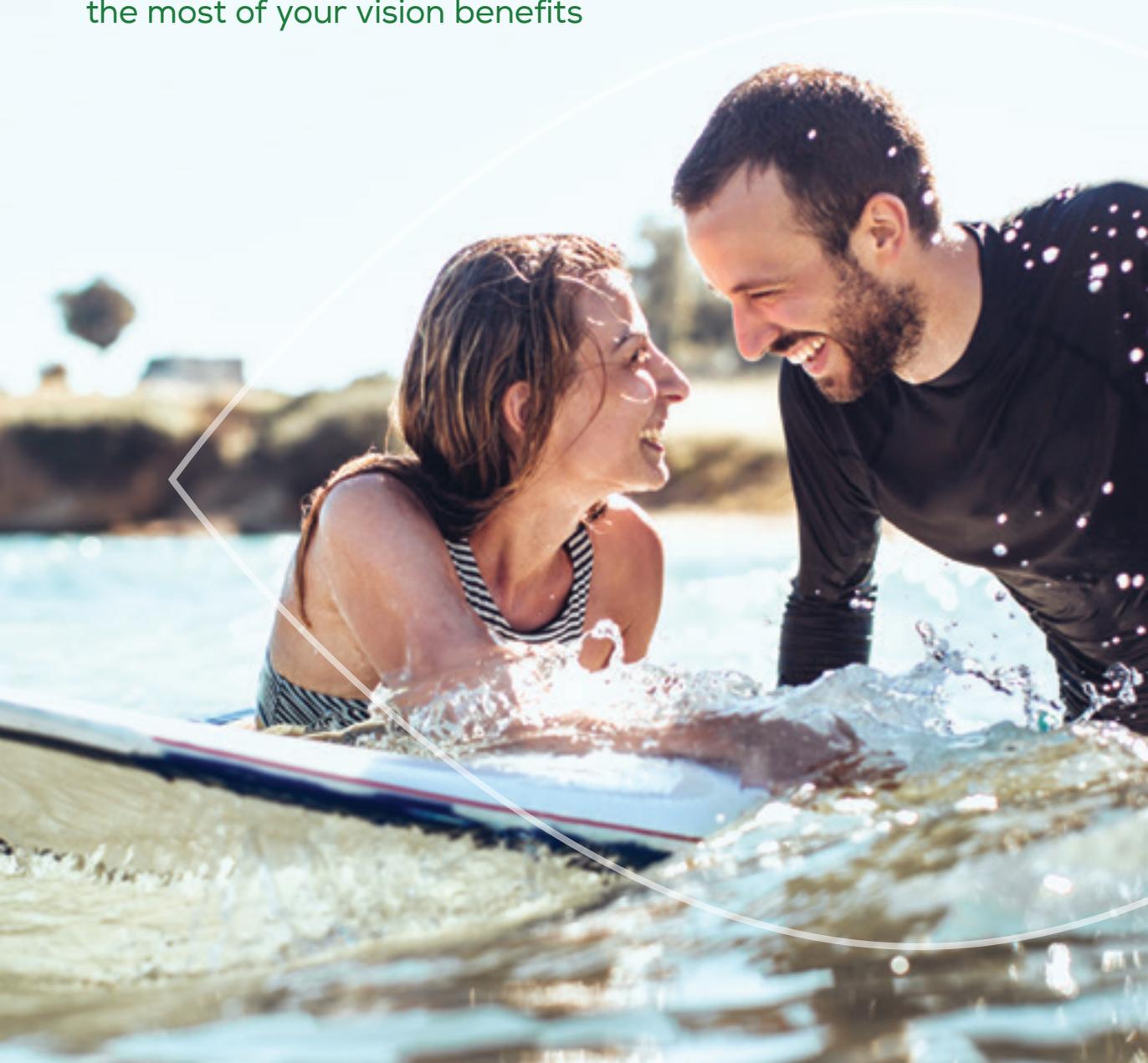


# An eye on support

Helping you and your employees make  
the most of your vision benefits



We're more than  
your standard

# vision benefits

**Here's why:** At EyeMed, we want to provide you and your employees with more of what's best, not more of the same. We do it by giving your employees the network they want with vision benefits that redefine expectations. But we also do it by making the benefit easy to understand—and even easier to use.

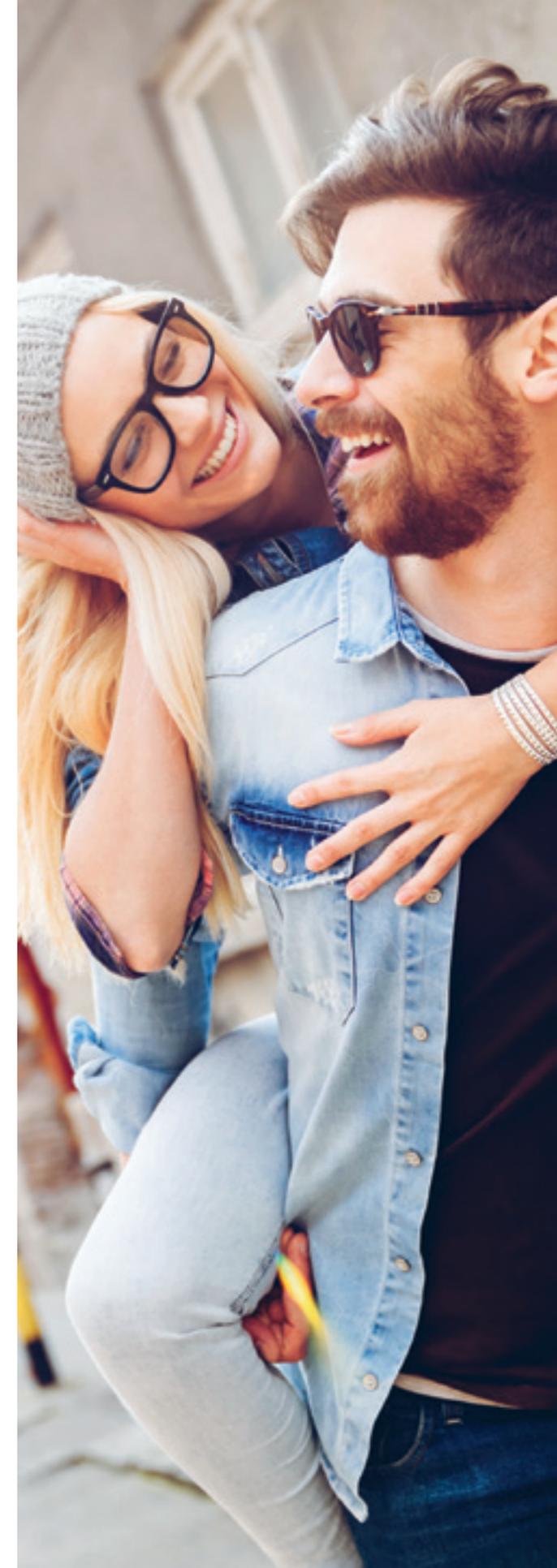
We've built online tools. We've personalized member communications. We've developed award-winning resources. **Why?**

**We want more employees to enroll** (they need to understand the vision benefit for that to happen).

**We want more members to use their benefits** (and it needs to be an easy experience for them, with added support when they need it).

**We want more employees to visit in-network providers** (because then they get the full value of their benefits).

All in all, we want to make it as simple as possible for your employees to take care of their vision health. And that makes life easier for you, too.





# Getting off to a good start

We want your employees to know that being an EyeMed member has its perks. Whether they're looking to save money on eye care and eyewear or want to focus on wellness to keep their eyes (and self) healthy, we have vision benefits for everyone. And we have the support to help them see why enrolling makes sense for themselves and for their families.

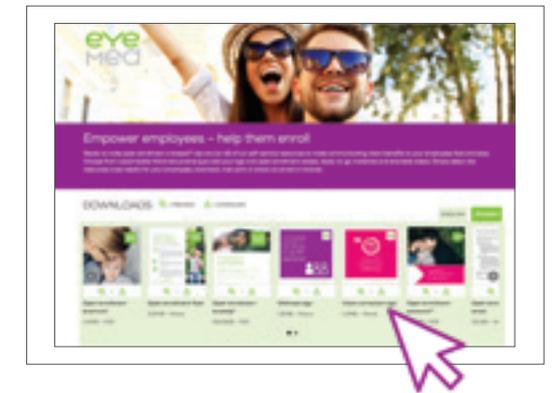


## [enroll.eyemed.com](https://enroll.eyemed.com)

The first step for employees to learn about EyeMed. Employees will meet LevEye, their personal and interactive enrollment concierge, who can help them decide if enrolling in the benefit is right for their family needs. Plus, they'll see how our vision benefits provide more choice, more extras and more guidance—all while scoping out providers on our network, reading through FAQs and more.

**TIMING** pre-enrollment

**DISTRIBUTION** can be accessed by employees 24/7



## Open enrollment toolkit at [eyemedeyeq.com/oe/](https://eyemedeyeq.com/oe/)

We have resources for you, too. Our variety of easy-to-access and easy-to-use communications means that you can choose how much or how little you distribute to employees. And the best part is that most were created so that you can plug in your logo, open enrollment dates and other custom information you think is important.

- **Office signage:** eye-catching signs to post in your office or facility
- **Enrollment brochure:** gives your employees everything they need to know about EyeMed
- **Articles:** insights on wellness, the importance of eye exams and more
- **Emails:** employee enrollment reminders
- **Videos:** shows employees what it's like to be an EyeMed member

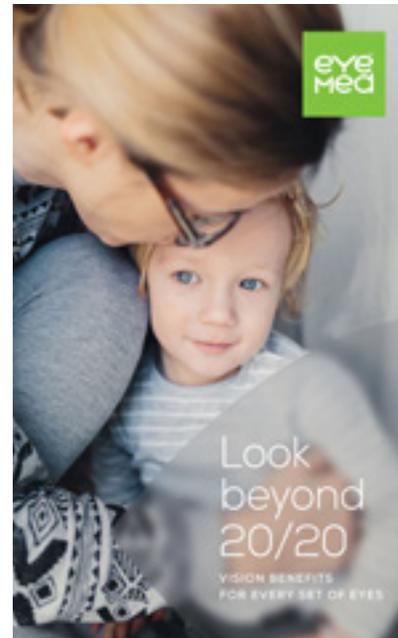
One more note: the resources you'll find within the toolkit are available in both English and Spanish.

**TIMING** pre-enrollment

**DISTRIBUTION** can be downloaded to print, insert into company communications or send via email

# Open enrollment event support

There's more we can do during your open enrollment period. If you have events, we have materials. At no cost to you, we'll send hard-copy materials of everything you need to explain the benefit to your employees. We want to be sure they are well informed when deciding on vision benefits.

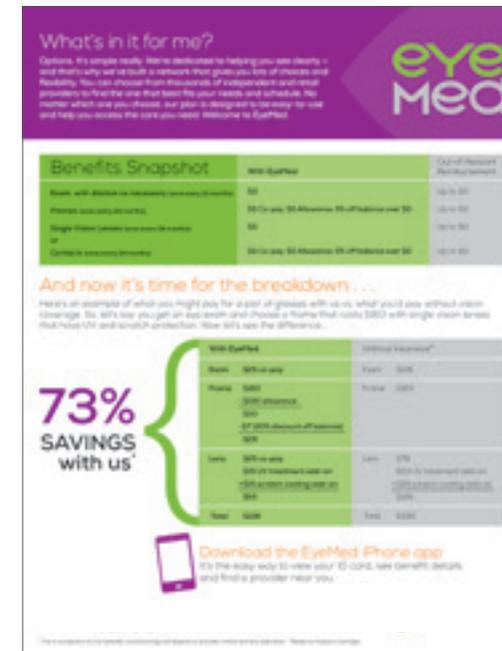


## Educational brochure and folder

It's not just employees with poor vision that could benefit from vision benefits. This piece will show you why. And how we not only provide value for members—but also look out for their wellness.

**TIMING** pre-enrollment

**DISTRIBUTION** open enrollment events



## Benefit summary

An instant snapshot of your vision benefits where employees will see their allowances, co-pays, and members-only savings. We've also thrown in some details on member support tools, health and wellness and more. We can even translate your benefit summary into Spanish or other languages upon request.

**TIMING** pre-enrollment

**DISTRIBUTION** open enrollment meetings (or other packages assembled by you)



## Provider directory

We'll take the address of where your open enrollment event is taking place, and put together a list of nearby in-network locations. This includes independent providers, plus national and regional retail and online options.

**TIMING** pre-enrollment

**DISTRIBUTION** open enrollment meetings

# Welcoming your employees to EyeMed



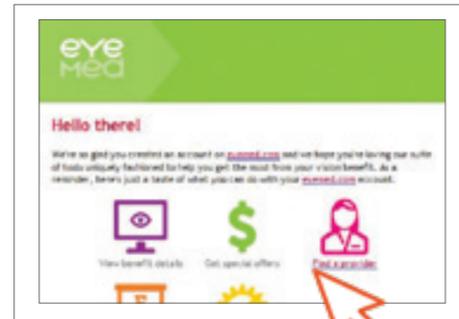
## Welcome packet

All of your newly enrolled employees receive our Welcome Kit shortly after signing up. It gives them a head start on everything they need to know, including a description of their vision benefits and how to use them, plus ways to get support if they need it.

We also include an ID card that can be used by them or any of their enrolled family members. This is something that's not offered by all vision care organizations—provided at no cost.

**TIMING** following initial enrollment

**DISTRIBUTION** sent directly to each enrolled employee

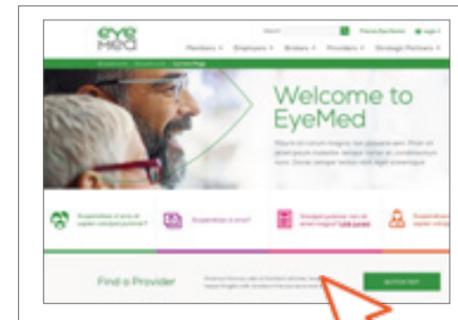


## Welcome emails

Those employees who create an account on eyemed.com will receive an email from us reminding them of all the great things they can do on our website, like get special offers, find a provider, schedule an appointment and more. And we'll make sure they know they can always download our EyeMed Members App for the same great support.

**TIMING** following registration at eyemed.com

**DISTRIBUTION** emailed to all enrolled employees



## eyemed.com

Everything your employees need to manage their vision benefits is online and right at their fingertips. They can log in 24/7 to:

- View benefit details
- Confirm eligibility
- Locate a provider
- Schedule an appointment\*
- Get special offers
- Print replacement ID cards
- Check claim status
- View health and wellness information

**TIMING** ongoing

**DISTRIBUTION** can be accessed by members whenever they need support

\*At select locations

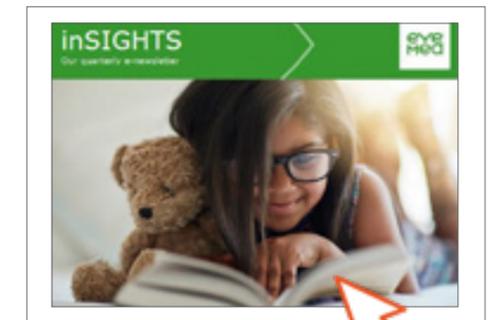


## Member Text Alerts

To help members stay on top of their vision benefits and always in-the-know, we offer them the option to sign up and receive SMS text message alerts. Those who opt-in will receive things like personalized benefits reminders, special offers, wellness information and quick tips and guides.

**TIMING** ongoing

**DISTRIBUTION** once monthly; members can opt-in or out anytime



## inSIGHTS quarterly newsletter

Members who opt-in can read up on the latest eye care innovations, learn about wellness education and get special offers delivered right to their inbox. All they have to do is sign up at eyemed.com or eyesiteonwellness.com.

**TIMING** ongoing—sent quarterly

**DISTRIBUTION** emailed to opted-in members

# Accessing care

When your employees are ready to use their benefits, we're ready to help. Our tools and resources are focused on providing more access, more transparency and more savings—anytime, anywhere.



## Special offers

We want to see your employees' savings add up—and out-of-pocket costs go down. So we've created members-only discounts and deals. After registering at [eyemed.com](http://eyemed.com), they'll find exclusive offers from network providers and retailers, free shipping from online providers, savings on frames, lenses and contacts, free vision products—and more. Plus, everything they find online can be pulled up on the EyeMed Members App, right at the register.

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TIMING ongoing

DISTRIBUTION can be accessed by members anytime

## EyeMed Members App

Our app for members was the first of its kind. And it's packed with features that continue to stay ahead-of-the-game. Before, during and after an employee's eye appointment, they can do things like find an eye doctor, make an appointment, pull up their ID card, store their prescription, set reminders and more.

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TIMING ongoing

DISTRIBUTION can be accessed by members anytime

## Enhanced Provider Search

It's easier than ever for members to find their perfect provider. Our Enhanced Provider Search on [eyemed.com](http://eyemed.com) lets them search by:

- Proximity to home or workplace
- Hours of operation
- Available frame brands and products
- Specialty services, such as retinal imaging or digital eye exams

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TIMING ongoing

DISTRIBUTION can be accessed by members anytime

## Explanation of benefits

After using their vision benefits to get an eye exam or purchase glasses and/or contacts, we provide members with their EOB, which outlines their out-of-pocket charges and the provider's reimbursement.

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TIMING following the use of benefits

DISTRIBUTION via [eyemed.com](http://eyemed.com)

## Know Before You Go tool

Many of our members don't have out-of-pocket costs beyond their co-pays. But for those who do, we make it easy for them to estimate what their total costs will be ahead of time—so there are fewer surprises at the register.

**With our Know Before You Go tool, members get their total in 3 simple steps:**

1. Members see a list of available services and products (with simple, clear definitions of common product options and add-ons)
2. They choose their preferences for each item
3. Estimated out-of-pocket costs (if any) appear on-screen

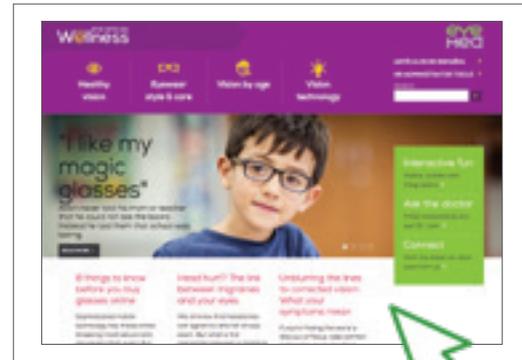
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TIMING ongoing

DISTRIBUTION can be accessed by members anytime

# A focus on wellness

We want everyone to see the value in vision. It's not only about helping people to see—vision benefits have advantages beyond just vision correction. That's why we connect with members in a variety of ways to educate and encourage them to take control of their health.



## eyesiteonwellness.com

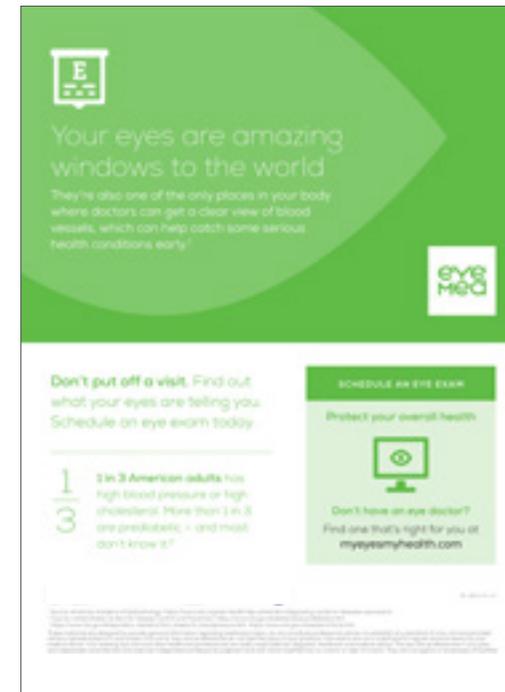
We've done all the research to find out what members want to know about vision wellness, trends and care. It's a website that's jam packed with nearly 100 articles for all things vision:

- **Healthy vision:** tips to help employees keep their eyes healthy and happy
- **Vision by age:** advice for looking after eyes of all ages
- **Eyewear style and care:** guidance on fashion and function to make sure employees find the right fit
- **Vision technology:** insights on how technology is transforming vision

Members can also find video clips, quizzes, tools and simulators to keep them informed, entertained and on top of their vision.

**TIMING** ongoing

**DISTRIBUTION** can be accessed by members anytime—and content can always be downloaded by you to print, insert into company newsletters or send via email



## At-risk mailing

Signs of serious health problems—like diabetes, high blood pressure and high cholesterol—can be spotted early during an eye exam. If a member is identified as having, or being at risk for, one of these conditions, we'll reach out and let them know what a difference a simple eye exam can make.

This past year, 18% of members who received our at-risk mailing then scheduled and received their annual eye exam—a result that's far higher than the industry standard for member mailings.

**TIMING** during the same quarter of the previous year's eye exam

**DISTRIBUTION** mailed directly to each at-risk employee's home



## Exam reminders

Our benefits make it easy for members to get all-important eye exams. But we also make it easy for them to remember when they're due for one. When you provide us with your employees' email addresses, we send out annual email reminders on a quarterly basis so they can stay on top of their eye—and overall—health.

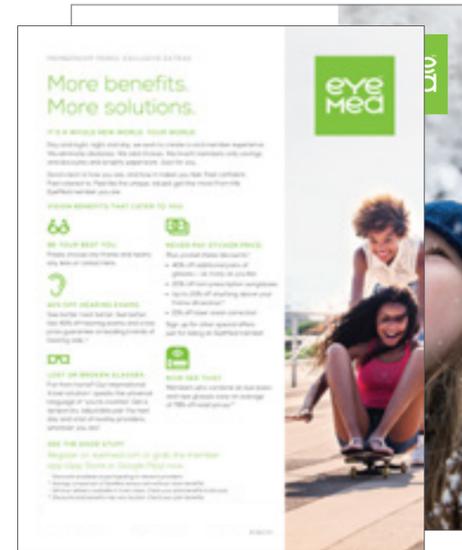
**TIMING** 1 year following the member's last exam

**DISTRIBUTION** email



# For you to share with employees

Some of our clients like to be more hands-on. Some of our members have more questions. And for each of those who do, we have more information.



## Welcome to EyeMed content pack

Available through your Account Manager

When employees enroll in our benefits, they enter a whole new world of vision care. Which is why we want to give them more guidance. With this bundle of materials, we provide:

- **Member welcome:** what members can expect with their vision benefits
- **Network overview:** all the choices in providers, options and brands on our network
- **Member solutions:** member perks and unique vision benefits
- **Member tools:** support wherever your employees are, whatever they're doing
- **Member experience:** step-by-step look at life as an EyeMed member

**TIMING** ongoing  
**DISTRIBUTION** at your discretion



## Innovation content pack

Available through your Account Manager

We're changing the way members experience eye care. Because your employees are unique, their EyeMed vision benefits will be, too. We have extra perks for them; and you'll have the materials to keep them looped in:

- **International Travel Solution:** global access to trusted providers in case a vision emergency sneaks up while traveling abroad
- **Sun savings:** special savings on non-prescription sunglasses for members who want to soak up the sun
- **Hearing discount:** affordable hearing care so members can see—and hear—life to the fullest
- **Special offers:** discounts and deals only for EyeMed members

**TIMING** ongoing  
**DISTRIBUTION** at your discretion



## How-to content pack

Available through your Account Manager

Members have questions. We have answers, now, before the question is even asked. We'll give you overviews that walk members through:

- Using their benefits
- The EyeMed Members App
- Managing their benefits on eyemed.com

**TIMING** ongoing  
**DISTRIBUTION** at your discretion



## Wellness content pack

Available through your Account Manager

Materials for you to give to your employees that educate and encourage them to take control of their eye health:

- **Power of an eye exam:** the importance for getting an eye exam every year
- **Wellness overview:** a walkthrough of all the ways we help members be well
- **eyesiteonwellness:** what they'll find at our online vision hub—and why they should pay a visit
- **Wellness articles:** a wide variety of materials focused on healthy vision, total wellness and more

**TIMING** ongoing  
**DISTRIBUTION** at your discretion



We look forward to helping  
you and your employees  
see life to the fullest

Visit [starthere.eyemed.com](http://starthere.eyemed.com) or [www.eyemed.com](http://www.eyemed.com).