

# Learning Redefined

## Learning Platforms Keep ECPs Ahead of Technology and Practice Innovations



Image Credit: Getty Images / FANDSrabutan

BY SARAH MCGOLDRICK / CONTRIBUTING EDITOR

Today's optical industry landscape may seem like it's changing daily with the integration of artificial intelligence technology and better products to treat eye conditions. Providing the highest level of care to patients requires that eyecare professionals (ECPs) stay current and continue to learn about the latest innovations and technological advancements. For many ECPs, this means regularly updating continuing education credits and participating in training and courses provided by their optical partners.

Many lens companies offer their own con-

tinuing education platforms and courses to provide ECPs both accredited and non-accredited education. These tools are available through a variety of mediums, with virtual and online courses that can be taken at the convenience of the participant, balanced with programs offering online and in-person options. ECPs with busy schedules can choose the option that fits their needs best and don't have to worry about falling behind on what's new and transformative in eyecare.

In addition, new learning platforms are emerging that are designed not only to provide ECPs with the latest information on products, but also offer business support

to grow their practice and expand their treatment knowledge base. When it comes to deciding what learning platform is right for your office, it is critical to look at both your patient care and business goals to ensure that you are getting the best level of support.

It is also important to ensure that information is current and reflects the direction in which you want to move your practice from a product and innovation perspective.

For this feature, *VM* talks with some of the companies offering education and learning platforms to ECPs to provide a comprehensive guide to the latest available education and resources. ■

# Hoya Learning Center Focuses on Customer and Employee Education

## Hoya Learning Center

<https://www.hoyavisionlearningcenter.com/>

In 2022, Hoya <https://www.hoyavision.com/> introduced the Hoya Learning Center. The platform was designed to be used by clients who had sold lenses within the previous calendar year, making it easy to stay on top of the newest offerings and innovations from the Hoya team.

The platform can be accessed by both customers and employees through single sign-on through the coordinating CRM catalogues.

“Our content is structured in curriculums through missions (gamification). Those range from optics, technology, products and value-added programs,” said Randy Richardson, VP of Global Training and Education, Hoya Vision Care. “We introduced gamification and reached over 10,000 course completions with a tremendous amount of positive feedback from our Hoya customers.”

As a result, Richardson said, the catalogue grew substantially, exceeding initial course goals. Additional courses will be released in the coming months.

“I believe this, along with our spring and fall webinar series complemented by our in-person training, has really strengthened our blended learning strategy to help our Hoya customers become more successful in their practice and with their staff,” he said.

Richardson noted that the optics, interpreting prescriptions and value-added courses were all well-attended and completed. The team plans to

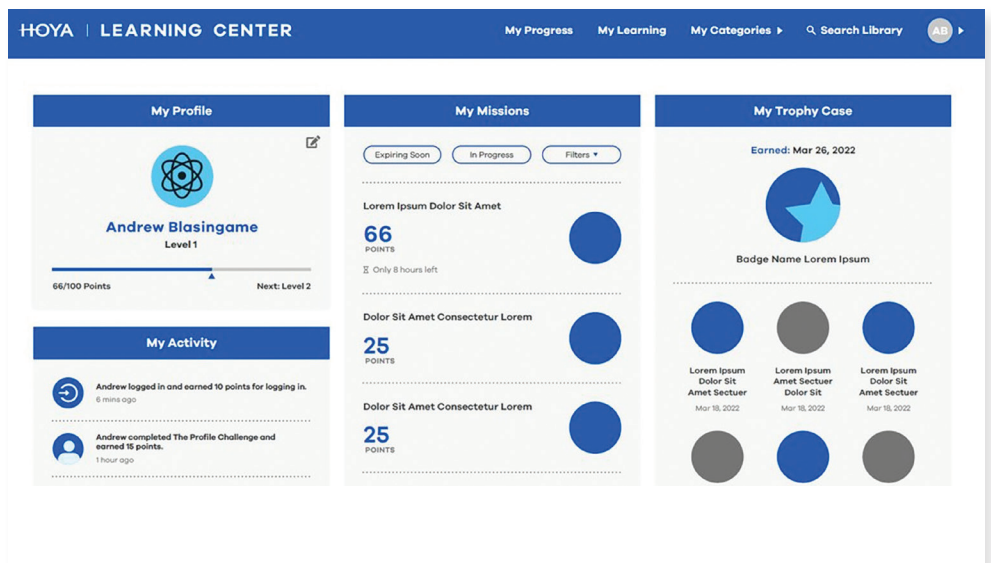
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Randy Richardson

“There are a few things we are very excited about in 2024. One is expanding our learning platform offerings and introducing our accredited content. Second is the expansion of our missions and gamification so that our Hoya customers can compete within the shop or in regions for leaderboard status through segmentation.”

—Randy Richardson





## Hoya Learning Center Focuses on Customer and Employee Education

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continue expanding the platform into 2024 with the inclusion of several new value-added course offerings. They will also be offering business and consulting services for Elite Visionary Alliance members.

“There are a few things we are very excited about in 2024. One is expanding our learning platform offerings and introducing our accredited content. Second is the expansion of our missions and gamification so that our Hoya customers can compete within the shop or in regions for leaderboard status through segmentation,” Richardson said. He added that the team will also be capitalizing on artificial intelligence and introducing new ways to learn that will make the experience even more interactive, fun, and relevant to help Hoya customers grow and adapt to the industry. ■

HOYA | LEARNING CENTER

Curriculum: Basic Optics

# Anatomy of the Eye

Complete

My Learning > Basic Optics > Anatomy of the Eye

**Course Detail:**

This course is an overview of basic optics specifically in relation to the anatomy of the eye. The purpose of this course is to provide common terminology of the eye, terms, refractive errors, and eye disease.

At the end of this course you will be able to:

- Identify and label parts of the eye
- Describe eye anatomy concepts and terms
- Explain at a conceptual level how we see
- List common eye diseases, their impact to sight and treatments

Duration: 40 minutes  
Course Code: 2727

**Course:**

**Anatomy of the Eye**

Personal Activity Missions & Trophy Case

Recent Achievements

- Gary W completed Free Frames Friday and earned 10 coins!

3 days ago
- Gary W completed Login Mission and earned 25 coins!

6 days ago
- 1

Gary WiltonHLINEN just leveled up to Level 1

6 days ago
- Gary W completed Never Stop Learning and earned 5 coins!

6 days ago
- Gary W completed Eye on the Prize and earned 50 coins!

6 days ago
- 2

Gary WiltonTR just leveled up to Level 2

6 days ago

Community Activity & Leaderboard

Leaders

All-time Coin Leaders

1		Gary W	175
2		Marc C	135
3		Gary W	130
4		Gary W	130
5		Joe B	105
		<b>Gary Wilton</b> Your Value: 80	

## Zeiss Academy Educates on Products, Platforms and Technologies

### Zeiss Academy

<https://curioz.zeiss.com/pages/login.jsf?faces-redirect=true&client=imt>

Zeiss Academy was introduced by Zeiss <https://www.zeiss.com/> in 2023. *VMAIL* first reported <https://www.visionmonday.com/eyecare/optometry/article/Zeiss-is-expanding-education-to-help-customers-succeed/> about this exciting new learning platform, as the company was being updated to better serve the needs of participants. Today, it is used by thousands of ECPs across the country to tap into resources that benefit both their practices and patients.

“The program consists of training modules to educate eyecare professionals on Zeiss products, platforms and technologies. It does not incorporate for-credit courses,” said Robert Spirito, head of marketing for Zeiss Vision Care U.S. To access the platform, customers can request a Zeiss ID by sending an email to [Zeissidsupport.vision.us@Zeiss.com](mailto:Zeissidsupport.vision.us@Zeiss.com), including their name, Zeiss account number and personal email address. The user will then get an email to verify their email address, and then another to accept the terms and conditions. Once verified, the user will be granted access.

Spirito noted that all training content in Zeiss Academy is accessible to all users, enabling them to learn about all the current Zeiss technologies and offerings. In addition, he shared that the company’s priority is to provide a wide range of trainings for ECPs to help efficiently onboard them so they feel comfortable with Zeiss products, platforms and technologies.

“We’ve structured the training platform so that existing users can learn about our most recent launches, remaining updated on anything new that can ultimately benefit their patient/



Robert Spirito

**“We’ve structured the training platform so that existing users can learn about our most recent launches, remaining updated on anything new that can ultimately benefit their patient/customer.”**

– Robert Spirito

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- ✓ Take part in live and pre-recorded webinars

customer,” he said, noting that the feedback for the program has been positive and that the user base continues to grow, with the regular addition of new content.

Spirito said the launch of Zeiss ClearView Lenses in 2023 has led to a training course on the technology’s features and benefits, noting that this course, along with the Zeiss Photofusion X training, has been very popular. Zeiss has also added two new products, including Zeiss Smart-

Life Young and Zeiss SmartLife Individual 3, with courses now available for ECPs who use these products.

He encourages ECPs to share their feedback so they can continue to offer the best content to enhance their ability to serve patients. “We are always open to suggestions based on ECP feedback, knowing these individuals are on the frontlines and need helpful, efficient content,” he said. ■

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# Learning Redefined



## Leonardo Inspired by Modern Cultural Advancement, Educates Next Generation of ECPs

### Leonardo (Essilor Luxottica)

<https://www.essilorluxottica.com/en/2023highlights/leonardo-plarform/>

EssilorLuxottica <https://www.essilorluxottica.com/> has been on the forefront of ECP education, offering training and education opportunities about all their products. In May 2021, this was expanded with the launch of Leonardo, a global learning ecosystem with the goal of making high-quality education accessible to everyone in the eyecare and eyewear industry in a community setting.

The program addresses the educational needs of EssilorLuxottica employees and clients, ECPs at every level and role, and opticianry and optometry students, offering them the opportunity to continuously expand their skills and knowledge.

“With this broad offering of knowledge, EssilorLuxottica makes an investment that represents one of the levers to help additionally unlock the potential of the industry. Leonardo is made up of a global team and platform available in all the markets where EssilorLuxottica is present with its business,” said Alessandra Senici, head of Leonardo.

“Thanks to a blended approach, it spreads knowledge via a variety of formats, including on-demand content, live sessions, and face-to-face events available in up to 30 languages, earning a strong reputation as the global educational point of reference across the industry.”

Senici said Leonardo was inspired by the legacy of Leonardo da Vinci, who pioneered modern cultural advancement through his studies. She added that the company also draws inspiration from Leonardo Del Vecchio, the late founder and chairman of Luxottica.

The Leonardo team has made the program available through the EssilorLuxottica B2B platform and directly on the website, <https://leonardo.essilor-luxottica.com>. She said the team has worked with



Alessandra Senici

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its partners to provide them access to Leonardo through a single sign-on mechanism, allowing employees or students to connect easily through their current work or school portal. Internally, all employees simply log in using their work email.

“Leonardo strives to be inclusive by being accessible to everyone in the industry and providing on-demand, top-tier learning materials in diverse formats suited to individual learning preferences. Tailoring our catalogue to the specific profiles of learners—be they employees, partners, students, or prescribers—it ensures relevance and effectiveness for all,” Senici said. She added that Leonardo has solidified its position as the

leading educational hub within the eyewear and eyecare industry at a global level, celebrated for its expertise in educating on a wide range of topics spanning vision care, practice management, and personnel development.

Its educational content is available in various formats, including interactive courses, videos, readings, and podcasts, accessible as standalone resources or as components of structured educational programs. The provision of structured programs represents a pioneering approach to learning, offering individuals clear pathways for both professional and personal growth.

Recently, EssilorLuxottica added a new section to the platform called Build Your Career, aimed at empowering ECPs to enhance the skills of their staff, irrespective of their practice model, and to bolster their expertise, allowing them to earn recognition from patients as trusted members of optometry or ophthalmology practices.

This section provides structured programs tailored to support both newcomers and seasoned professionals in their personal and professional growth journeys. Comprising three pivotal domains, Build Your Career offers a diverse range of learning opportunities.

Last year, the company revamped the organization of content by tailoring it to specific roles within the practice, ensuring dedicated resources for U.S. ECPs. This included a wide range of specialized content covering topics such as understanding vision plans and providing general education on ocular disease for staff members.

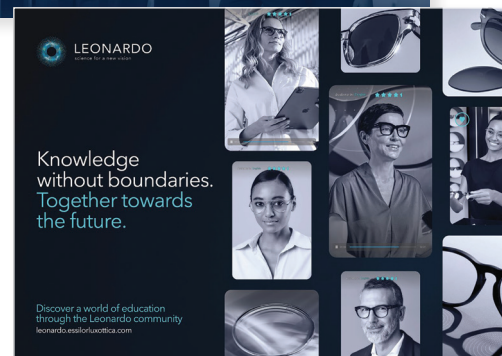
Last year, EssilorLuxottica released the Varilux XR Series. This more advanced technology furthered the need for additional education modules. Senici said Leonardo supported all ECPs with the product launch, with content on individualized progressive lenses, digital measurements, Eye-Ruler 2, and deep dives into Varilux XR Series technologies.

“Our learners responded positively to an array of content offerings. However, particular enthusiasm was observed for our live, 8-week ABO preparation course. Led by seasoned professionals and educators, this course ensured thorough preparation for individuals intending to take the ABO exam, addressing live questions from participants along the way,” she said.

In 2023, Leonardo partnered with Harvard to bring a selection of curated content aimed at improving the business skills of all learners and reshaping the way they work. Harvard Management covers more than 40 essential business courses, delivering critical management skills when and where needed, and is divided into



*Dr. Nicolas Gilberg*



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**– Dr. Nicolas Gilberg**

three management areas: Leading Yourself, Leading Others, Leading the Business.

This year, the Leonardo platform will add several new modules, including a billing and coding course that will soon be accessible to every practice member, catering to beginners as well as advanced learners. This will be followed up with the release of the Optometric Technician program, which will comprehensively cover all necessary skills for individuals in this role, including cross-training opportunities for other practice members.

The team has also begun to integrate National Contact Lens Examiners (NCLE) continuing education materials to support those seeking to uphold

their certification. Virtual classes are also held monthly on vision care topics such as glaucoma, low vision, sun protection, and eye injury prevention.

“Excellent patient care starts with strong education for every staff member,” said Dr. Nicolas Gilberg, head of vision care faculty at Leonardo. “You don’t know who is going to pick up the phone to address an urgent complaint from a patient. Every staff member should be well-versed in answering those questions. To a larger extent, I believe in cross-training everyone in the practice to ensure smooth operations and the highest level of patient satisfaction.” ■

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## VSP Supports Private Practices With Training and Education Opportunities

**VSP Premier Edge Training and Education**  
<https://www.vspproviderhub.com/premier-edge/training-and-education/elearning.html>

**W**hen choosing the right learning platform, ECPs want to be sure they are getting resources that will help grow their practice. VSP Premier Edge Training and Education, formerly VSP Premier Academy360, has been a trusted and doctor-vetted training and education source that has helped elevate private practices for nearly 5 years. The platform offers educational resources tailored specifically for VSP <https://www.vsp.com/> network doctors and staff.

The platform is accessed via the VSP Premier Edge Provider Hub <https://www.vspproviderhub.com/premier-edge/training-and-education.html>. VSP network doctors and staff can access educational resources designed to support their specific practice goals. Many of the on-demand eLearning courses and webinars are available to all VSP network doctors and staff. Practices that participate in Premier Edge at the Silver, Gold, and Platinum levels can access a greater variety of education as a benefit of their participation in Premier Edge.

ECPs also have the option to enroll in VSP Optics' UUniversity <https://www.vspoptics.com/education.html> courses. UUniversity is complimentary and provides technical continuing education for optical products that are proprietary to VSP Optics to opticians and eye doctors, enhancing their ability to effectively deliver a great experience to their patients.

"For more than 10 years, Premier Edge has offered a variety of training and educational opportunities with one goal in mind, to support private practice," said chief provider and industry solutions officer, Michelle Skinner.

She noted one of the more in-demand training and education courses offered is diabetes-focused education in partnership with the American Diabe-

tes Association <https://www.diabetes.org>. Live virtual education is offered multiple times throughout the year, in addition to on-demand courses. This format is convenient for busy practitioners who want to learn at their own pace from peers about diabetes care. In addition, many of these courses offer COPE-accredited continuing education credits.

Recently, VSP launched a series of courses called Staff360 that provide complimentary resources to help Platinum- and Gold-level practices ease the challenges of onboarding new employees, while accelerating their knowledge of the optometric industry, VSP, and specific practice goals.

VSP plans to increase its focus on live in-person events to complement its online education on topics that help practitioners better understand VSP's products, programs, and processes. This will include exploring opportunities to leverage technology to host and broadcast live events online and connect practices to VSP subject-matter experts.

"The training and education program is one of many ways we are continuing our promise to deliver more opportunities for more patients, profit, and support for independent practices," said Skinner. ■



## training and education



*Michelle Skinner*

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