

Immersive Learning's New Lessons



Image Credit: Getty Images / Libera Caballo

BY MEREDITH MARMUREK

NEW YORK—Learning is undergoing a transformation. To help professionals in all sectors of the eyecare field and eyewear market, *VM* is taking note of a new attitude toward training and education propelling programs, ideas and formats. The demands of the competitive and professional business climate, attitude and service expectations of patients and consumers, new technologies in products, care and interaction are all part of this trend. Factor in the impacts of COVID and each of these things are compelling and enable companies and groups to create new platforms to educate and engage their customers.

Perhaps one of the most significant changes involves hybrid learning, a combination of in-person and online education. Although COVID has influ-

enced the learning environment—as it has with almost everything—some companies were developing hybrid education before the pandemic accelerated and intensified this trend.

Underneath it all is a new approach to explaining, teaching and sharing, involving the technical, the clinical and the commercial, combined with the use of images and video resulting in a new immersion in learning.

“Among ECPs, our mission is to contribute to drive practice and professional development through content on key products and brands, latest technologies and innovations, practice management, as well as clinical and scientific evidence-based knowledge,” said Alessandra Senici, head of Leonardo at EssilorLuxottica. “By listening to our customers and hearing where they need more support, we create new learning tracks that can specifically address those needs for long-term business success.”

Kristy Stone, director of member education at PECAA, remarked, “What’s great about our industry is there is always something to learn. We are listening to our members and will continue providing educational resources based on what they’re asking for. We are also enhancing and modifying our education platform to be a reliable and accessible resource where members can easily find education on topics they are seeking.”

What has the industry learned about learning? A lot. Read on to see how a selection of manufacturers, business services providers, doctor alliances and others are among those who have developed new formats to deliver education to their customers in a meaningful way when, where and how they want it.

Editor’s Note: Meredith Marmurek is a freelance writer whose clients include the OneSight EssilorLuxottica Foundation. ■



CooperVision: Anticipating Customers' Needs

When it comes to education, CooperVision likes to stay abreast of their customers' needs and preferences. "We've carefully monitored ECP preferences on how they'd like to receive educational content and what topics they're interested in learning more about. Since the COVID-19 pandemic, we've seen these preferences evolve," stated Jenn Palombi, OD, FAAO, senior manager of professional education and development at CooperVision.

"While some ECPs were anxious to get back together in person, others discovered a preference for virtual learning," she said. These findings led the company to launch the ECP Viewpoints Online Success Center, a one-stop digital education platform, available at www.onlinesuccesscenter.com.

CooperVision already had their ECP Viewpoints blog that features peer-driven conversations about contact lens care. The ECP Viewpoints Online Success Center complements the blog and expands the company's on-demand digital offerings to make contact lens information and training resources widely available and easily accessible.

Content is designed for everyone in the practice and is aimed at helping ODs be more successful in all aspects of their business. The site also offers relevant content for optometry students and health care professionals.

"One of the defining traits of ECPs is an ongoing thirst for knowledge and information. Even though we knew this, the response to the platform has exceeded our expectations," Palombi added. "We launched the site in late April this year and within the first 90 days, we saw thousands of users engaging with the coursework. These numbers continue to grow both in terms of new users signing up every day and existing users returning to do more on the site."

As with other optical industry companies, CooperVision has seen an increase in the desire for more staff training resources. "Fortunately, we recognized that need early on and already had a



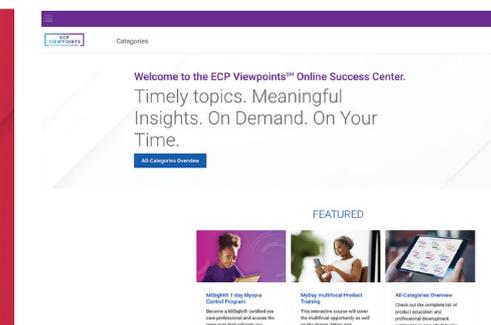
CooperVision launched its ECP Viewpoints Online Success Center, a one-stop digital education platform, after monitoring ECP preferences on how they want to receive educational content.



The ECP Viewpoints Online Success Center expands the company's on-demand digital offerings to make contact lens information and training resources widely available and easily accessible.

"Technicians and Staff" category on our existing ECP Viewpoints blog. When we built the Online Success Center, we knew we wanted to offer meaningful resources not only to doctors, but also to the staff members who are such a critical part of every practice's success."

In addition to staff training, the most popular category in the Online Success Center thus far is myopia management. ECPs can enroll in CooperVision's MiSight 1 day certification coursework and complete their certification online. Once certified,



they can access additional resources and information to support them in establishing and growing their myopia management practices.

Moving forward, CooperVision will continue to add relevant coursework aimed at meeting the educational needs of an entire practice. As Palombi observed, "The real value in the Online Success Center is the diversity of coursework available there, from toric technologies to sustainability in eyecare to the science of contact lenses and everything in between." ■

More →

Immersive Learning's New Lessons



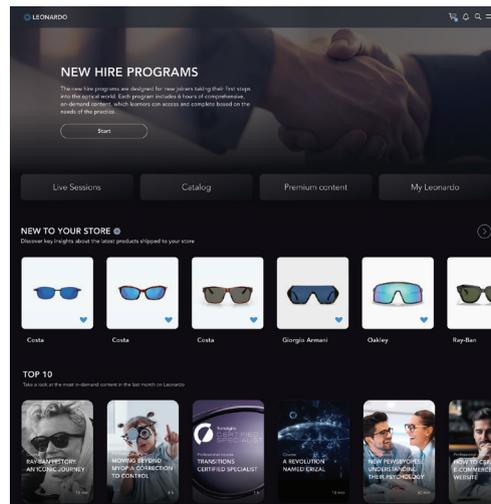
EssilorLuxottica's Open Learning Platform Offers Education for Everyone

Vision care is a growing industry and having skilled professionals with always-on access to continuing education and professional development curated by subject matter experts will help advance the industry and provide the world with the best in eyecare and eyewear. According to Dr. Millicent Knight, senior vice president of the Customer Development Group for EssilorLuxottica North America, this is the rationale behind Leonardo (Leonardo.EssilorLuxottica.com), which offers all the fundamentals in optics and practice management at an ECP's fingertips, meaning every device, anytime, anywhere.

Designed to support eyecare professionals at every level and every role, Leonardo delivers more than 7,000 hours of video, interactive courses, podcasts and virtual classrooms in more than 15 languages, with custom recommendations to each individual user based on their interests and needs. The platform becomes smarter over time, recommending content, showing the most popular learning modules among other ECPs and employees in "top 10" and "trending now in vision care," tracking favorites and highlighting skill-based modules that employees in an optical practice might need or benefit from.

"Because we know that education cannot be static—it needs to be a living breathing thing—Leonardo will always be evolving and adapting, changing, improving and bringing fresh and relevant content to learners," said Alessandra Senici, head of Leonardo at EssilorLuxottica. "Users can expect to find new and compelling content that truly reflects the complexities of our industry today, coupled with an intuitive and user-friendly experience."

Since launching in January 2022, Leonardo users have completed 1.13 million hours of both on-demand content and virtual classes, with two-thirds of those hours completed by learners in the U.S. The platform is seeing an average of 9,000 unique visitors per day—almost half of those visitors from



EssilorLuxottica's Leonardo offers ECPs always-on access to continuing education and professional development curated by subject matter experts.



Leonardo includes more than 7,000 hours of video, interactive courses, podcasts and virtual classrooms in more than 15 languages.

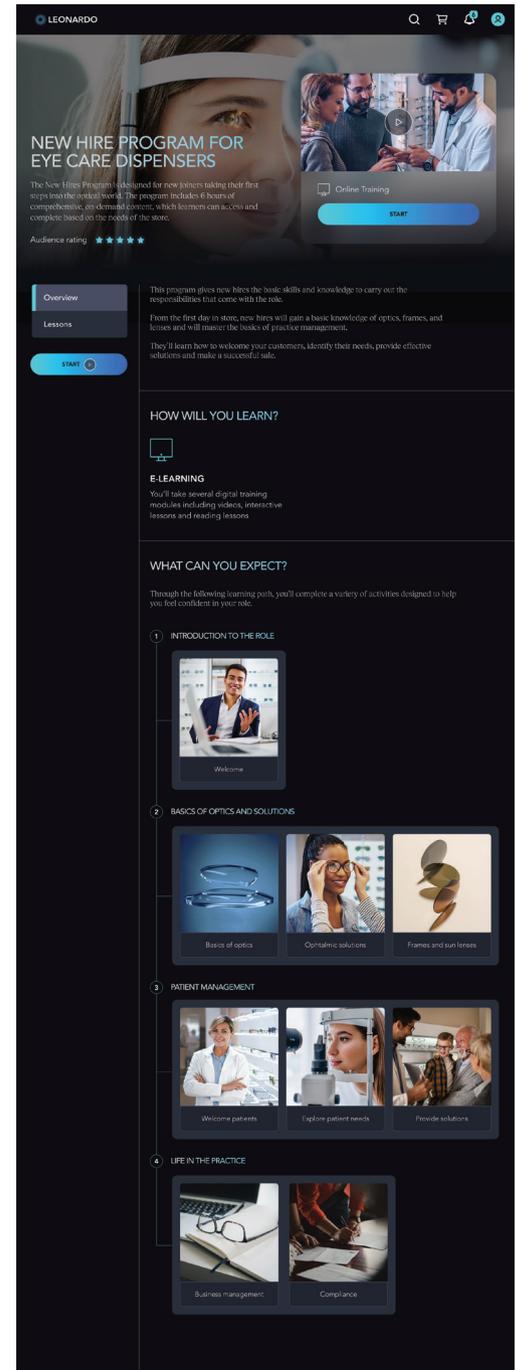
the U.S.—and completing 21,000 lessons daily.

Leonardo continues to expand to meet the needs of the North America market most recently adding ABO courses for dispensers and opticians. It also contains clinical courses for doctors such as "Moving Beyond Myopia Correction to Control."

In September, users will find a presbyopia certification course and a Varilux specialization with a deep dive on Varilux technologies. Each time EssilorLuxottica launches a new technology, Leonardo will support its rollout with dedicated content to give all stakeholders comprehensive information and education.

At the same time, each new branded frame col-

Continued on page 72



The New Hire Program is a specific training course to support different roles in practices.



ABB Optical Provides Solutions to Overcome Challenges

The No. 1 struggle for independent eyecare professionals today is retaining and hiring staff,” said Sharon Martin, senior marketing operations and communications manager at ABB Optical. “Inflation is the highest it’s been in years and the economy has impacted practices as such. We have seen a steady interest in education and more recently, a larger interest in opportunities for staff training due to the increased issues related to staff turnover. Education is an important focus for us, and it’s essential that we provide solutions and support that help drive efficiencies and productivity to help our customers with this challenge.”

In addition to offering staff training resources which are available live, virtually and through pre-recorded videos, ABB Optical is focusing on providing education on business solutions, specialty contact lenses such as dry eye and scleral lenses, direct delivery, annual supply and direct-to-patient shipping.

Erika Jurens, senior vice president of strategic development and commercialization for ABB Optical, said, “We have an experienced team of specialty vision consultants to help our customers with specialty lens consultation, educational opportunities and valuable resources to grow their specialty lens practice. These virtual webinars are available on our website at www.abboptical.com/specialty-education. All of these topics revolve around driving growth, value and efficiencies, which are critical for our customers’ success.”

The company has also launched a new video series and podcast called “Dede Talks: The Art of Specialty Lenses,” hosted by Dede Reyes, FCLSA, professional education consultant, specialty vision products. (<https://abboptical.com/practitioner-resources/dedetalks>) “Fitting specialty lenses is as much an art as it is a science,” Reyes said. “During these monthly episodes, I talk with a specialty lens expert and a featured artist to explore the many facets of specialty lenses. We also dive into the featured artist’s portfolio to showcase the many talents of ECPs across the country, including a va-

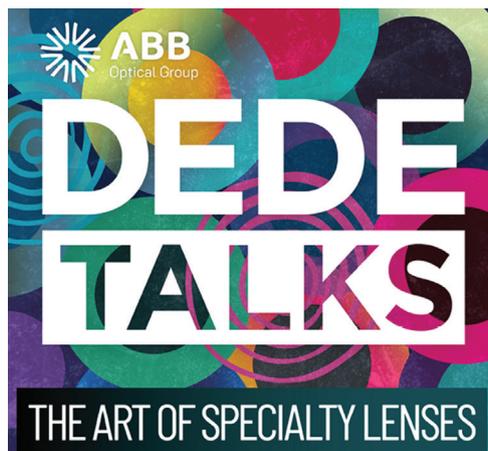
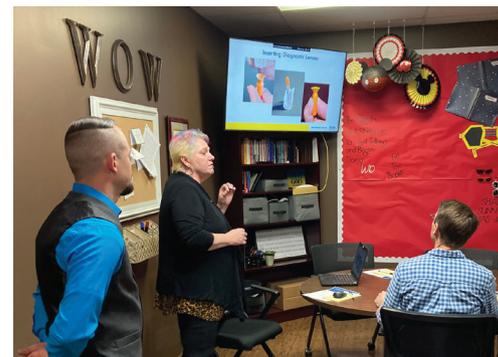


ABB Optical Group’s new “Dede Talks: The Art of Specialty Lenses,” is hosted by Dede Reyes, FCLSA, professional education consultant, specialty vision products. Dede and her guests discuss the art and science of fitting specialty lenses.



ABB Optical hosts wet labs where doctors can get hands-on specialty lens fitting experience.



riety of artistic mediums, such as painting, photography, food, sculptures and more.”

The team responsible for education is keeping busy. “We are creating and optimizing educational content for staff and practitioners quite often,” Martin said. Areas of focus include:

- Peer-to-peer advocacy in the form of customer testimonials. These testimonials are having a positive impact and the company is looking to expand this tool.
- Resources for new staff training, frame selling, and how to talk with patients as buyers inside an optometry office are also being developed.

- Staff and practitioner training educational videos on subjects that are related to specialty lenses are being produced, since, as Martin noted, “videos are more engaging than webinars.”

While ABB Optical continues to add material to its extensive library of educational materials for customers, Martin said ABB account managers and ECPs are happy to be able to meet in person again. “We are pleased about the return to live events since we’re all experiencing a certain level of webinar fatigue.” ■

More →



Hoya Uses Uses Technology to Improve the ECP-Patient Experience

At Hoya, the focus is on technology. “We want our customers and our company to be on the forefront of the digital trend,” said Warren Modlin, vice president, technical marketing. This is evident in the type of education Hoya offers its customers. “Beyond the traditional lens topics that you’d expect—the features, the technical elements—we’re educating our customers on using technology in order to support the ECP-patient experience.”

Digitally assisted fitting is one example. “Eyecare professionals aren’t optimizing their patient interactions,” Modlin continued. “The in-office routine of ‘which is better, one or two?’ isn’t performing as the ECP would hope because they’re not employing the latest digital technology to help them fit lenses. We’re placing a lot of emphasis on optimizing lens performance through digitally assisted fitting. This benefits our customers because non-adaptation is reduced due to more specific fitting.” Hoya sales representatives offer ECPs acquisition and implementation support of Spectangle Pro digital fitting.

The company is also focusing on educating opticians and practice staff. “COVID has led to fewer staff members and a lot of turnover in optical practices, creating inexperienced opticians and staff. We are seeing a number of requests for basic education,” Modlin added.

“We’re about to launch a new single-vision lens called MySV and we’re supporting that launch with an ABO course. We will have an interactive course available to all Hoya accounts through the Hoya learning center (HLC). The HLC can be accessed through the Hoya Hub. For non-Hoya accounts, the course will be in article form on 20zomag.com. Our customers appreciate this because their staff is so starved for good information,” he said.

Another way Hoya has responded to customers’ needs during the pandemic is through its Visionary Alliance which launched in June 2021. Through this program, the company’s most loyal customers get access to benefits such as VIP events and exclu-



Hoya’s Visionary Alliance programs offers benefits to the company’s most loyal customers such as Hoya’s professional support, access to events and a VIP academy.

sive education opportunities with industry thought leaders.

Customers earn loyalty points by using Hoya’s premium products and they can use those points to unlock additional benefits and services. ECPs can learn more and enroll at <https://visionaryalliance.com/>. “We’ve always considered ourselves to be an ally of the independent and Vision Alliance is one way we are providing learning opportunities for them and for their staff,” Modlin said.

For the future, Hoya will focus on three main areas to help eyecare professionals remain competitive—digital technology, specialization and consulting. “We know it’s hard for ECPs to get out of the

office today because staff is so limited,” Modlin pointed out. “That’s why we’re tapping into digital learning methods including virtual conferences, podcasts and remote media that give our customers access to learning on their own time.”

The role of Hoya’s sales representatives and how they work with customers will also evolve. “Currently, our sales reps call on customers mainly to provide product information. In the future, their role will expand so they can be more like consultants and can share market trends, offering a competitive perspective, and discussing how the industry is changing and how we can support them doing that.” ■

More →

Immersive Learning's New Lessons



I really think Oasis TEARS is one of the best, if not the best on the market!

They [patients] can tell a real difference."

- MICHAEL HARMON, OD
Northern California

BROADEN YOUR APPROACH



HYDRATE



COMPRESS



CLEANSE



**Sign Up for Our
Implementation Workshop**

Learn More

Call (844) 820-8940

Email customerservice@oasismedical.com

Visit www.oasismedical.com

IDOC Launches New Resources to Bring the Joy Back to Practicing Optometry

Online learning is not new to IDOC, but the company has been using it more to engage with its members during this unprecedented time. IDOC recently launched two new resources: the "Eye Own a Business" podcast (<https://idoc.net/podcasts>), and the IDOC Optometric Specialty Community on Facebook. (<https://www.facebook.com/groups/idocspecialty>)

"The goal of this new podcast is to help eye doctors grow the practice of their dreams," said Steve Vargo, OD, IDOC practice management consultant and podcast host. "We want to teach independent ODs how to build a thriving practice while wearing the hats of both a doctor and a business owner. Our guests talk about tools and strategies ODs can use to create a practice and a life they love."

The "Eye Own a Business" podcast launched in June 2022 and, according to IDOC, is one of the fastest-growing podcasts in the industry with more than 1,000 downloads in the first three months.

IDOC also launched the IDOC Optometric Specialty Community on Facebook this spring. "We've seen a lot of interest among our members in making specialty services a more meaningful part of their practice," Vargo stated. "This group is a community that learns from each other, supports each other, and provides the insight, knowledge and motivation to become the 'go-to' practice in an OD's area for whatever specialty service they provide." Members of the community also have access to live training events and Q&A sessions.



Steve Vargo, OD, IDOC practice management consultant and host of the new "Eye Own a Business" podcast.

As with many practices, staffing is a top issue for IDOC members. "Staffing is a huge pain point for many practices right now, including recruiting and retaining employees and staying competitive with payroll and benefits."

Vargo said IDOC has a strategy to address members' needs for staff retention along with other areas of interest including specializing in dry eye and myopia management; becoming less dependent on vision plans; and learning about medical optometry.

@VisionMonday

Facebook.com/VisionMonday



VISIT OASIS® AT
BOOTH F-5058
VEW 2022

OASIS®

BROADEN
YOUR APPROACH



COMPRESS

HYDRATE

CLEANSE

LET US SHOW
YOUR TEAM
HOW.



Sign Up for Our
Implementation Workshop

Learn More

Call (844) 820-8940

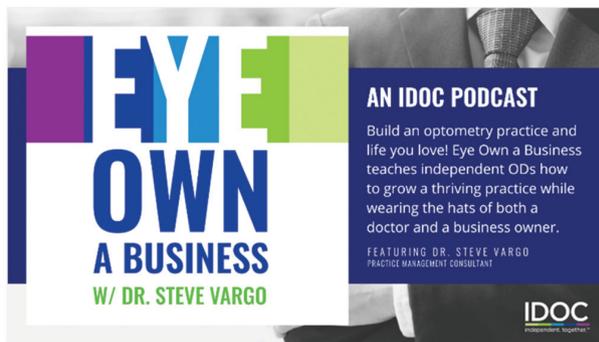
Email customerservice@oasismedical.com

Visit www.oasismedical.com

© 2022 OASIS Medical, Inc. Oasis TEARS® name and logos are registered trademarks of OASIS Medical Inc.
LIT-OTC-VAR-H-AD2-VM Rev0 08-2022



IDOC recently launched the IDOC Optometric Specialty Community Facebook page for members who want to make specialty services a more meaningful part of their practice.



The goal of this new podcast is to help eye doctors grow the practice of their dreams," said host Steve Vargo, OD.

He said, "We're always innovating at IDOC, so we have many plans in the works for expanding our resources. In addition to continuing to grow the Facebook community and podcast audiences, we're to planning to further develop specialty coaching to help ODs cultivate the leadership skills they need to successfully manage their practice."

IDOC is creating additional educational resources such as webinars and e-learning tools that equip practice owners with industry-specific training while also offering them the opportunity to connect with experts and like-minded business owners.

"We offer comprehensive educational resources for our members," Vargo said. "Our personalized approach to learning, technology expertise and hands-on execution are designed to make it easier and faster for eye doctors to accomplish their goals and bring the joy back into practicing optometry." ■

More →



PECAA Focuses on Education as the Foundation for Success

“**S**ince its inception, PECAA (Professional Eye Care Associates of America) has recognized the importance of education as the foundation for growth and success in independent eyecare,” said Kristy Stone, director of member education. “In the past few years (since COVID) with everything moving to a virtual-based environment for the most part, there has been more interest than in the past for our online educational offerings.”

On its website, <https://pecaa.com/connect/>, PECAA presents a holistic view of education that includes both the topics and the ways learning opportunities are presented. “We recognize that many of our members want education at their fingertips with the ability to learn from anywhere at any time. To meet this need, we launched the ‘Practice Advantage’ podcast in February 2021 on most major podcast platforms. These bimonthly, 25-minute or less episodes deliver Member Business Advisory-level knowledge in an easy to consume and easy to apply format and have been downloaded nearly 7,000 times in 49 states and 29 countries.”

Other ways the company provides education include:

- **In-person events:** PECAA’s annual meeting was live this year. The event delivered live, in-person education on a variety of subjects such as business management and clinical education. “Now that we are starting to offer live in-person events, we are seeing a strong need and desire among our members to be out in public again and connect with their peers,” Stone said.
- **Virtual webinars:** The company offers 18 hours of live, virtual continuing education via Zoom annually. Since May 2020, more than 6,000 ODs have received online continuing education through PECAA’s channels.



PECAA members take advantage of dozens of staff training and CE sessions annually.



PECAA peer-to-peer meetings allow doctors to learn and connect in smaller venues within their region.



More than 900 highly engaged Independent ECPs participated in the PECAA 2022 Annual Meeting general session.



The PECAA Practice Advantage podcast delivers knowledge in an easy-to-consume format.

- **Daily touchpoints:** The five members of PECAA’s Member Business Advisory team provide one-on-one consultations and business education covering finance, operations, billing and coding, optical and marketing.
- **Office manager certifications:** These classes are available live virtually and in-person, as well as 100 percent on demand.

“What’s great about our industry is there is always something to learn. New technologies, concepts, treatments and partnerships with other medical specialties, are all constantly evolving,”

Stone said. Going forward, PECAA will continue providing educational resources to its members based on what they’re asking for; offering more virtual COPE continuing education events for members and non-members; updating staff training tools; and presenting traveling educational workshops.

“We continue to enhance and modify our education platform to be a reliable and accessible resource where members can easily find education on topics they are seeking,” said Stone. “Our passion is to supply meaningful, non-redundant educational information by providing resources and tools for all team members of a practice.” ■

More →



Safilo USA Uses Education to Create Win-Win Relationships

When the pandemic started in 2020, Safilo USA (www.mysafilousa.com) realized that their customers still needed education even though they could not hold in-person events. “The needs and expectations of customers are at the center of our organization and are always at the heart of what we do,” stated Victoria Hallberg, executive vice president, industry relations. “Our ability to create value for our customers is profoundly interconnected with our capability to build long-lasting partnerships and maintain an active dialogue with them. Understanding and meeting their expectations is crucial.”

In response to this new business environment, the company launched Safilo Academy webinars, which have become popular with Safilo USA’s customers. Courses include “Secrets to Visual Merchandising,” “Stay Shady” and “Optical 411.” Training and education manager Robin Brush recently led the “Advanced Eyewear Technology” webinar which covers the anatomy of a pair of eyewear and the materials used to create eyewear. “It’s critical that opticians are using the proper names of the materials and parts of a piece of eyewear. Today’s consumer is more knowledgeable than ever, so it’s incredibly important that opticians are extremely knowledgeable, too,” Brush explained.

“We’ve had a wonderful turnout for these webinars,” Hallberg said. “We’ve received positive feedback from many participants who have implemented the strategies they’ve learned from Robin in their practices with excellent results.”

Safilo USA also is developing a course focusing on why ECPs tend to miss opportunities to sell multiple pairs of glasses, such as computer glasses, sunglasses and readers, to meet all their patients’ lifestyle needs. “Our training programs revolve around engaging the entire staff to deliver the best patient experience to help capture the sale, always remembering that patients are also consumers.”



As part of its return to in-person education, Safilo USA is offering training classes at Vision Expo West.

RECEIVE ONE HOUR OF ABO CREDIT
BY ATTENDING OUR TRAINING CLASSES AT VEW 2022

SATURDAY, SEPTEMBER 17th

8:30-9:30 am: *It's Not About You*

9:45-10:45 am: *Return Rate Rescue*

11:00-12:00 pm: *When Life Gives You Lemons*

COME SEE US AT OUR BOOTH - REGISTER NOW!

The company will present three in-person educational courses during Vision Expo West for one hour of ABO credit each. These courses include “It’s Not About You,” “Return Rate Rescue” and “When Life Gives You Lemons.”

Looking ahead, Hallberg said that the company will offer more Safilo Academy webinars covering a variety of topics designed to help customers be successful. “Without giving too much away, we are focusing on helping ECPs increase profitability and sustainability and build stronger connections by learning to mirror the communication styles of one’s team and patients. This expertise and dedication to our customers help show that we’re committed to and are passionate about providing the kind of education and support that creates and nurtures win-win business relationships.” ■



- Advanced Eyewear Technology
- Secrets to Visual Merchandising
- J.O.B.S. Program
- Optical 411
- Multiple Mindset
- Return Rate Rescue
- It's Not About You!
- Stay Shady
- When Life Gives You Lemons

Safilo USA's Safilo Academy webinars cover a variety of topics designed to help customers be successful.

More →

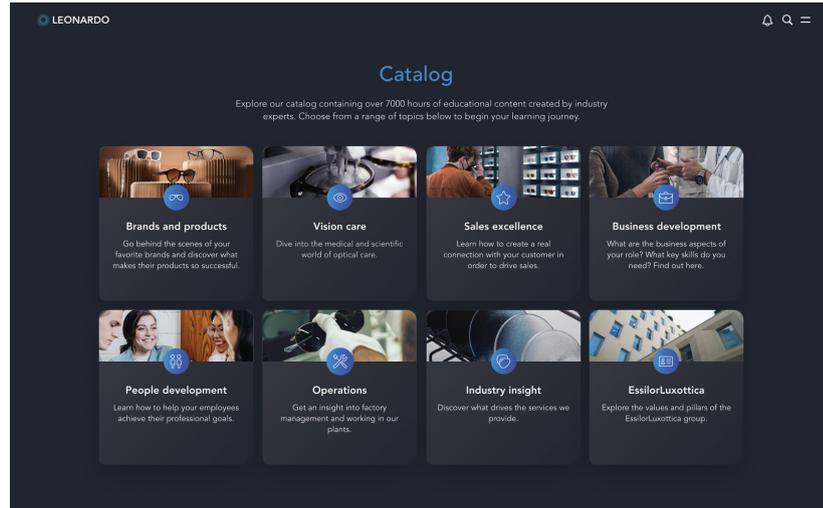


Launching an Open Learning Platform With Education for Everyone

Continued from page 60

lection that is launched will be accompanied by Leonardo content that includes key selling points of each new model, with the ultimate goal of cultivating brand experts at the practice level.

Leonardo has just released “The New Hire Program,” a specific training course to support three different staff roles in practices: front desk professionals, eyecare dispensers, and practice managers, among other offerings,” Dr. Knight said. “In the great resignation era, businesses both big and small value the platform as a key tool to attract and retain resources. Starting the optician journey with an investment in their training creates immediate engagement and value for the practice and its new hires and helps give the practice a competitive edge,” she said. ■



EssilorLuxottica's Leonardo is designed to support eyecare professionals at every level and every role.

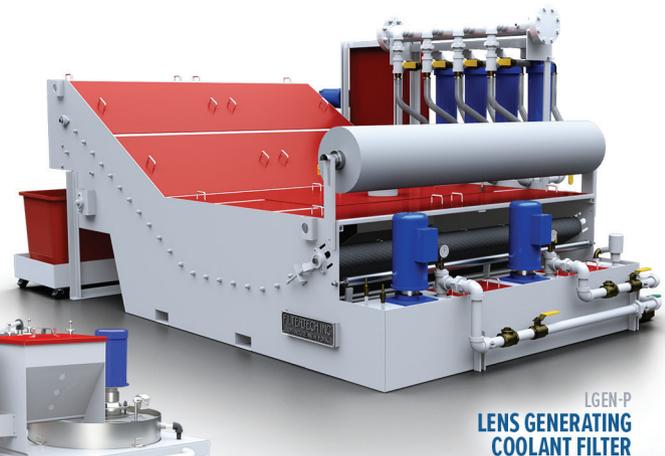
FILTERTECH

INDUSTRIAL LIQUID FILTRATION SYSTEMS

VISION EXPO BOOTH #F4080

FILTERTECH provides solutions for coolant filtration, lens grindings management and compaction, coolant mixing, foam management, spent polish and alloy water filtration. **FILTERTECH** has all the solutions you need for your lab.

- LGEN-P
- LGEN-CFS
- LGEN-V
- LGEN-BR
- LGEN-PAL
- LGEN-DS
- LGEN-SG



CLEAN SOLUTIONS for LENS GENERATING and POLISHING





Shamir Empowers Their Customers Through Education

For lens maker Shamir, education played an important role in the company's relationship with its customers even before the pandemic. "We have always been dedicated to helping our customers grow their business in an increasingly competitive marketplace," explained Phil Pasit, vice president of marketing. "We believe it is essential to share our knowledge and expertise to help ECPs overcome challenges, minimize customer non-adapt and increase sales."

The company offers education in a number of ways including the Shamir Certification Program, the VitaminSEE website (<http://thevitaminsee.com/>), and through sponsorships and education grants for webinars offered by sources including optical industry media outlets.

The Shamir Certification Program covers Shamir technology and all aspects of their lens products. It is led by the company's in-house education department that provides these ABO-approved courses. During COVID, the program was presented via webinar and now it is available both online and in person.

"We pride ourselves on giving our customers and their patients the gift of perfect vision," Pasit said. "Our products incorporate the latest technologies, and we want to help ECPs become more knowledgeable and confident when prescribing Shamir lenses to their patients."

The VitaminSEE website includes tips for assortment and display, staff education to increase internal knowledge, trends for the latest eyewear fashions and peer-to-peer insights. The site also features Shamir's Peer-to-Peer Champion program that gives ODs, opticians and other key opinion leaders within the optical industry the opportunity to develop valuable content and share it with their peers.

Shamir sponsors and provides education grants for continuing education such as the re-



Shamir's "What's Behind that Mirror – Technology to Enhance the Eyewear Patient Purchasing Experience" online course teaches participants about various measuring devices.

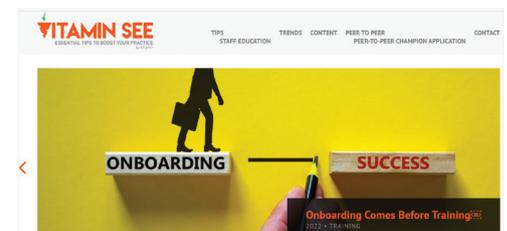


Shamir sponsors online learning courses for ECPs to help them grow their business in an increasingly competitive marketplace.

cent "What's Behind that Mirror—Technology to Enhance the Eyewear Patient Purchasing Experience" course. The course covers various measuring devices, factors involved in selecting a device, and how a digital measuring device such as Spark Mi Up, Shamir's touchless measuring product, can affect patients' experiences with the practice.

The company is currently working on two new initiatives. One is an online COPE- and ABO-certified course to support Glacier Expression, its new antireflective coating. Shamir is also creating a website called "Shamir Personal."

"We want our customers, labs and partners



The VitaminSEE website includes tips for assortment and display, staff education to increase internal knowledge, trends for the latest eyewear fashions, and peer-to-peer insights.

to feel confident prescribing and producing our lenses," Pasit adds. "With Shamir Personal, users will be able to access both on-demand and live online education modules focusing on Shamir's products and general knowledge about optometry for opticians. We've already identified some cities our education team will visit to deliver in-person continuing education. Shamir Personal will also house a plethora of marketing materials that ECPs can use to educate patients about how our products can meet their vision needs." The company aims to launch this platform by the end of the year. ■

More →



Transitions Optical: Expanding and Evolving Educational Content

There's no question that the demand for education is high in all areas of the optical industry. "We have seen a need for access to continued education and learning, especially right now," said Chris King, global associate director, marketing education, Transitions Optical. "That's one reason why, after two years, it was great to celebrate the 25th Transitions Academy in person with more than 850 industry experts from 45 countries around the world. Transitions Academy has always been about building a community of eyecare and optical industry professionals who are advancing the industry around the world, and the energy at this year's event demonstrated the impact of being together in person."

Throughout the pandemic, Transitions Optical has been conducting market research and surveys to find out what kind of education ECPs want from the company. "A recent Transitions survey found that more than half of ECPs say recruiting staff is a challenge for them, and by focusing on developing and educating their team, they can keep them engaged and retained and even attract new talent," King added. "Other major topics we're seeing an interest in from ECPs are protection, style and digital solutions that became more needed and mainstream because of the pandemic."

In response, the company is expanding and evolving content, events and learning opportunities. For example, Transitions Studio offers in-person education for smaller, regional groups. These train-the-trainer events give attendees Transitions product knowledge and market insights so they can create an action plan to train their own team and become a Certified Transitions Trainer.

Not all eyecare professionals who want to learn about Transitions lenses are able to attend in-person events. In order to reach more ECPs, the company launched the Transitions Certification Program (<https://www.transitionscampus.com/en>) in 2020.



Transitions Academy attendees at one of many break-out sessions offered at the event.

This program is an interactive online learning experience focusing on light and the need for light management, and how Transitions can meet those needs. Once participants complete the training, they become certified Transitions Specialists.

King said ECPs also want to know how to engage with consumers using digital tools like Transitions' light sensitivity quiz (www.Transitions.com/en-us/quiz/) and virtual try-on tool (www.Transitions.com/en-us/virtual-try-on). "Consumers want options when it comes to style and protection. Our research shows that 78 percent of eyeglass wearers agree



Transitions Academy celebrated its 25th anniversary with an in-person event for the first time in two years.



Transitions Studio offers in-person education for smaller, regional groups.

that all eyeglasses should offer the best in terms of both UV and blue light filters. Our goal is to provide tools and resources so ECPs can start the conversation about light and provide their patients with the education and lens recommendations they desire."

Looking ahead, Transitions will host more Transitions Studio events later this year. Along with that, new content is being added to the Transitions Certification Program to provide more resources and education for certified trainers. ■

More →



VSP Vision Creates Comprehensive Content Leading to Success

For VSP Vision, providing members with extensive education is the best way to help them gain a competitive advantage in the changing optometry profession. Premier Academy360 (<https://www.vspproviderhub.com/premier/academy360.html>) is the company's wide-ranging database of educational resources available to ECPs who participate in the VSP Vision Premier Program. There are more than 70 different courses on topics such as practice management, human resources and diabetes. Resources are available online, through on-demand webinars and via podcasts. Participants can also earn continuing education credits.

Premier Academy360 content is developed and updated quarterly to ensure it is relevant to ODs. This year, VSP Vision had to create a new educational program to respond to the increased level of staffing problems caused by the pandemic. "Based on feedback from network doctors, we know that practices have been heavily impacted by the pandemic as it relates to staffing and patient disruption," said Byron Dunsmore, director, VSP Vision Premier Academy360.

"We launched Staff360 Employee Onboarding and Development, a whole series of online training courses, based on what our doctors are experiencing in their practices. This series is designed to help practices ease the challenges associated with onboarding new employees. The courses also elevate existing staff's professional development and support employee retention," Dunsmore said.

Now that in-person events are taking place again, Premier Academy360 also has developed a series of six in-person regional workshops led by experts for doctors across the U.S. to network, connect and have valuable peer-to-peer discussions on relevant industry topics. Workshop attendees can earn three hours of complimentary COPE-accredited CE credits and the Premier Academy360 Training Badge.

While COVID has been the main health-related topic in the U.S. and globally for the past few years, VSP reminds patients with diabetes and ODs



Premier Academy360 is VSP's wide-ranging database of educational resources for ECPs who participate in the VSP Vision Premier Program. There are more than 70 different courses on topics such as practice management, human resources and diabetes.

that diabetes can cause serious vision problems. "Premier Academy360 is the only educational offering that has an American Diabetes Association (ADA) badging program (<https://www.vspproviderhub.com/news/premier/ada-badging>). We are continuing to build on this program to further support ODs in increasing their visibility," Dunsmore said. Doctors who earn continuing education credits through the ADA badging program and who have retinal imaging equipment can display two educational badges on their VSP Find a Doctor Directory to show their increased specialization and commitment to patients with or at risk for diabetes.

"Our Premier Academy360 custom content is doctor recommended and guided by an advisory panel made up of practicing ODs and industry leaders within the optical and educational fields. Our goal is to provide Premier Program doctors with business-building education that enhances the patient experience, expands their vision services, and saves them time and money on staff development. As the VSP Premier Program continues to evolve, we'll continue to grow and develop Premier Academy360 to provide tangible resources and strategies to help doctors be successful," Dunsmore said. ■

More →

Immersive Learning's New Lessons



Zeiss Is Expanding Education to Help Customers Succeed

Zeiss Vision Care US prides itself on having a wide variety of educational resources for ECPs covering topics such as product knowledge, medical technology and sports optics. Recently, though, customers have been asking for training on a new subject. “There are more requests now for applications that enable ECPs to manage their business holistically,” said Matt Woelbern, head of marketing, U.S. go-to-market, Zeiss Vision Care U.S. “In response, we created training about how to use Visustore, our online ordering portal. Visustore is designed to teach opticians about optics as well as ordering. It can help users save time, increase efficiency, and get live order status and delivery date information.”

The company also provides education through Zeiss Academy (<https://www.zeiss.com/corporate/int/zeiss-academy.html>), an online learning site. “There is a wide selection of training options available through the Zeiss Academy that are specially designed for our customers to help them grow their business,” Woelbern explained.

“We offer a range of user training sessions, e-learning modules, sponsored continuing education articles and webinars, free marketing materials and social media posts with tips, an ECP education-focused blog and more.” New product education is also available and is revised as needed. For example, Zeiss recently released updated information about photochromics as part of the launch of their new PhotoFusion X lenses.

Currently, Zeiss Academy is being updated to better serve customers’ needs. “There are enhancements underway to improve the Academy, including the development of a global initiative to raise the knowledge of our customers through a digital community.”

Zeiss is also bringing back in-person training. The company’s regional education team holds events for customers providing basic training through expert knowledge. These hands-on sessions cover a variety of subjects such as specialist



ZEISS PhotoFusion X Lenses

Continue with the course

✓ 0%



Info

Description

ZEISS PhotoFusion X is the next generation of stylish self-tinting lenses – faster dark, faster clear. They offer built-in blue light protection and sunglasses-level UV protection.

Master ZEISS PhotoFusion X Lenses

[Additional course information - read more](#)

Syllabus

Learning Content

After completing this training, you will be familiar with the benefits of our latest photochromic product: ZEISS PhotoFusion X. See why it’s faster clear, faster dark and gives unique blue light protection. Learn how PhotoFusion X can help you grow your business.

In-depth training



The product in the nutshell



Zeiss Academy users can access training sessions, e-learning modules, continuing education, an ECP education-focused blog and more.

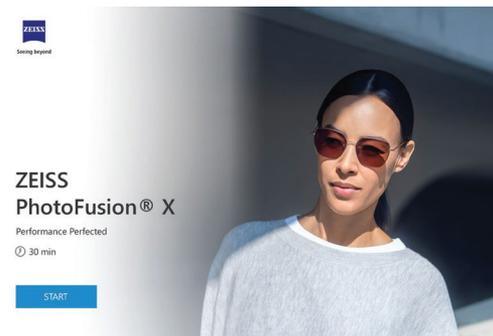


Zeiss is bringing back in-person education. These sessions cover a variety of subjects such as specialist optical topics and Zeiss-specific content.

optical topics and Zeiss-specific content.

For the future, the company is overhauling its digital learning platforms and customers will see those changes next year. More education also will be available around Zeiss’s new products.

“For Zeiss, the advancement of scientific knowl-



ZEISS PhotoFusion® X

Performance Perfected

🕒 30 min

START

Zeiss Academy is an online learning site that offers a wide selection of training options that are specially designed to help customers grow their business.

edge, social responsibility and business success have been inextricably linked for over a century. These principles guide us in the ways we support our customers to achieve their ambitions and provide the best eyecare for better lives of their patients,” Woelbern said. ■