

eye
Med



See 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.

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 U.S. children 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.



75% of U.S. adults use some form of vision correction⁴



21% of adults who don't use vision correction say they need vision help, but haven't done anything about it⁴



¹Prevent Blindness America, www.preventblindnessamerica.us/rights/abouthtml
²The Vision Council, Digital Eye Strain Report, 2015
³The Vision Council, 2012
⁴VisionByEye.com, 2014



The broader benefits of vision care



Vision benefits have their perks beyond helping with just vision correction. With a comprehensive eye exam, it's easier to find serious eye and general health conditions sooner.⁵ Conditions such as:

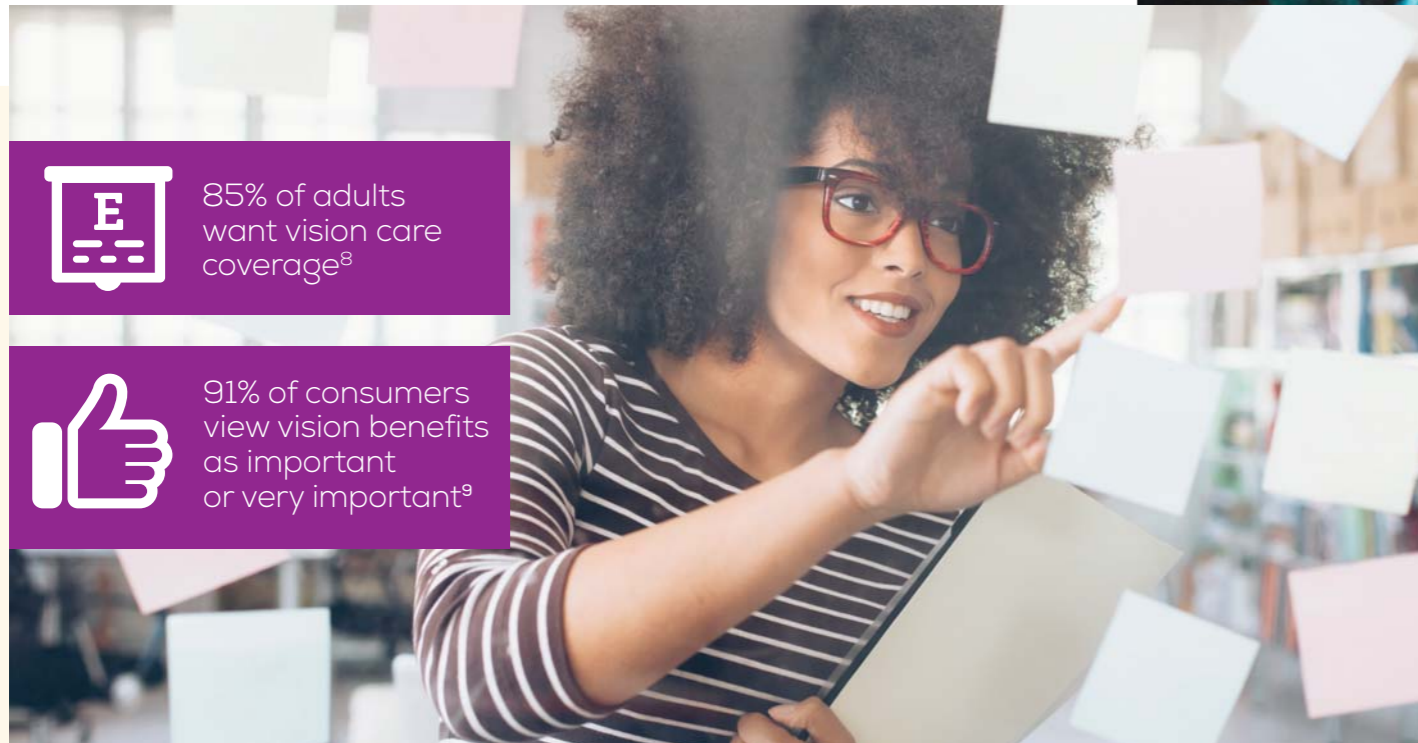
- Diabetes
- High blood pressure
- High cholesterol
- Serious eye conditions such as glaucoma and cataracts

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

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 And when offered vision benefits through their employer, 8 in 10 employees choose to enroll.⁷



85% of adults want vision care coverage⁸



91% of consumers view vision benefits as important or very important⁹

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

Vision is the most popular voluntary benefit among workers¹⁰

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



Learn more about how we can help keep your employees healthy – and happy
 Contact your EyeMed rep or visit starthere.eyemed.com

⁷Employee Perceptions of Vision Benefits Survey, Wakefield Research or Transitions Optical, Inc., 2016
⁸Vision Watch Vision Correct Standard, 2012
⁹Vision Monday, dba newsletter, 2013
¹⁰Workforce.com, "Special Report: Vision and Dental Benefits – More to See, More to Chew On," 2015



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