Explore a new vision with us
It takes vision to see beyond the status quo

It’s a big, bold, beautiful world out there. Coast-to-coast and all around the globe, there’s so much to experience, so much to see. And because the eyes are the window to it all, vision benefits play a leading role.

From the moment you get to know us, you’ll notice something different. The status quo doesn’t cut it anymore – that’s why we’ve set out to challenge it with a new vision.

More than 50 million members have experienced our vision of how benefits should be. By providing more of what’s best, not more of the same, our membership has doubled in just 10 years, making us America’s fastest growing vision benefits company.¹ That’s how we know our approach is working. It’s also why we see that, with EyeMed, more employees enroll, more employees use their benefits and more employees visit an in-network provider.²

The vision network employees want
The right mix of independent eye doctors, and an extensive selection of national and regional retail providers – along with online options. Plus, eye care and eyewear that can come to you.

Benefits that redefine expectations
Flexible options, services and benefits that can be as unique as your employees. It’s freedom of choice, without unnecessary restrictions.

Above all else, we make benefits easy
Tools and resources – from enrollment to ongoing education – that reach employees wherever they are, whenever they need support.

¹ Internal analysis of EyeMed membership data (based on domestic membership, excluding discount lives) compared to data from leading vision benefit companies, as reported in publicly available information, 2017.² EyeMed analysis of new business that transferred over from a prior benefits company, 2017.
The vision network employees want

With EyeMed, it’s easy for employees to use their benefits where they want, when they want. Our network offers plenty of provider options, the convenience of evening and weekend hours, and easy access to advanced exam and fit technologies. So, your employees can find the perfect provider on their terms, not ours.

The reason we chose EyeMed was because of the network. We have employees in every state, so it was important to make sure everyone had easy access.

Client: Large online-based retailer

Percentage of our members who visit in-network providers

98%

Percentage of our members who visit in-network providers

America’s Largest Vision Network

80% of decision-makers want a strong mix of independent and retail providers.

Here’s our network mix:

- Independent providers: 75%
- Retail providers: 25%

Network focused on savings

100 frames priced $130 or lower at every in-network location

Something to see for everyone

In our diverse network—which is also the industry’s largest—there’s a provider who’s perfect for every person. Some members like convenience, others prefer a personal touch. While one wants the latest fashion, another chooses low to no out-of-pocket cost. EyeMed members have it all.

**MORE PROVIDERS**
- A match for every need
- More independent eye doctors than anyone
- More access to advanced technology

**MORE CONVENIENCE**
- Locations near every neighborhood
- Extended evening and weekend hours
- Many on-site labs for same day glasses

**95%**
of members have at least 1 provider within 15 miles.

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**EYEMED NETWORK**

**19,400**
indirect independent locations

**3,300**
national retail locations

**3,000**
regional retail locations

**55,600**
PROVIDER ACCESS POINTS

**15,700**
PROVIDER ACCESS POINTS

**25,400**
PROVIDER ACCESS POINTS

**MORE PROVIDERS**
- A match for every need
- More independent eye doctors than anyone
- More access to advanced technology

**MORE CONVENIENCE**
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- Many on-site labs for same day glasses

**OUR NETWORK IS PERFECT FOR:**
- High-end fashion fans
- One-stop shoppers
- Advanced technology buffs
- Budget-savvy buyers

Only EyeMed could offer the wide variety of network locations that we wanted. Employees are satisfied with the number of network options and where they can go to use their benefits.

Client: Global sports entertainment organization

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*Based on the EyeMed Insight network, October 2017.
Rethinking what network means

Today's members expect more. That’s why we’re always finding new ways to bring them convenience, speed and stylish brand names. Our ideas are not only changing expectations – they’re changing how benefits work.

ONLINE BENEFITS

In-network also means online

Internet shopping isn’t just for clothes and gadgets anymore—it’s for eyewear, too. In fact, 67% of Millennials prefer to shop online rather than in-store.7

CONVENIENT ONLINE SHOPPING OFFERS:

- Wide selection of top-selling name-brands
- Lenses and contacts available for just about any prescription
- User-friendly experience shows members exactly what their benefits pay for
- Your employees can now shop for eyewear directly from their smartphone, tablet or computer. And it’s all in-network, which means members can instantly apply their vision benefits at checkout.
- Easy prescription verification—just snap and send a picture
- Free shipping and returns
- Award-winning 3D virtual frame “try-on” feature at Glasses.com.8

The ease and convenience of being able to go online and have eyewear shipped anywhere really helps support our employees’ busy travel demands.

Client: National professional services organization

Bringing eye care and eyewear to you

Convenience is what our Pop-up Clinic is all about; it’s a fully-equipped vision clinic right in your own facility. No need for employees to leave the office. No extra commutes. No hassle finding a time that fits everyone’s schedule. You supply the space. We’ll take care of the rest.

EMPLOYEES CAN:

- Receive an eye exam. More than a basic screening, this is a 15-20 minute comprehensive exam by a local optometrist. The exam can help identify even the slightest vision issue or early sign of some serious health conditions.
- Shop the latest styles. Employees can choose from hundreds of brand name frames, sunglasses and contacts—including top designer brands—then easily apply their benefits and discounts at checkout.

The pop-up clinic was helpful, convenient and easy to schedule. 100% of employees said it enhanced their satisfaction with their benefits package.

Client: Financial planning and management company

client: National professional services organization

1 Ecommerce Trends: 139 Stats Revealing How Modern Customers Shop in 2017”, BigCommerce.com study. 2 2014 Cannes Lions Festival, Bronze Award for “Creative Use of Technology.”
Vision benefits that redefine expectations

One of the great things about EyeMed is that the vision benefits come with unmatched choice. Our employees can get designer frames, and they can do it for less money.

Client: Internet services company

EyeMed vision benefits give members complete freedom of choice. We help control costs without imposing limits—because limits don’t create value; they create frustration. Restricting choice often means members can’t get the fashions they want or the lenses their provider recommends.

Percentage of benefit consistency at in-network locations

100%

$71%
Member savings vs. retail

97% of members are satisfied with their benefits

1 Based on weighted average of sample transactions, EyeMed Insight network/$10 exam co-pay/$10 materials co-pay/$120 frame or contact lens allowance. 10 EyeMed internal member satisfaction survey conducted by Convergys, 2017.
There’s no room for “one-size-fits-all”

We can easily tailor our benefits to fit your unique employees and your overall benefits and wellness strategy.

Not sure what your ideal vision package looks like? No problem. We have data on how millions of members use their benefits—members of all kinds, in all industries, in all corners the country. Based on this insight, we’ll make sure your benefits include the things your employees actually need and want.

CUSTOMIZE YOUR BENEFITS PACKAGE BY:

- Frequency
- Allowance
- Co-pay
- Products

EyeMed offered a stronger benefit. Compared to what we saw from other groups, EyeMed’s benefit frequency, along with allowances and co-pays, were richer—and all for a similar premium.

Client: National pharmaceutical company

MORE CHOICE WITH EYEMED

- No limiting tower frames
- No unnecessary restrictions
- No formularies
- Just freedom of choice and a consistent benefits experience

NEARLY ANY FRAME

Brands and styles to fit every pair of eyes

NEARLY ANY LENS

The coatings and materials that complete the look

NEARLY ANY CONTACTS

Going frame-free should also be care-free

Polycarbonate
Scratch-resistant
Tints
UV coated
Anti-reflective
Blue light protection

Acuvue®
Air Optix®
Biofinity®
And many more

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More choice with EyeMed

- No limiting tower frames
- No unnecessary restrictions
- No formularies
- Just freedom of choice and a consistent benefits experience
Less out-of-pocket, more convenience

We’ve designed our vision benefits for real life. The result? Controlled member out-of-pocket expenses that are less than our largest competitor. Extra perks at home and abroad. And 71% savings vs. retail costs.11

IN-NETWORK SAVINGS
Extra discounts, extra value

Exclusive special offers, directly from in-network providers and manufacturers, help members save even more on glasses, lenses, contacts and other materials. The latest discounts and deals are always just a click away on eyemed.com or through the EyeMed Members App.

40% off additional pairs of glasses all year long
Up to $50 off premium, non-prescription sunglasses at Sunglass Hut
40% off hearing exams and discounted, set pricing on hearing aids

20% off any balance over the frame allowance
15% off LASIK – or 5% off promotional pricing
Low fixed pricing for blue light-filtering protection
20% off non-covered items, like lens cleaner or non-prescription sunglasses

FREEDOM PASS
Supersize savings
An exclusive perk gives EyeMed members more freedom than ever. The Freedom Pass lets members choose any frame at Sears Optical and Target Optical – and pay $0 out-of-pocket, $0 above their frame allowance. Any price point, any brand (even Ray-Ban, Coach, Oakley, Armani-Exchange, and Vogue). Plus, members also get $20 off their contacts purchase (and free shipping) from ContactsDirect.com.

With a wide selection of frames and contacts lens brands available, it’s easy for entire families to pick up quality eyewear for less. That’s big.

WHEN YOU OFFER FREEDOM PASS:††
• Utilization goes up
• Overall member out-of-pocket costs go down

INTERNATIONAL TRAVEL SOLUTIONS
Vision benefits abroad? Oui, merci.
No matter where work or play takes your employees, we’ve partnered with trusted providers around the world to make sure they’re covered when an eyewear emergency happens. Plus, we make it easy to resolve any vision issue with helpful support services, available by phone, online or on our app.

OUR INTERNATIONAL TRAVEL SOLUTION OFFERS:
• Global guides to answer country-specific vision care questions
• Worldwide directory of providers who sell authentic, name-brand frames
• Temporary, adjustable eyewear delivered next day in emergencies*
• 24/7 support with translation services in 160 languages
• Easy claim submission via photo upload of the receipt

97% of clients think our benefits result in low out-of-pocket costs for members.12

“I was very surprised and happy about how much my EyeMed vision benefits covered. I’m so glad I used them. I re-enrolled in EyeMed this year based on this experience.”

Client: A.W., an EyeMed member

11 Based on weighted average of sample transactions; EyeMed Insight network / $10 exam co-pay / $10 materials co-pay / $120 frame or contact lens allowance. 12 EyeMed client satisfaction survey conducted by Walker, 2017. * Delivered within 24 hours in most cases. Availability based on the domiciled state of your plan benefits. † Requires $130 frame or higher frame allowance. Offer is valid for each year of the initial contract term and in-store at Target Optical and Sears Optical only. Offer not valid at Sears Optical stores affiliated with US Vision. Lenses are covered based on benefits outlined in the vision benefits and may include an additional copay. †† EyeMed analysis of business results, before and after offering Freedom Pass from Target Optical and Sears Optical, 2017.
Above all else, we make benefits easy

We want to make it as simple as possible for your employees to take care of their vision health. So, we’ve built online tools, personalized member communications and developed award-winning resources. It’s our vision of a carefree benefits experience. It makes life easier for members—and easier for you, too.

Administration of our vision benefits with EyeMed is easy. It runs on its own and doesn’t need much follow-up.

Client: A leading distributor of trade supplies

Percentage of clients who see us as innovative 13

95%

One of the highest performing customer service centers in the country, 8 years in a row 14

99% of clients say we’re easy to work with 13

13 EyeMed Client Satisfaction Survey conducted by Walker, 2017. 14 Purdue University Benchmark Portal independent assessment of call centers nationwide.
Easy to understand—and even easier to use

Members who understand their benefits are more likely to value and use them. That’s where we come in. Before your effective date and all year long, we’re ready with answers and solutions before the question’s even asked.

We were looking for a long-term partner that supported our employees before enrollment and well into the future. When we started to compare proposals, we were blown away by what EyeMed had to offer.

Client: National transportation company

99% first call resolution

Member services that rarely sleep

If members have questions that go beyond our online or printed resources, we’re always here and always near. Our Customer Care Center has ranked among America’s highest rated call centers for 8 consecutive years—with live agents standing by an average of 15 hours per day, including nights and weekends.¹⁸

Want to view some of our employee resources? Visit enroll.eyemed.com or eyesiteonwellness.com.

¹⁰ EyeMed incoming call analysis 2017.¹¹ Purdue University Benchmark Portal independent assessment of call centers nationwide

Getting off to a good start

We help members make the most of their vision benefits with:

• Pre-enrollment resources, articles, brochures, posters, reminders and an interactive decision tool
• Welcome Kit (with ID cards) that shows members exactly how to find an eye doctor and use their benefits
• Quarterly educational newsletter and emails for anyone who opts in
• Website dedicated to wellness education and all things vision
• At-risk mailers and exam reminders to help members stay on top of their eye health and overall health
• How-to, educational and informational materials that you can share with employees
Life gets even easier online

Your employees already socialize, shop, research and manage their lives on smartphones, tablets and laptop—and they expect their benefits to be just as connected. So, we’ve made sure that EyeMed can go with them anywhere, and everywhere.

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No other organization could come close to the innovation that EyeMed is bringing to the industry.

Client: National transportation company

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ENHANCED PROVIDER NETWORK
Finding the perfect doctor is just a click away

Our Enhanced Provider Search makes it easier than ever for your employees to find a provider who fits their unique needs, schedule and budget.

6 WAYS TO FIND AN IDEAL PROVIDER WITH OUR SEARCH TOOL
• Location
• Hours of operation
• Specialty services
• Products available
• Frame brands
• Practice name

Once they find their perfect match, employees can map it, get door-to-door directions, and schedule a visit right away. No need to wait.

EYEMED MEMBERS APP
Benefits gone mobile

Members can manage their vision benefits with our iPhone and Android mobile app.

OUR MOBILE APP IS PACKED WITH FEATURES THAT LET MEMBERS:
• Pull up their ID card (with just a quick shake of their phone)
• Find a provider in seconds and get driving directions
• View their benefits and eligibility status
• Set eye exam and contact lens refill reminders
• Save vision prescriptions
• View special offers for vision-related products and services

91% of decision-makers say employees under 30 expect their benefits to be mobile.

EYEMED TEXT ALERTS
Making vision more visible

We’re also reaching members on their phones with our new text alerts—small, easy-to-digest snippets that keep them informed and educated. They’re personalized to each member with tailored benefit information, and always private and secure.

For those who opt in, we’ll share things like:
• Benefits information
• Special offers
• Quick tips and guides
• Wellness information

91% of decision-makers say employees under 30 expect their benefits to be mobile.

© 2016 Workforce Vision Benefits Survey conducted by EyeMed and Workforce
Thanks for taking the time to get to know us

It’s your turn to challenge the status quo. We can’t wait to work with you.

Your time is valuable. The good news is, you don’t need to spend a lot of time to get a lot in return with EyeMed. To make the most of your investment, you can count on us to:

1. Give employees what they want—a network that’s the right size and the right mix.

2. Redefine expectations with unmatched freedom and value in vision benefits.

3. Focus on making life easy for members—and for you—with outstanding service and convenience at every step.

To learn more, visit starthere.eyemed.com

The vision network employees want

NETWORK EFFECTIVENESS
98% of members use in-network providers.

NETWORK SAVINGS
Every provider location carries 100 frames priced under $130.

THE RIGHT SIZE
America’s largest vision network.
LOCATIONS 25,700
PROVIDER ACCESS POINTS 96,700

THE RIGHT MIX
Independent providers
LOCATIONS 19,400
PROVIDER ACCESS POINTS 55,600
National retail providers
LOCATIONS 3,300
PROVIDER ACCESS POINTS 15,700
Regional retail providers
LOCATIONS 3,000
PROVIDER ACCESS POINTS 26,400

THE RIGHT RETAIL OPTIONS
LensCrafters Target Optical
Pearle Vision Sears Optical
And many additional national and regional retailers

NETWORK INNOVATIONS
Online in-network options
Glasses.com LensCrafters.com
ContactsDirect.com TargetOptical.com
Ray-Ban.com
Pop-up Clinics bring in-network eye care and eyewear directly to employees*

Benefits that redefine expectations

BENEFIT EFFECTIVENESS
97% of members satisfied with benefits.

BENEFIT SAVINGS
71% average savings compared to retail.**

FREEDOM OF CHOICE: FRAMES
Wide selection of desired brands, including:
Oakley Coach Versace Burberry Tiffany & Co

FREEDOM OF CHOICE: LENSES
• Choose any ophthalmic lens
• No progressive lens formularies
• The latest technologies
• Providers can recommend the most effective lens for each member’s need

FREEDOM OF CHOICE: CONTACTS
• Choose any contact lens or brand — no formularies
• The latest technologies
• Providers can recommend the most effective contacts for each member’s need

EXTRA VALUE
• 40% off additional pairs
• 20% off any balance above frame allowance
• Discounts for blue light protection, LASIK, sunglasses and hearing aids
• Freedom Pass offer from Target Optical and Sears Optical provides $0 out-of-pocket costs on frames***
• $20 off (and free shipping) at ContactsDirect.com***

Benefits innovation

International Travel Solution with temporary glasses for emergencies and global concierge service in 160 languages.****

SERVICE EFFECTIVENESS
99% of clients say we’re easy to work with.

AWARD-WINNING SERVICE
• One of the highest-performing call centers in the country for 8 years in a row.†
• 99% first-call resolution.†
• U.S.-based call center open evenings and weekends (to align with provider hours).
• Live agents available 102 hours/week.

EASY CONNECTIVITY
• First mobile vision benefits app for members on iPhone-Android.
• Enhanced Provider Search tool with online appointment scheduling.
• New SMS text alerts keep members informed and educated.

EASY ENROLLMENT
• Pre-enrollment resources and communications.
• Enroll.eyemed.com with quick videos and an interactive decision-making tool.
• Onsite enrollment support through our Captain’s Program.
• Welcome Kit and ID card sent to every member.

EASY WELLNESS EDUCATION
• Collect data on hundreds of ICD-10 codes that we can seamlessly integrate with your health and wellness vendor.
• EyeSiteOnWellness.com, a one-stop shop for member education.
• Mailers and reminders to high-risk members.

SERVICE INNOVATION
New operating system optimizes security with encryption for data in motion and data at rest.

†Purdue University Benchmark Portal independent assessment of call centers nationwide.
‡EyeMed incoming call analysis.
The vision network employees want

The vision network employees want

*Not available for all groups or all group sizes.

††Based on weighted average of sample transactions. EyeMed Insight network/SIC exam co-pay/ SIC materials co-pay/ SIC frame co-pay/ contact lens allowance. May not be available for all groups. Requires $130 or higher frame.
*‡‡Delivered within 24 hours in most cases. Availability based on the domiciled state of your plan/benefits allowance.

**EyeMed external satisfaction surveys, conducted by Walker and Convergys, 2017. Based on weighted average of sample transactions. EyeMed Insight network/SIC exam co-pay/ SIC materials co-pay/ SIC frame co-pay/ contact lens allowance. May not be available for all groups. Requires $130 or higher frame.

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