

Value in Practice

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Overview

Value in Practice (VIP) is a key component of our Doctor Value strategy, designed to reinforce the value VSP delivers to providers while driving engagement with our VSP Vision™ programs, products, and services. From September 1 - October 31, 2026, practices can get special savings on frames, software, and more from VSP Vision and industry-leading partners. Practices will also have an opportunity to enter a sweepstakes for a chance to win one of 10 \$300 Tango gift cards. *Note: VSP Ambassadors and their staff aren't eligible to enter the sweepstakes.*

After the promotion ends in October, the sweepstakes winners will be announced through regular communication channels.

Talking Points

- To celebrate VSP practices and thank them for their commitment to providing high-quality care to patients and continued partnership with VSP Vision, we're launching the Value in Practice sweepstakes and special offers.
- From September 1-October 31, 2026 practices can get extra value from VSP Vision by entering the Value in Practice Sweepstakes* for a chance to win one of 10 \$300 Tango gift cards. VSP network providers and office staff are eligible to win.
- To enter, visit the [VSP Provider Hub](#) and fill out the sweepstakes entry form. Practices may enter the sweepstakes up to three times. *Note: VSP Ambassadors and their staff aren't eligible to enter the sweepstakes.*
- You can also take advantage of savings on frames, software, and more from VSP Vision and our industry-leading partners, including specials for VSP Premier Edge™ participants and PECAA Max members. Special offer details are available on the VSP Provider Hub.
- VSP Vision continues to double down on investments in provider programs to deliver even more value and support to private practice optometry. It's your practice, and VSP Vision is here to support you every step of the way.
- Thank you for your continued partnership. Here's to celebrating you!

*NO PURCHASE NECESSARY. A purchase will not increase your chances of winning. Sweepstakes starts on September 1, 2026, 12:00:00 AM PT and ends on October 31, 2026, at 11:59:59 PM PT. See vspproviderhub.com/vip for full official rules. Void where prohibited by law. Limit one (1) entry per method, for a maximum of three (3) entries total per Eligible Entrant during the Promotion Period. Additional or duplicate entries submitted through the same method will not be counted. Sponsor: Vision Service Plan.

VSP Ambassadors and their staff are excluded from the sweepstakes.

General Questions

Internal Use Only

Why is VSP Vision having the Value in Practice sweepstakes and special offers?	VSP Vision is celebrating private practices with the Value in Practice sweepstakes and offers. We value practices' ongoing commitment to providing high-quality eye care to patients and continued partnership with VSP. VSP Vision continues to double down on investments in provider programs to deliver even more value and support to private practice optometry. It's your practice, and VSP Vision is here to support you every step of the way.
What is Value in Practice?	Value in Practice is comprised of two parts: 1. A sweepstakes, where eligible participants can enter for a chance to win one of 10 \$300 Tango gift cards up to three times. Tango gift cards can be used at a variety of stores and restaurants. 2. Special, limited-time offers on frames, software, and more from VSP Vision and industry-leading partners, including the VSP Individual Vision Plans Doctor Program, Eyefinity, various Premier Edge Partners, Marchon/Altair frame brands, and more. NO PURCHASE NECESSARY. A purchase will not increase your chances of winning. Sweepstakes starts on September 1, 2026, 12:00:00 AM PT and ends on October 31, 2026, at 11:59:59 PM PT. See vspproviderhub.com/vip for full official rules. Void where prohibited by law. Limit one (1) entry per method, for a maximum of three (3) entries total per Eligible Entrant during the Promotion Period. Additional or duplicate entries submitted through the same method will not be counted. Sponsor: Vision Service Plan. VSP Ambassadors and their staff are excluded from the sweepstakes.
Where can practices learn more about the sweepstakes and special offers?	For more information about each offer and to enter the Value in Practice Sweepstakes, visit the landing page on the VSP Provider Hub (vspproviderhub.com/vip). <i>Note: This page will go live on September 1, 2026.</i>
Who can enter the Value in Practice Sweepstakes?	VSP network providers and staff may enter the Value in Practice Sweepstakes up to three times. Here's how: 1. Visit the VSP Provider Hub (vspproviderhub.com/vip) and fill out the sweepstakes entry form. 2. Request a complimentary consultation with a VSP representative to get a second entry to the sweepstakes. 3. Share a story about how a VSP Vision product, program, or service has added value to your practice and receive a third entry. Due to your role as a VSP Ambassador, you and your staff are ineligible for the sweepstakes; however, you can leverage the special offers.
When will the sweepstakes winners be selected, and how will doctors and office staff know if they won?	The Value in Practice Sweepstakes will end at midnight PT on October 31, 2026. At the end of the promotional period, VSP Vision™ will select 10 random winners and start notifying them in early November. A list of winners will also be announced in future communications.

AMBASSADOR USE ONLY Where can I send escalations?	*AMBASSADOR USE ONLY* Please let us know of any key issues or themes you're hearing from your peers by emailing ambassadorsupport@vsp.com.
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