

Davis Vision is currently recruiting providers for our new product [idealChoice](#). [idealChoice](#) will offer higher professional fees and expanded lens offerings to existing providers currently utilizing the Davis Vision laboratories. We expect to offer [idealChoice](#) to employer groups in 2011. Existing Davis Vision providers utilizing the Davis Vision laboratories will be automatically enrolled in the [idealChoice](#) plan and receive higher reimbursements. Look for further notification of product offerings in the Provider Newsletter!