



PO Box 997100
Sacramento, CA 95899-7100

DOCTOR PROGRAM

ACTION REQUIRED

Update your website ads today to keep receiving advertising payments!*

POCONO EYE ASSOCIATES INC
300 PLAZA CT STE A
EAST STROUDSBURG PA 18301-8260

Dear Doctor,

Don't miss out on your IP Doctor program advertising payments!

Beginning December 28, all VSP® Individual Vision Plan website ads with the old VSP Global® branding will no longer track referrals, meaning you won't receive advertising payments if you're part of the VSP Individual Vision Plans Doctor Program. Don't miss out on your IP Doctor program advertising payments, **update your IP website ad** on your practice website as soon as possible.

The VSP Individual Vision Plan (IP) Doctor Program website, **earnmorewithvsp.com**, has migrated to the VSP Provider Hub: **vspproviderhub.com/ip**! Now, everything for the IP Doctor Program, including the new VSP Vision™-branded website ads, can be found on the Provider Hub, along with many other VSP resources like social tiles, digital signage, and videos for in-office and social use. These resources are a great way to educate patients on all the IP Doctor Program has to offer so be sure to check out the large variety of new, VSP Vision-branded website ads available for you to choose from.

Visit the Build Your Ad page on the VSP Provider Hub today at bit.ly/ipdoctor to update your website ads to keep earning your \$8 or \$5 advertising payments!*

Thanks!

The Individual Vision Plans Doctor Program Team

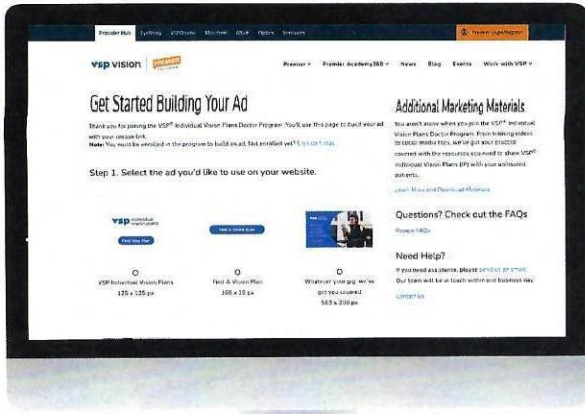
individualplan@vsp.com

**Keep receiving your VSP Individual Vision Plans
advertising payments in 2023. Update your website ads TODAY*!**

Flip the page and follow the five easy steps.

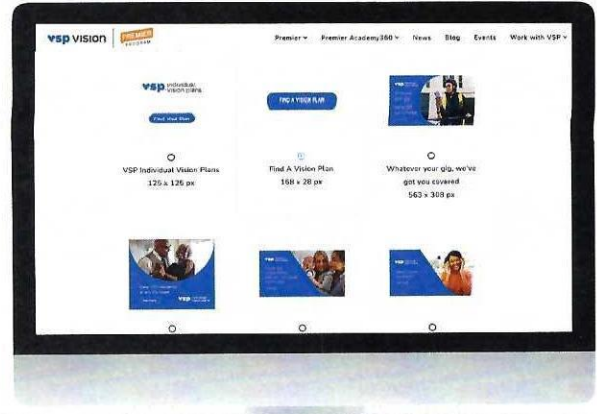
*As a reminder, when patients click on your VSP Individual Plan website ad and land on the application page of myvspplan.com, practices participating in the Premier Program can earn an advertising payment. Purchase of a VSP Individual Plan isn't required to receive the advertising payment. You must be a member of the VSP Individual Plans Doctor Program and have an active IP website banner in place to earn advertising credits. Platinum or Gold levels earn \$8 ad payments, and all other network practices earn \$5 ad payments.

Update your website ads in five easy steps.



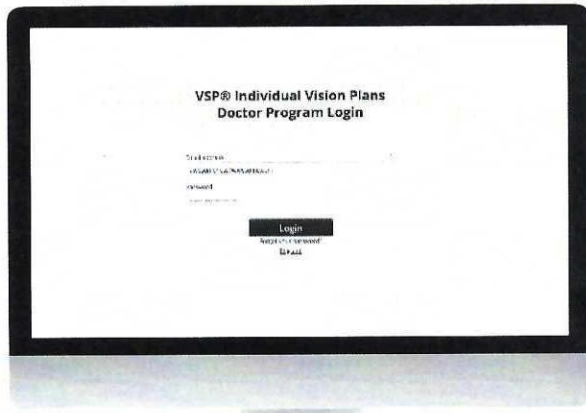
Step 1:

Visit vspproviderhub.com/ipbuild on the VSP Provider Hub.



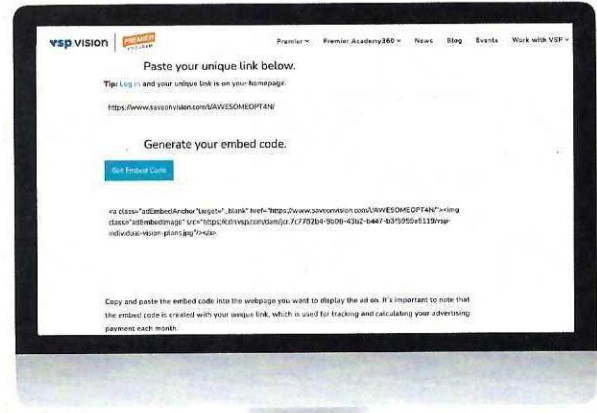
Step 2:

Select an ad you'd like to use on your website. (There are even more online)



Step 3:

Log in to saveonvision.com/login/3 to collect your unique link.



Step 4:

Generate the embed code online and place into your website.

Step 5:

Share VSP Individual Plan (IP) information with your patients who don't currently have coverage and receive advertising payments.