It takes vision to see beyond the status quo
We’re EyeMed—America’s fastest growing vision benefits company

With more than 42 million members, we’ve doubled our membership in the last 10 years. Because when you switch your vision benefits to us, more employees enroll, more employees use their benefits and more employees visit an in-network provider.

You see, when it comes to vision benefits, we provide our clients and their employees with more of what’s best, not more of the same – because we want them to see life to the fullest. And we’ll do the same for you, too, by giving your employees the network they want with vision benefits that redefine expectations, all while making the experience easy for them.

1 Internal analysis of EyeMed membership data compared to data from leading vision benefit companies, as reported in Freedom of Information Act (FOIA) requests and news alerts.
All of our experience with companies just like you has taught us one thing – choice matters most. We know that your employees want to receive eye care where they want and when they want. And that’s where we come in.

Just like we’d like to get to know you, we’d like for you to get to know us, too.
INDEPENDENT PROVIDERS
The “trusted local advisor” that many feel comfortable with. With up to 54,000 providers across the country, one is probably right around the corner.

NATIONAL RETAIL PROVIDERS
The recognized names with up to 13,800 providers. Includes something for everyone – from those looking for high-end, fashion frames and advanced technology, to one-stop shoppers to the budget-conscious consumers.

REGIONAL RETAIL PROVIDERS
The neighborhood stores with a wide range of care. With up to 14,200 providers, choose from these familiar faces: Cohen’s Fashion Optical, ForEyes Optical, Shopko, MyEyes, Eyeglass World, BJ’s Optical, Texas State Optical, Sterling Optical, Site for Sore Eyes, Eye Care Center, Henry Ford Eyemart, Clarkson Eyecare, SVS Vision

THE VISION NETWORK
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 choice, another chooses value. With us, your employees can find the perfect provider on their terms, not ours. All with the convenience of evening and weekend hours, plus easy access to advanced exam and accurate fit technologies.

97% of EyeMed members visit an in-network provider – so you can be sure our approach works

NETWORK BY THE NUMBERS

54,000 INDEPENDENT PROVIDERS
13,800 NATIONAL RETAIL PROVIDERS
14,200 REGIONAL RETAIL PROVIDERS

EyeMed Access network, September 2015
Ibid.
Ibid.
Our vision is changing reality

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 not only change expectations – they change how benefits work.

Buying online isn’t just for clothes and gadgets anymore. Because online purchases of prescription eyewear are projected to increase by up to 15% over the next 10 years,10 we’ve added network options to meet this growing trend. Your employees can now shop for eyewear directly from their smartphone, tablet or computer. And it’s all in-network, which means members can apply their applicable allowances and co-pays seamlessly on each site.

GLASSES.COM
Home of the award-winning10 photo-realistic and geometrically accurate 3D virtual try-on app, employees can see how they look in a huge selection of glasses based on their face shape, preferred style and lens options. And if they’re still not sure? Glasses.com allows them to save their favorites and share with friends and family via social media.

CONTACTSDIRECT
Ordering contacts online just got easier, too. Employees can select from top selling brands like Acuvue®, Air Optix® or Biofinity®, then have them shipped free of charge as soon as the prescription is verified (typically same day).

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What if we bring eye care and eyewear right to your door? Say hello to the Pop-Up Clinic.11

We’re piloting Pop-Up Clinics to make it easy for you to offer eye exams and an “in-store experience” to your employees. You provide two empty conference rooms and help us promote the clinic (with materials we provide to you), and then we’ll take care of the rest.

All from the convenience of your facility, your employees can receive a comprehensive eye exam from a local, credentialed doctor. After receiving their prescription, they can head to the on-site eyewear store in the conference room next door to select from a wide selection of contact lenses and over 400 frames from leading designer brands, such as Ray-Ban®, Oakley®, Persol®, Coach®, Vogue Eyewear® and many more. What’s even better? Because the Pop-Up Clinic is catered to only your employees, we’ll show eyewear pricing after the allowance.

10 2014 Cannes Lions Festival, Bronze Award for “Creative Use of Technology”
11 Not available for all groups or all group sizes.
BENEFITS THAT REDEFINE EXPECTATIONS

No cookie-cutter benefits here. We can easily adjust what we do and tailor our products and services to fit your overall benefit and wellness strategy – because we want employees to enroll, use and get the most from their vision benefits.

97% of EyeMed members are satisfied with their benefits

Vision benefits that redefine expectations

ANY FRAME

ANY LENS

ANY CONTACTS

FREEDOM OF CHOICE™

No limiting tower frames, or unnecessary restrictions. With EyeMed, members can choose nearly any ophthalmic frame lens, or contact lens. Plus, they’ll receive consistent benefits at all of our providers – because they administer benefits the same way to avoid unnecessary confusion for members.

EXTRA IN-NETWORK SAVINGS

Your employees will love staying in-network to grab these savings:

• 40% off additional pairs of glasses
• 20% off any remaining balance over the frame allowance
• 15% off retail or 5% off the promotional price of LASIK
• 25% off non-priced items, like lens cleaner or non-prescription sunglasses

AND HEAR THIS

We also have a new perk up our sleeves – a hearing discount for all members. We’ve teamed up with Amplifon, the largest distributor of hearing aids in the world, so that we can offer:

• 40% off a hearing exam at thousands of locations around the country
• Discounted, set pricing on thousands of hearing aids, including the latest technology to hit the market.
• Low price guarantee – if the same product is found elsewhere at a lower price, Amplifon will beat it by 5%
• 60-day hearing aid trial period – with no restocking fees
• Free follow-up care with unlimited appointments for 1 year
• 2 years of free batteries with initial purchase
• 3-year warranty and loss & damage coverage

SOLUTIONS DESIGNED WITH YOU IN MIND

We know your industry is unique, so your vision benefits should be, too. Take your offering to the next level with enhancements such as:

• Retinal imaging for early detection of vision or health issues
• Diabetic benefit to help minimize vision complications
• KidsEyes benefit to address the special vision needs of youth

Not sure what your ideal vision package looks like? No problem, we can help. With more than 42 million members, we have data on how employees across numerous industries, locations and demographics use their benefits. That means we can compare you with similar groups to see what’s worked for them. And then we’ll help you make the important decisions about your benefits so that what you offer includes the things your employees actually need and want.

FREEDOM OF CHOICE™

• 40% off additional pairs of glasses
• 20% off any remaining balance over the frame allowance
• 15% off retail or 5% off the promotional price of LASIK
• 25% off non-priced items, like lens cleaner or non-prescription sunglasses

12 EyeMed internal member satisfaction survey conducted by Convergys 2014

13 May not be available on all plans. Confirm if your plan provides this option.
Everyone wants to use their vision benefits differently. Our data proves it. Our goal is to give members more power, flexibility and options to make their own decisions.

**TWO BENEFIT LEVELS ARE BETTER THAN ONE**
Vision benefits are like a pair of glasses – the right fit is everything. EyePrefer lets each employee find that right fit. It takes your current offering (or a recommended base option) and adds an enhanced benefit option, developed by utilizing data that shows how we anticipate your employees will use their benefits. And since your employees are selecting the option they’ll use, they’re also getting the most for their money (typically using pre-tax dollars to pay for a greater benefit) and spending less at the point of sale.

**IT GETS EASIER**
EyeNav makes choosing the right option even easier. Our industry-leading decision-support tool asks members a few basic questions about their potential needs and then recommends the best option for their family.

**For new clients, typically over 50% of employees select the enhanced option.**

A global workforce needs a global solution. So we’ve found trusted providers around the world to help ensure that your employees have a readily available solution anytime a vision emergency sneaks up – even if they’re abroad.

**BETTER BENEFITS, BETTER EXPECTATIONS**
There’s so much to see abroad

A global workforce needs a global solution. So we’ve found trusted providers around the world to help ensure that your employees have a readily available solution anytime a vision emergency sneaks up – even if they’re abroad.

Our International Travel Solution offers:
- Custom microsite and app for international benefit use
- International provider directory to connect your employees with a trust worthy provider
- 24/7 member support
- Translation services in 160 languages
- Vision guides to answer common country-specific vision care questions
- Emergency eyewear that’s delivered next day
- Quick and easy picture upload of the receipt to submit claims

*We provide a Sun Perks certificate for members that can be used for up to $50 off premium, non-prescription sunglasses at sunglasshut.com or any participating Sunglass Hut store. Seeing life to the fullest means protecting your eyes – indoors and outdoors.

99% of harmful UVA and UVB rays can be blocked by quality sunglasses

10

More than sunscreen, eyes need protection, too

We provide a Sun Perks certificate for members that can be used for up to $50 off premium, non-prescription sunglasses at sunglasshut.com or any participating Sunglass Hut store. Seeing life to the fullest means protecting your eyes – indoors and outdoors.

11

99% of harmful UVA and UVB rays can be blocked by quality sunglasses

12

Making benefits even better through choice

No cash-back value, cannot be redeemed for cash, may not be sold or transferred and will not be replaced if lost, stolen or damaged. Valid in the U.S. only.

13

Based on Eyemed internal claims analysis - 2013

14

American Optometric Association: http://www.aoa.org/patients-and-public/caring-for-your-vision/uv-protection?ss=1

15

Based on Eyemed internal claims analysis - 2013

16

May not be available for all group sizes. Redeemable at any Sunglass Hut store in the U.S. and online at sunglasshut.com. Excludes Chanel, Maui Jim, Oakley, Tiffany and Tom Ford. Limit one discount per transaction. Not valid with other offers, promotions or discounts or with prior purchases. No cash-back value, cannot be redeemed for cash, may not be sold or transferred and will not be replaced if lost, stolen or damaged. Valid in the U.S. only.

17

Delivered within 24 hours in most cases. Availability based on the domiciled state of your benefits.

18
Members who understand their benefits are more likely to value and use them. That’s where we come in. We get things off to a good start with:

- Pre-enrollment ads, articles, brochures, posters, reminders and more
- Trusted representatives to attend your open enrollment events and answer employee questions
- Welcome Kit with ID cards showing the 5 closest independent and 5 closest retail providers sent directly to enrolled employees

Encouraging members to get the most from their benefits means being there to support them every step of the way. We’re here 102 hours per week – that’s an average of about 15 hours per day – with 99.4% first-call resolution. And it’s one of the reasons that we’ve ranked among America’s highest-rated call centers for 6 consecutive years.

Above all else, we make benefits easy

99% of EyeMed clients agree that we’re easy to work with.

Easy for members means easy for you. Even before your effective date, we’re ready with answers and solutions before the question’s even asked. It’s our vision of a carefree benefits experience. One that saves time and saves hassle. One that gives everyone peace of mind.

102 HOURS PER WEEK
15 HOURS PER DAY AVERAGE
99.4% FIRST-CALL RESOLUTION

19 Not available for all group sizes
20 EyeMed incoming call analysis 2014
21 Purdue University Benchmark Portal independent assessment of call centers nationwide
Being a member has its perks. Because while they’re on our site, additional savings to help further reduce costs are just a click away. We provide special offers for your employees directly from the manufacturers to help them save on glasses, lenses, contacts and more. And since we’re always uncovering new deals, all they have to do is make a return visit (or two) for even more savings.

Tool around with our new web resources

Enhanced Provider Search

It’s easier than ever for members to find their ideal provider. They can use our Enhanced Provider Search to locate providers by:

- Location or proximity
- Hours of operation
- Specialty services, such as retinal imaging or advanced exam technology
- Available frame brands

And once they find who they want to visit, they can even go ahead and schedule their appointment (at select locations) at the same time.

EyeMed Members App

Someone had to create the industry’s first iPhone and Android mobile app for members. So we did. It’s free, fast and packed with self-service capabilities.

MEMBERS CAN:

- Pull up their ID card (with just a quick shake of their phone)
- Find a provider in under 10 seconds and get driving directions
- View their benefits and eligibility status

NEW ENHANCEMENTS:

- Eye exam push reminders
- Contact lens refill push reminders
- Ability to load and save a prescription
- Special offers pulled from eyemed.com

We make benefits easy

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- Eye exam push reminders
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- Special offers pulled from eyemed.com

97% of clients see us as an innovative company.
Thanks for taking the time to get to know us

We know that your eyes – and the eyes of your employees – are amazing. They see everything, everywhere and everyone.

And we hope that includes us. Because we know your employees deserve more of what’s best, not more of the same. We deliver tangible results you can see, which is why hundreds of your peers switch to EyeMed each year. It’s your turn to challenge the status quo.

We can’t wait to work with you!

The EyeMed difference—it’s easy to see

The vision network that employees want

- The right mix of independent, national retail and regional retail providers
- And new online options with Glasses.com and ContactsDirect
- 97% of employees use in-network providers

Vision benefits that redefine expectations

- Flexibility to help design the right vision benefits package
- Freedom of choice to select any ophthalmic frames, lens or contacts
- 97% of members are satisfied with their benefits

Above all else, we make benefits easy

- Member Welcome Kit and ID cards mailed to every enrolled employee
- Award-winning call center with 102 hours per week of availability
- 99% of clients agree that we’re easy to work with

Learn more at starthere.eyemed.com

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Footnotes:

2. EyeMed internal member satisfaction survey conducted by Convergys 2014
3. EyeMed internal client satisfaction survey conducted by Walker 2014