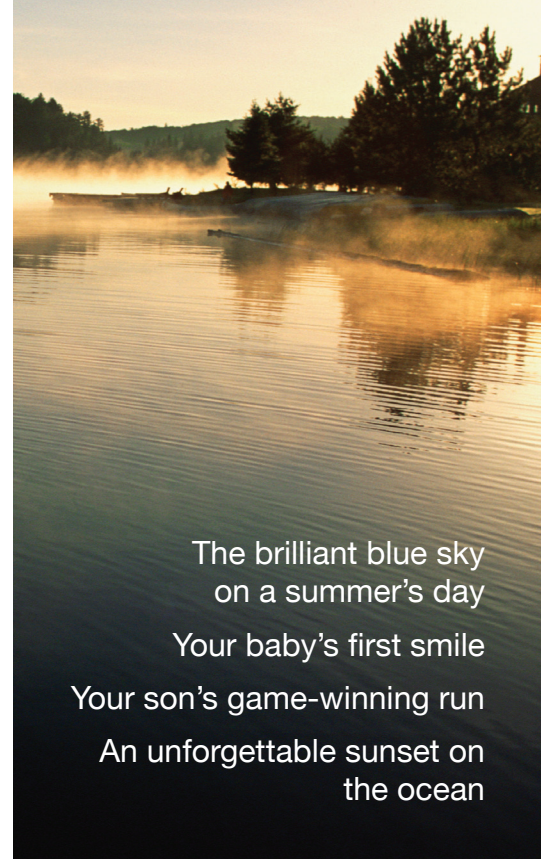


Your Vision, Your Health, Your Life

DAVISVISION'S EYE HEALTH & WELLNESS PROGRAMSM AND DISEASE MANAGEMENT PROGRAM



The brilliant blue sky
on a summer's day

Your baby's first smile

Your son's game-winning run

An unforgettable sunset on
the ocean

Davis Vision knows that healthy eyes = healthy lives.

An eye exam can reveal the very first indication of diabetes, glaucoma, hypertension or even a brain tumor. In fact, an eye health examination can detect many ocular conditions or diseases that can lead to more critical complications, such as irreversible vision loss or blindness. These conditions often result in higher overall health costs the longer they go undetected and untreated.

All of Davis Vision's comprehensive vision care plans include a thorough eye health examination with dilation when professionally indicated. We also proactively communicate with our clients and members about the links between vision, eye health and overall health and wellness. Articles, newsletters and our online library offer information on:

- Health conditions that can lead to deteriorating vision
- Vision conditions that may indicate an underlying health concern
- Signs and symptoms
- Risk factors for various ocular conditions
- Steps one can take to reduce risks
- Ocular diseases that provide no warning or symptoms
- What one can expect on a visit to an eye doctor
- Nutritional and exercise tips for your vision and your health
- How aging affects your vision – from childhood through adulthood

But education is only one aspect. That's why we offer [DavisVision's Eye Health & Wellness ProgramSM](#) and [Disease Management Program](#).

Most people take
their eyesight for
granted. They wait
until something is
noticeably different
before finally
visiting their eye
care provider.



Healthy Eyes = Healthy Lives

DavisVision's Eye Health & Wellness ProgramSM and Disease Management Program are designed to help members improve their vision and their health. They can also help improve productivity, enhance self-sufficiency and lifestyle, and potentially lower overall health care costs.

The programs focus on the primary ocular conditions that can lead to vision loss or blindness:

- Glaucoma
- Cataracts
- Diabetic Retinopathy
- Macular Degeneration

DavisVision's Eye Health & Wellness ProgramSM and Disease Management Program include many standard components with our comprehensive vision care plans, and optional plan enhancements, such as our Diabetic Outreach Program.

Millions of Americans live with diabetes, cataracts, macular degeneration and glaucoma. For these members, it is even more important to receive regular eye health exams and vision care.

With early detection and treatment, prognosis for those with glaucoma, cataracts, macular degeneration or diabetic retinopathy is often more favorable and medical costs are better contained – a top concern for employers and employees alike.

The combination of regular eye health exams as part of our comprehensive vision care plans and DavisVision's Eye Health & Wellness ProgramSM and Disease Management Program can help:

... provide a savings of up to \$2,000 per year for glaucoma patients.¹
Similar savings are seen with hypertension.

... prevent or restore vision loss from cataracts.

... reduce the risk of diabetic retinopathy by an estimated 56%.²

... halt the progression of macular degeneration. While there is no cure currently for Age-Related Macular Degeneration, regular eye health exams can help manage one's risk.

... educate members on other prevention, treatment, management and rehabilitation options.

¹"Glaucoma Care Costs More as Vision Worsens," HealthyWomen.org Web site, January, 2006

²"AOA Commends NCQA on Promoting Regular Eye Exams for People With Diabetes," BusinessWire, October 1999

Standard Program Features

DavisVision's Eye Health & Wellness ProgramSM

Available with Comprehensive Vision Care Plans

Web Site Vision Wellness Library and Resource Center

- Newsletters and articles related to ocular and systemic disease management
- Signs, symptoms, risk factors and treatment summary for primary eye conditions that result in vision loss
- Search capabilities on eye and vision disorders
- Links to additional eye health and related medical Web sites

Communication Tools and Member Awareness

- Targeted and customized educational materials. Topics include:
 - Eye conditions that can result in vision loss
 - Importance of eye health examinations
 - The need for a dilated fundus evaluation (dilation)
 - Vision health and wellness related issues

Customizable Benefits Plans

- Flexibility to administer enhanced benefits to identified members with specific conditions
- Coverage levels may be varied to encourage and incentivize appropriate wellness behavior

Reporting and Data Sharing¹

- Summary management reports of relevant procedure and diagnostic codes for clients and their designated appropriate vendors
- Summary and detailed encounter data reporting to client's health plan, disease management vendor or other appropriate third-party administrator to facilitate HEDIS reporting and other wellness programs

Research shows that employers can save \$7 dollars for every \$1 they spend on vision care through reduced absenteeism, increased productivity and lower overall claims costs. Despite skyrocketing health care costs, vision care remains one of the most cost-competitive health benefits.

¹All data shared follows HIPAA guidelines



Enhanced Program Features Disease Management

Diabetic Outreach Program

DavisVision's Disease Management Program offers more specialized components such as our Diabetic Outreach Program which offers increased outreach and communication along with expanded coverage to members with diabetes.¹ No prior approval is required.

Diabetic Outreach Program capabilities include:

Tailored Benefit Plans:

- More frequent eye health exams and enhanced eyewear benefits for diabetic members
- Flexibility to work with pharmacy benefit managers, health plans, disease management vendors and other appropriate third parties to receive and administer separate enrollment and eligibility indicators for diabetics (following HIPAA guidelines)

Coordination of administration and communications with other existing disease management programs including:

- Targeted communications mailed to members throughout the year that encourage visit to eye care provider to receive eye health examinations. Annual exam reminders are sent with personalized local provider listings
- Telephone outreach to program members who have not yet used their benefit during the plan year

Provider Outreach

- Education on client program startup and specific plan coverages
- Real-time notification and outreach on appropriate standard of care for identified members
- Notification forms and process for sharing eye health examination results with primary care physicians

Enhanced Reporting²

- Program management reports with utilization and enrollment results and trends
- Summary encounter reports with relevant procedure/diagnostic codes
- Comprehensive member eye health data and encounter reporting to client's health plan, disease management vendor or other appropriate third party to facilitate HEDIS reporting and other wellness programs

¹ Identified through eligibility file data provided by client-designated health plan, disease management vendor or other HIPAA appropriate third party.

² All data shared follows HIPAA guidelines

It works!
Eye examination
utilization for
members in Davis
Vision's Diabetic
Outreach Program
is nearly 60%
higher than that
of non-diabetic
members.

