

2025

Vision health resource calendar

Eye health for every season

eye
Med

This is more than a calendar

It's a resource library of preventive care and reminders for your employees. Use these articles, interactive features and tools to promote vision health throughout the year.

Copy and paste intros and links into a newsletter, email, intranet or your format of choice.



This document includes interactive elements and is best viewed in Adobe Acrobat or Reader.



January

Setting sights on the new year



Are you at risk for glaucoma?

Glaucoma is the name for a group of eye diseases that develop when increased fluid pressure in the eyes damages the nerve fibers in the optic nerve and retina. This damage can lead to irreversible vision loss.

The good news is if glaucoma is detected and treated early, its progression can be slowed or stopped. But the bad news is that people with glaucoma don't always show symptoms. That's why it's important to know if you're at risk.

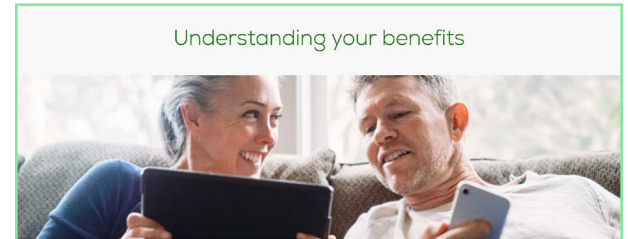
According to Prevent Blindness America, it's estimated that over 4 million Americans have glaucoma, but only half know they have it. Anyone can get glaucoma, but if you fall into one or more of the risk categories listed below, it's particularly important to receive a comprehensive eye exam that includes dilating your pupils every year:



Your annual wellness checklist

Your annual wellness checklist

Everyone has their resolutions, and for many the new year is an opportunity to kick off a healthier lifestyle. There are many ways to improve your overall health and wellness, but for some, it's a challenge to get started. That's where our annual wellness checklist comes into play.



Understanding your benefits

A guide for member resources

EyeMed tools and resources make the vision benefit experience easy from finding your Member ID to scheduling your next eye exam.

WELCOME KIT WITH MEMBER ID CARDS

Communication starts with your EyeMed Welcome Kit. This information kit contains everything you need to get started, including:

- Two ID Cards - one for you and one for a dependent. The ID Card is where you will locate your Member ID.
- A complete listing of the vision services and materials covered by your plan.
- A list of in-network providers nearest to you.

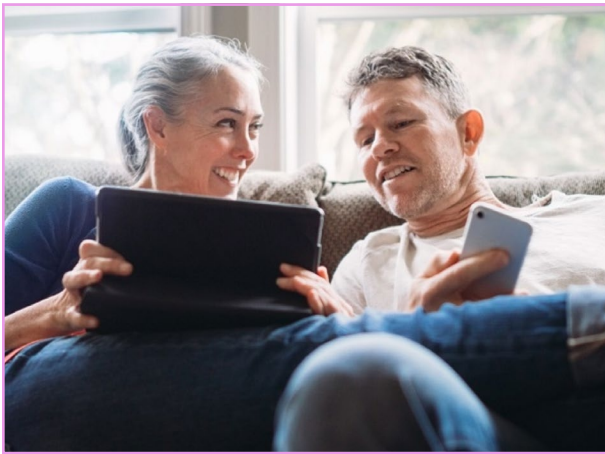


Understanding your benefits

Start the year off by having a solid understanding of your vision benefits. Check out this interactive tool that makes the vision benefit experience easy, from finding your Member ID to scheduling your next eye exam.

February

See the possibilities



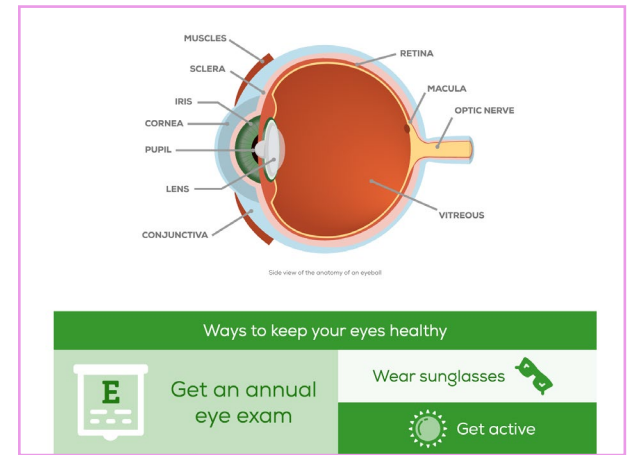
Low Vision: At a glance

In honor of February being Low Vision Awareness Month, let's dig deeper into what Low Vision means, what causes it and how to manage it.



3 reasons to schedule your annual eye exam

Your eyes continually change, so it's important to schedule an annual eye exam to ensure your overall eye health is in good shape. The reasons are endless, but here are our top 3.



Take a peek into the eyes

Have you ever wondered what your eye doctor sees when they examine your eyes? Or how all the parts of the eye work together? Let's take a closer look.

March

Spring is in the air



Embracing eye health and vision wellness in the workplace

March is Workplace Eye Wellness Month, so to shed a little light on ways you can improve your eye health and vision wellness in the workplace, we're sharing a few proactive measures to reduce the strain on your eyes.



3 ways to manage seasonal eye concerns

The first day of spring is March 20th, and as the seasons change, factors such as variations in humidity, temperature, sunlight exposure, etc., can impact our eye health.

What are the benefits of Transitions® lenses?

- LIGHT INTELLIGENT**
Automatically adapts to changing light conditions.
- EVERYDAY EYECARE**
Help protect from UV and filter blue-violet light*.
- HASSLE FREE**
Makes every day life simpler.
- FREE STYLE**
Whatever the frames you love, pick your favorite color. Choose your style.

Which style would work for you?

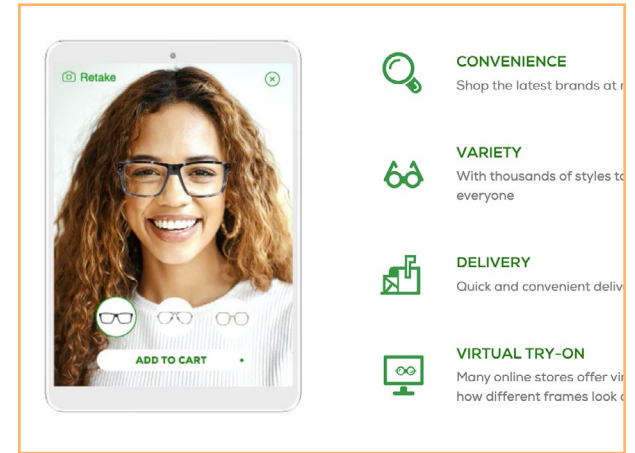
GEN S™	XTRACTIVE® NEW GENERATION	STYLE MIRRORS	XTRACTIVE POLARIZED®
Transitions® NEW GENUS gen ⁺ S ULTRA DYNAMIC LENSES	Our perfect everyday lens Transitions® GEN S™ is ultra-responsive to light, offers a spectacular color palette and provides 100% vision at the speed of your life.	Transitions® gen ⁺ S	
grey	brave	greenish green	
oceanic	amblyx	emerald	

Are Transitions® lenses right for you?

With warmer months on the horizon, now is a great time to use your EyeMed benefits to keep your eyes protected. Learn more about Transitions® lenses, including the latest style, GEN S.

April

New month = new eyewear



Eyewear that fits your lifestyle

As a starting point, it may be helpful to think about your lifestyle to determine what type of glasses will suit you best.

Upgrade your look with unique eyewear

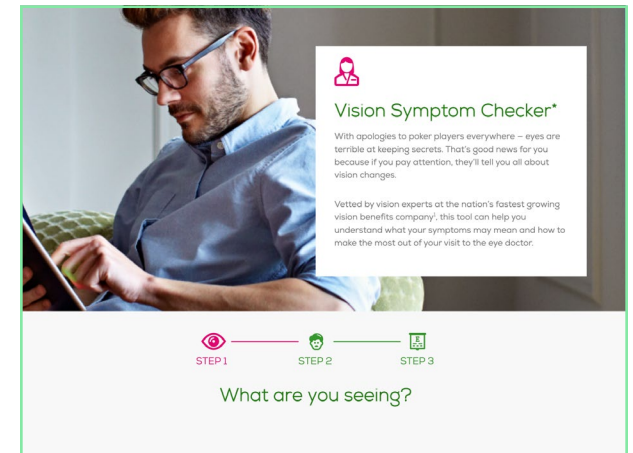
From color-changing frames to wearable technology, now there are more unique enhancements to consider if you really want to take your eyewear game up a notch.

Use your benefits online

Online shopping has become such a time-saver in our lives. Did you know you can use your EyeMed vision benefits online, too? Explore our interactive, step-by-step guide to learn about how easy and convenient it is.

May

Celebrating Healthy Vision Month



A look at your overall health

You have your annual physicals. You see your dentist regularly. You've got this healthcare thing down. But is seeing your eye doctor on that list? It should be.

Vision issues to monitor in your 40s, 50s, 60s and beyond

With each passing year, we gain more memories and more wisdom. (We hope.) But as we grow older, our bodies change too, including our eyes and vision. This process is natural, but it's important to stay aware of age-related vision changes to keep our sight and health on-track.

Vision symptom checker

Are your eyes acting up? This tool can help you understand what your symptoms could mean so you can make the most of your eye exam.

June

Eye care is for everyone



Men, vision health, and the big 5

Five of the most common health issues you face as a male can carry a risk of serious harm to your vision. Learn the ways your vision can be affected by each of these diseases, and what you can do to help avoid them.

1. Diabetes

About 15.5% of men in the US have diabetes.¹ With this diagnosis comes a chance of developing retinopathy.



Women and vision: Keeping an eye on your health

If you're female, you're more likely to develop several common, yet serious, eye diseases as compared to your male counterparts. But you have more control over the outcome than you may think. A healthy lifestyle and routine eye exams may give your eyes a fighting chance.

Age-related macular degeneration



Men, vision health, and the big 5

5 of the most common men's health issues can also impact vision. Learn how these diseases can damage eyesight and what can be done to avoid them.

Women and vision: Keeping an eye on your health


Women are more likely than men to develop many common but serious eye diseases. Knowing what to look for and maintaining a healthy lifestyle can give your eyes a fighting chance.

Video: Family eye care

In this video about family eye care, Dr. Ryan Smedley talks about how to best care for your child's eye health.

July

Hello sunshine, hello protection



Get the perfect fit: find the right lenses for your sunglass needs

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses. Providing convenience, comfort and protection, they can enhance your time outside. And today you have many choices when it comes to finding a pair that won't break the bank.

Frames, lenses, color and tint are part of a wide range of options that make it easy to find the perfect pair for your lifestyle and your budget. How you spend your time outside can help determine what type of prescription sunglasses are best for your needs.

Get the perfect fit: Find the right lenses for your sunglass needs

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Put your best face forward

Just like your sneaker collection or go-to jewelry, eyewear is an important part of your wardrobe. A style statement that's front and center, eyewear is an accessory where health meets fashion, so it's important you choose a frame that's right for you.



Video: Why is it important to wear sunglasses?

In this video, Dr. John Lahr, talks about the importance of wearing sunglasses.

August

It's National Eye Exam Month



Make a Date for Your Eyes: Your Annual Exam

Getting your eyes checked can help you be the vision of health.

You may think you need an eye exam only when it's time to update your eyewear prescription. But the truth is, eye exams are about a lot more than seeing whether you need a new pair of glasses or contacts. Comprehensive eye exams play an important role in your overall wellness, and you should get one every year for optimal vision health. Besides measuring your vision, regular eye exams can help identify early signs of certain chronic health conditions, including high blood pressure, diabetes, heart disease and high cholesterol.*



4 questions to ask your child's eye doctor

There is a strong link between vision and learning, yet many vision conditions in children go un-diagnosed. As a parent, you might not know what to expect during your child's visit, so here are a few questions you can ask the provider while you're there.



All about digital retinal imaging

Like your mobile device, your camera and your music collection, eye exams have entered the digital age. That means at your next appointment, your eye doctor could document the exam through retinal imaging—a process that tracks changes in your eye that could signal possible vision or health issues. And you thought that string of selfies on your phone was your most valuable collection of images...

Why look at the retina?

All about digital retinal imaging

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September

See better, hear better, feel better



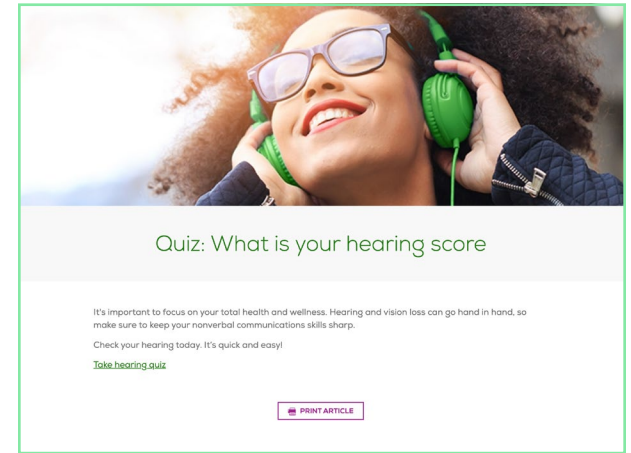
A clear vision for peace of mind

You might not realize it, but your vision can have an impact on your mental health. So, prioritize your overall health and mental well-being by scheduling an annual eye exam.



Social sense: When vision and hearing make it hard to connect

Not being able to see or hear clearly can get in the way of a full life. What if one or more of your senses are changing? Learn a few strategies for making communication easier.




Quiz: What is your hearing score

Hopefully, you've had an eye exam this year – what about a hearing test? This simple quiz will tell you whether you should think about making an appointment.

October

Fall in love with healthy eyes



Need Help Finding the Right Eye Doctor for You?

Tips for choosing whom to trust with your eyes.

If you ask people what's the most important of their five senses, chances are they'll say their eyesight. It's no surprise, considering we rely on our vision for almost every activity we perform. That's why choosing someone you trust to care for your eyes is an important decision—but it doesn't have to be a difficult one.

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World Sight Day

World Sight Day (WSD), celebrated annually on the second Thursday of October, is dedicated to bringing awareness to vision impairment and focuses attention on the importance of good vision.

Need help finding the right eye doctor for you?

Finding the right eye doctor can help you protect your eyes and vision. By doing your homework, you are sure to find one to help you take good care of the sense you value most – your vision.

Are you a candidate for LASIK?

Are you considering LASIK? Let's see if you're a candidate.

November

All about myopia


What are the symptoms of myopia?²


1 Difficulty seeing distant objects clearly

You might notice this when your child sits too close to the TV, or shows disinterest in activities that require them to focus at a distance.

2 Eye strain




Children experiencing eye strain may complain of headaches or sore, tired eyes. They may also rub their eyes frequently.



 It's estimated that myopia could affect upwards of 52% of the world population by 2050¹.

Risk factors of myopia

The exact cause of myopia is still unclear, but there are a few known risk factors. A child may be at risk of developing myopia due to one or more of the following:

-  GENETICS
-  ENVIRONMENT
-  VISUAL HABITS

Read each question below and click on the answer that best describes your child. Each selection will take a deeper dive into how these risk factors may or may not affect your child.

What is myopia?

my•o•pia *Noun.*

A common vision problem that makes distant objects look blurry, while objects nearby remain clear. Myopia is also known as “nearsightedness” or “shortsightedness.”

Video: Let's be clear about myopia

Myopia is a growing vision and eye health concern. But, early detection and treatment can slow it down. Watch this video to learn more.

The myopia generation

Myopia, the medical term for nearsightedness, usually begins in childhood, and it can get worse each year until adulthood. You might be wondering if your child is or could be part of the myopia generation, so let's look at some of the various risk factors to give you a better idea.

December

Eye care doesn't take a holiday



Eye safety and the holidays

It's important to keep your eyes safe and healthy all year long, but the holiday season tends to put us in situations where we might need to be extra careful with our eyesight – it's a precious gift, after all.



5 ways to use your vision benefits before they expire

It's important to stay up to date on your wellness and take full advantage of your annual health benefits. Here are 5 ways you can use your vision benefits before they expire.



The glaring risks of winter: The vision-saving role of sunglasses in the cold

Anyone who has watched the winter Olympics understands the necessity for sunglasses even on the coldest, shortest day of the year. Snow can be blindingly reflective – sometimes literally. And the cold, while it diminishes the sun's heat, doesn't reduce the sun's glare or potential damage to the eyes. In fact, the winter sun may actually be more harmful to our eyes than the summer sun since it sits lower in the winter sky and at a different angle that may expose us to more ultraviolet rays and glare.¹ Some reports indicate the snow reflects nearly 80 percent of the sun's harmful rays.²

The glaring risks of winter: The vision-saving role of sunglasses in the cold

Snow can be blindingly reflective – sometimes literally. And the cold, while it diminishes the sun's heat, doesn't reduce the sun's glare or potential damage to the eyes. Learn more about protecting your eyes – even in the winter.