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Davis Vision Receives NCQA Certification in Credentialing

Audit, site visit earns overall score of 100 percent

Plainview, NY (July 30, 2004) — Davis Vision, a Highmark subsidiary and the largest vision care provider on the East Coast, announced today that it has received the National Committee for Quality Assurance (NCQA) Certification in Credentialing. The certification is valid from July 7, 2004 until July 7, 2006.

Following a thorough review process by the NCQA in June, a site visit, audit and an overall score of 100 percent earned Davis Vision this certification.

“We prepared extensively to earn our certification, and this formal recognition clearly gives Davis Vision an eyecare advantage among vision care organizations,” said Joseph Wende, OD, Vice President, Professional Affairs.

In addition to the recent NCQA certification, Davis Vision also has the distinction of being the first and only vision care preferred provider organization (PPO) to receive full accreditation from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO).

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“Certifications and accreditations of this nature reflect the exceptionally high quality of Davis Vision’s performance in virtually every aspect of our operations,” said Carl Moroff, OD, Executive Vice President and Chief Operating-Quality Officer. “Our network providers and the customers who wear Davis Vision eyeglasses ultimately benefit from our dedication to quality and service, and these credentials affirm our commitment to our business and our customers.”

Davis Vision’s extensive Quality Assurance Program was designed from its inception to ensure that members experience the highest standards of quality care. As part of this program, the credentialing process was constructed to meet and exceed NCQA requirements.

NCQA has reviewed and certified Davis Vision’s credentialing functions only. For complete details on the scope of this review, visit www.ncqa.org.

The NCQA is a private, non-profit organization dedicated to improving health care quality. In 1991, in response to the need for standardized, objective information about the quality of managed care organizations, the NCQA began assessing and reporting the quality of these organizations through accreditation and performance measurement programs.

Today, the NCQA is the premier source for information regarding health care quality, enabling consumers and employers to make more informed decisions about their health care choices.

As one of the nation’s leading managed vision and eye care providers, Davis Vision serves a variety of organizations with the highest standards, and unsurpassed dedication to Total Quality Management.

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Davis Vision is an award-winning vision care program, presently serving over 24 million members nationally. The company was acquired by Highmark Inc. in 1996. Based in Plainview, New York, Davis Vision provides vision care services to over 24 million people in all 50 states, Puerto Rico and Guam, partnering with a network of over 16,500 optometrists, ophthalmologists and retail locations. For more information about Davis Vision, visit www.davisvision.com.

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