

**Q3**  
2024



*Frames by Flexon (Style: J4020 and J4021)*

# Marketing Playbook

**Marketing resources to attract  
and retain patients.**



**marketing  
support**



**BUILD YOUR  
BUSINESS**

**MANAGE  
YOUR  
PRACTICE**



**OUTFIT  
YOUR  
PATIENTS**



## Help Your Practice Shine

**W**hether you'd like to **build your business** by adding new patients, **manage your practice** with effective marketing and business tools, or **outfit your patients** by promoting quality eyewear and lenses, VSP Premier Edge™ Marketing Support is your partner to help you meet your goals.

Back-to-school season is one of the best times to highlight the importance of eye exams, help patients find the right frames and lenses, and discover new ways to attract more patients to your practice. This Q3 Marketing Playbook is your one-stop-shop for all things back-to-school, providing you with the latest campaigns and resources available.



# BUILD YOUR BUSINESS

by attracting new patients

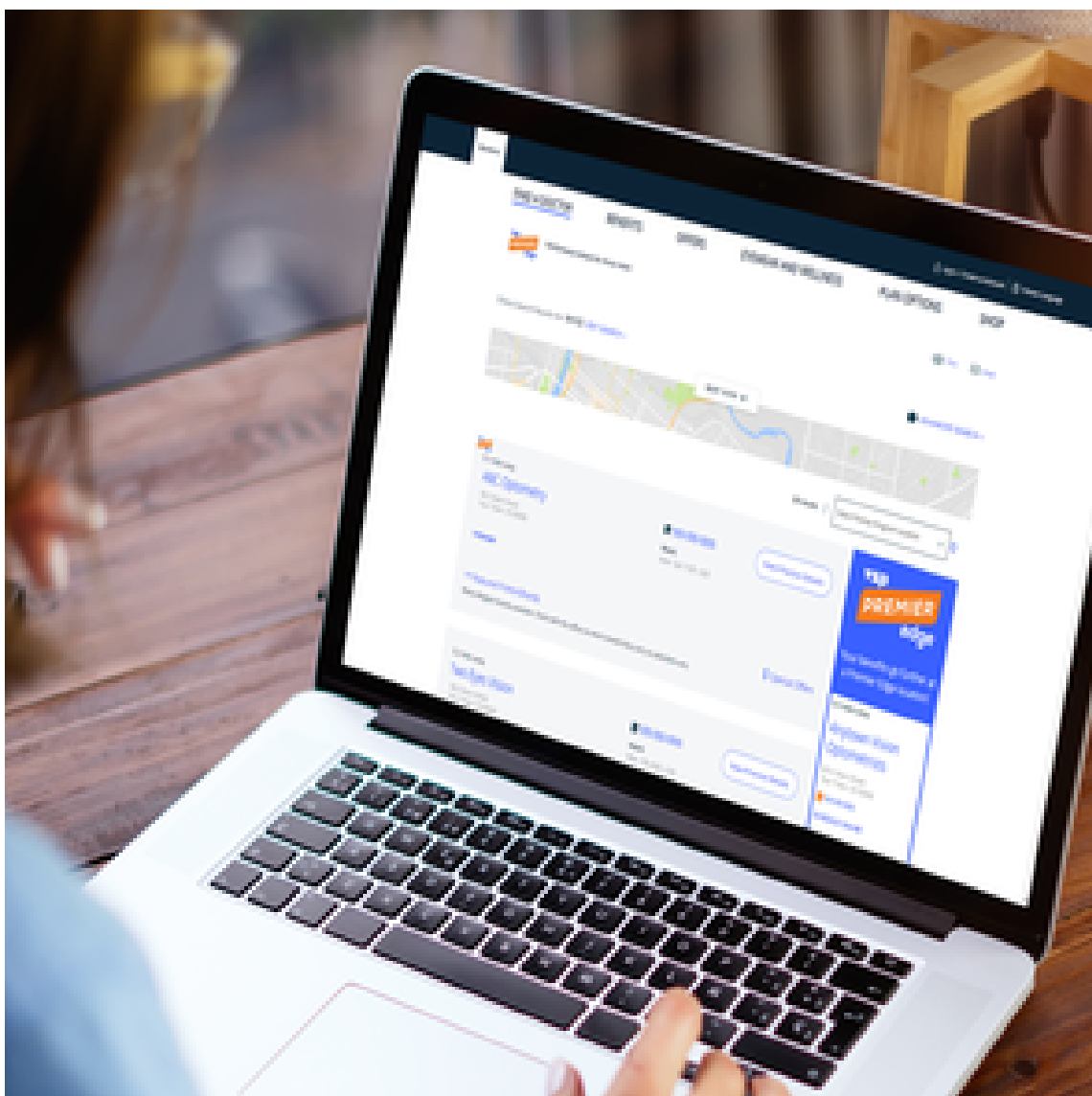
**H**ere are the top recommendations to attract new patients—and engage your current patients—to keep your practice growing.





## Ace Your Back-to-School Marketing with Customizable Templates

84% of parents agree that regular eye exams help their kids do their best in school, but nearly half wait until their child complains of vision issues to take them to the eye doctor.\* However, children may not realize they aren't seeing properly. That's why emphasizing the importance of a comprehensive eye exam is so important. Download the latest social media posts, email templates, and infographics to educate patients and get content to post on your website or social media. You'll get an A+ in your back-to-school marketing using [these assets](#).



## Show and Tell Patients the Services You Offer by Updating Your VSP *Find a Doctor* Listing

Enhance your **vsp.com** *Find a Doctor Directory* listing so prospective patients can see all the great services you offer. Show you can meet your patients' needs by telling them about services your practice offers, such as in-office retinal imaging technology, exams for young children, a variety of spoken languages, and extended hours. Get step-by-step instructions [here](#).

\*<https://www.vsp.com/eyewear-wellness/eye-health/eye-exams-resolve-eye-problems-in-kids>



# MANAGE YOUR PRACTICE

increase patient loyalty by  
elevating their experience

**R**etain patients by providing an excellent experience during their visit. Offering savings and recommending the best eyewear solutions for your patients based on their lifestyle and needs are a great way to ensure patient satisfaction.





Frames by Pure (Style: P7000 and P6000)

## Help Your Patients Follow Their Heart to Maximize Benefits

Your VSP® patients get an extra \$20 or \$40 to spend on top of their plan's frame allowance simply by selecting a Featured Frame Brand.\* How can they identify them? It's easy! Remind patients to look for the VSP heart logo on the lens of their favorite frames to quickly identify the brands that will help them maximize their VSP benefits. Learn how you can promote the Follow Your Heart campaign in your practice and access digital graphics, a downloadable counter card, and request point-of-purchase materials [here](#).

**BAUSCH+LOMB**  
**FREEDOM TO CHOOSE.**  
**FREE TO EXPERIENCE.**

Your patients can receive a **FREE\*** 30-Day supply of Biotrue® ONEday!

**BAUSCH+LOMB**  
**Bio true**  
 ONEday lenses inspired by the biology of your eyes\*

Available at:  
**vsp PREMIER edge**

## Resources to Recommend Bausch + Lomb Contact Lenses to New Wearers

Teens are often great candidates for first-time contact lenses. Bausch + Lomb offers a **FREE\*\*** 30-day supply of Biotrue ONEday family of lenses and an exclusive Biotrue ONEday rebate form of up to \$210 at no cost to you or your practice. Check out the [offer details here](#).

\*Only available to VSP members with applicable plan benefits. Frame brands and promotions are subject to change.  
 \*\*Offers are sponsored and funded by Bausch + Lomb through December 31, 2024. Terms and conditions apply.



# OUTFIT YOUR PATIENTS

and provide the value and  
selection your patients crave

**L**ooking to update your practice with the latest and greatest product selections? Or perhaps you want to ensure that your patients are getting the best value? Here are some resources to get you moving in the right direction.





## Help Young Patients See Better in Style

Whether in the classroom or out on the playground, Marchon and Altair offer fun, comfortable frames for every age and personality. Highlight lenses by recommending **TechShield® Blue Anti-Reflective Coating** to your patients to help combat digital eye strain. Download and share the latest youth frame styles [here](#). Access additional resources and special eyewear offers [here](#).



## Offer a Wide Selection of Kids Frames Styles with WestGroupe Brands

Discover the latest kids frames WestGroupe has to offer. Check out this year's look book, highlighting new kids frames as well as all the WestGroupe back-to-school [resources available](#).



# Let's Recap

## 1 BUILD YOUR BUSINESS

**Download** content to encourage patients to book eye exams as part of their back-to-school checklist.

## 2 MANAGE YOUR PRACTICE

Help your patients maximize their benefits by telling them to look for the heart logo on the lenses of their favorite frames and share a **special offer** for patients interested in trying contact lenses.

## 3 OUTFIT YOUR PATIENTS

Now is the time to highlight the latest frame styles with your patients so they can start their school year off in style.



**Website:**

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**Facebook:**

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and eLearning courses based on your results.  
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