

A photograph of a man and a young girl laughing together outdoors. The man is in the foreground, looking up and laughing heartily. The girl is behind him, also laughing and looking down at him. They are both wearing casual clothing. The background is a blurred outdoor setting with green foliage and a building.

eye
Med

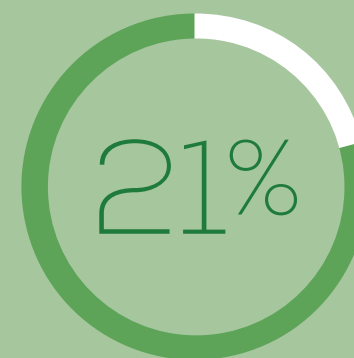
Discover the
value in vision

Life should
be seen to
the fullest

Healthy vision couldn't be more important – it helps us work, stay safe and enjoy all the amazing sights of our everyday lives. For those who have it, good vision can be taken for granted.



76% of adults use some form of vision correction⁴



of adults who don't use vision correction say they need vision help, but haven't done anything about it⁴

But many need help to see

The need for vision care is so prevalent, it can be easy to overlook:

- Vision disorders are the 2nd most prevalent health condition in the United States¹
- Nearly 70% of millennials report symptoms of digital eye strain²
- Almost a quarter of parents express concern over the possible harm being done to their children's eyes by digital devices²
- Approximately 25% of children in the United States use some form of vision correction³

When you think about your employees, it's likely that the majority of them are in need of vision correction, whether for themselves or for a family member. And with the effects of aging and the increase in screen usage, vision care benefits will only become more important in the years to come.

The broader benefits of vision care

Vision benefits have their perks beyond helping with just vision correction. With a comprehensive eye exam, it can be easier to find serious eye and general health conditions sooner.⁵

CONDITIONS SUCH AS:

- Diabetes
- High blood pressure
- High cholesterol
- Eye diseases like glaucoma and cataracts



WHY?

With a clear view of blood vessels, arteries and nerves, our eyes give doctors a unique window into the human body, allowing them to see a better picture of our overall health. And this, along with the fact that the average person is 4 times more likely to receive an annual eye exam than a physical, shows just how important vision care can be.⁶



People are 4 times more likely to get an eye exam than a physical⁶

⁵"Health Problems Eye Exams Can Detect." YourSightMatters.com, Mar 2016.
⁶U.S. Dept. of Health - National Health Statistics Reports #8; Aug. 6, 2008.

Vision care is what employees want

As the need for proper vision care increases, so does demand and appreciation from employees.

Competitive benefits packages are now an important tool in helping to attract and retain top talent. In fact, nearly 1/3 of people say they have or know someone who has accepted a new job in the last year because it offered an attractive benefits package.⁷

Percentage of adults who want vision care coverage⁸

85% 

91%

of consumers view vision benefits as important or very important⁹



The average employer gains \$7 for every \$1 invested in vision benefits¹⁰

When employees benefit, so do employers

As employees' needs and expectations change, benefits should evolve, too. And here's more good news: with early diagnosis, conditions can be treated more quickly—and more cost-effectively—leading to a healthier group of employees for you, with potentially lower healthcare expenses. In fact, employers like you can gain \$7 for every \$1 invested in vision coverage.¹⁰

All this means that keeping an eye on your employees' health with vision benefits is a win-win.

⁷Vision Watch Vision Correct Standard, 2012. ⁸Vision Monday, dba newsletter, 2013. ⁹Workforce.com, "Special Report: Vision and Dental Benefits—More to See, More to Chew On," 2015.



Keep your employees healthy – and happy –
Contact your EyeMed rep or visit starthere.eyemed.com

