Exams and Contacts</p> <p>Learn the steps for submitting eClaims for an exam and contacts.</p>
	925N	<p align="center">Coordination of Benefits: Introduction and Multiple VSP Plans</p> <p>This training will give an overview of Coordination of Benefits and the first common scenario, multiple VSP plans.</p>
	931N	<p align="center">Unity® Designs Product Spotlight</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>
	932N	<p align="center">SunSync® Light-Reactive Product Spotlight</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>
	933N	<p align="center">TechShield® Anti-Reflective Coatings Product Spotlight</p> <p>Learn more about TechShield 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>
Leadership and HR	200G	<p align="center">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>
	206GP	<p align="center">Improving Staff Engagement</p> <p>Everyone appreciates recognition for a job well done. In this course, you'll learn how to effectively engage your staff in meaningful ways and position them as ultimate brand ambassadors.</p>
	207G	<p align="center">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>

Webinars	Link	Quick Tips to Improve Social Media Engagement
	Link	Website Best Practices: Making the Most of Your Online Storefront

*Content may vary as the catalog is updated periodically. Log in to [VSP Premier Edge Training and Education](#) to browse and explore the content.