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**ESSILOR'S ECP UNIVERSITY TO BUILD PATIENT CARE AND BUSINESS SKILLS**  
*New Online Training Center Offers Courses to Help Develop Employees and Grow Practices*

**DALLAS – (March 18, 2011)** – Essilor of America, the nation's leading manufacturer of optical lenses, today introduced ECP University<sup>®</sup>, an online training center designed to help doctors, practice owners and managers grow their practice by investing in the skills and capabilities of their staff. With up to 50 percent of practice revenue driven by the optical team, ECP University gives eyecare professionals (ECPs) a powerful staff development tool.

Through more than 80 online courses, this robust new offering allows doctors, optometrists and practice staff an opportunity to build upon their existing eyecare and business skills, in addition to learning new ones. It also provides AOA-CPC, ABOC and NCLC continuing education credits as well as the ability to register and gain free access to more than 14 standard and advanced product-training courses, COPE approved Doctor Driven Dispensing courses, and a resources section.

“Leveraging ECP University's online learning opportunities for your entire practice is like having an extra manager completely focused on improving performance,” said Howard Purcell, O.D., F.A.A.O., Dipl., vice president of customer development, Essilor of America. “Essilor hopes to help ECPs increase profitability and patient satisfaction through better training and a more a patient-focused staff.”

ECP University includes a New Dispenser Quick Start program, designed to create basic capability for dispensers who are new to optical. This program combines 18 hours of online coursework plus a resource kit that includes a training roadmap, student workbook, self-study guide and coaching guides. ECP University also offers the Apollo program for advanced dispensing professionals to give busy dispensers relevant training, divided into five primary

## **Essilor's ECP University to Build Patient Care and Business Skills**

categories, covering 55 online courses and delivered in modules of 15 to 30 minutes. Pre-assessments allow dispensers to customize plans that meet their current level of experience and further enhance their skills.

ECP University offers both free registration and paid subscription options. The registered user section allows individual ECPs to utilize some content and courses for free, and the subscription level contains access to the entire selection of content and programs while simultaneously making it easy to manage staff development. When subscribing as a practice, their entire staff can take courses for one low price, resulting in an easy and cost effective method of continuing education. Practice owners and managers can oversee all user activity and delegate, assign and track staff enrollment and course progress.

Pre-registration on [ecpuniversality.com](http://ecpuniversality.com) begins March 18 with a promotion running through April 1; practices who pre-register for the ECP University learning system will be eligible to receive a free 12-month subscription – up to a \$1,200 value. On April 2, 30 practices will be randomly selected as winners. To register, subscribe or find more information, please visit [ecpuniversality.com](http://ecpuniversality.com) or contact [QuickStart@ECPUniversity.com](mailto:QuickStart@ECPUniversity.com). View updates about ECP University by bookmarking <http://mobile.essilorusa.com> on any smartphone browser.

### **About Essilor**

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, Xperio<sup>®</sup> and DEFINITY<sup>®</sup> and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eyecare professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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