

# Subject line: Open enrollment starts {INSERT DATES}. Don't miss out.

## {COMPANY NAME} employees: It's time to enroll in your EyeMed vision benefits

Eye exams are important for everyone — whether or not you wear glasses or contacts. Which snapshot best describes you?

### My eyesight needs help.

With an EyeMed membership, you have the power to get exactly what you want without settling for less. EyeMed members save an average of 71% off retail on eyeglasses with an eye exam.<sup>1</sup> Plus, members can score special offers all throughout the year on eye-related products and services, as well as discounts on LASIK and hearing exams. With thousands of in-network eye doctors, you can see who you want, when and where you want — even online where you can instantly apply vision benefits at select participating in-network providers.

### I see just fine.

Think you don't need vision care? Think again. Eye exams are a smart part of health prevention. So even if you think you've got 20/20 vision, you still need an eye exam. And with EyeMed, your exam savings justifies a year's worth of premiums.

Here's how we see it: We've all gone digital, which is why 65% of Americans report experiencing common symptoms of digital eye strain — neck and back pain, headache, blurred vision and dry eyes.<sup>2</sup> Combine that with the fact eye exams give doctors unobstructed views of blood vessels allowing them to see signs of some health conditions sooner, and a yearly check-in is a no-brainer. See it sooner. Treat it sooner. That's our point of view.

Whether you have a vision correction need or want to keep tabs on your overall wellness, you can feel confident you'll get the choice, savings and tools from EyeMed to keep you seeing life to the fullest.

**Learn more about enrolling in EyeMed vision benefits today, [enroll.eyemed.com](https://enroll.eyemed.com)**

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<sup>1</sup> Based on weighted average of sample transactions; EyeMed Insight network/\$10 exam copay/\$10 materials copay/\$120 frame or contact lens allowance.

<sup>2</sup> Olson, K. (2016). VS: Blue Light Special. Retrieved November 19, 2018, from <https://www.benefitspro.com/2016/07/01/vs-blue-light-special/?slreturn=20181019113133>. Accessed November 2018.