

PREMIER PATHWAYS BUSINESS TRACK: COURSE CATALOG*		
CATEGORY	COURSE#	COURSE NAME
VSP Vision™ Premier Program	808Na	VSP Vision Premier Program Overview Discover what the VSP Vision Premier Program is and how it demonstrates our commitment to helping you achieve your practice goals.
	808Nb	VSP Vision Premier Program Benefits, Levels, and Targets The Premier Program continues to evolve, supporting your long-term success and offering more choice and flexibility based on doctor feedback. In this course, you'll discover each program benefit, level, and targets needed to achieve your business objectives.
	808Nc	VSP Vision Premier Program Tracking Your Status Want to track your current Premier Program status? Interested in increasing your program participation? Enroll in this course to learn how to efficiently track your current program status, maintain that status, and reach a higher program level.
Products and Services	921N	How to Check Eligibility and Authorize Benefits Using eClaim, easily get your VSP® patient's coverage information online before they come to your office.
Diabetes	605N	Focus on Diabetes: An Overview for Optometrists Learn about diabetes and its relation to eye care.
	619N	Practice Roadmap for Diabetes Management 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.
Understanding the Patient Journey	502GP	Making Memorable First Impressions 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.
	507GP	Optimizing the Check-Out Process This course will help you streamline your checkout process in order to "close the sale," retain patients, and increase your per-patient revenue.
	509GP	Maximizing the Patient Arrival 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.

Boosting Business Opportunities	404GP	It Starts with Marketing 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.
Tracking Practice Performance	301GP	How to Use the Performance Tracker Would you like to improve your business performance? It first starts by using the performance tracker to measure your current performance to establish a baseline and using it to help improve certain areas of your business.

Premier Pathways Exclusive Content	Coming Soon 216X	How to Find a Job as an Optometrist—Pathways Learn how to network—best practices, opportunities, and what to look for to find the right job for you.
	Coming Soon 217X	The Interview Process—Pathways Interviewing is a key step of the hiring process. Be prepared with tips and preparation information outlined in this course.
	Coming Soon 219X	Employee vs. Independent Contractor—Pathways Understand the difference between an employee and an independent contractor position to evaluate what role is best for you.
	Coming Soon 220X	Understanding Employer vs. Employee Expectations—Pathways Excel as an employed associate by understanding the expectations of a hired provider. Learn about the most common conflict scenarios and how to prevent them by setting clear expectations in advance.
	221X	How to Add Value as an Associate—Pathways Learn how to make your mark as an associate by contributing towards the success of your practice through various ways.
	222X	The True Cost of an Associate—Pathways Set yourself up for success as an associate by understanding the owner/provider's considerations in hiring a new associate. Understand the benefits, the impacts, and walk the journey of effective practice transition.
	223X	The Optometric Practice Life Cycle—Pathways Understand the optometric practice lifecycle. Learn about methods of practice transfers and the best ways to transition a practice for continued growth.

Leadership and HR	213N	Time Management Take advantage of a five-minute strategic thinking process to plan for time management success.
	206GP	Improving Staff Engagement 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.

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 [Premier Academy360™](#) to browse and explore the content.

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