

Davis Vision

This managed vision care provider set its sights on enhancing its care through the development of two vision wellness programs.

Healthy Hindsight





Dr. Joseph Wende
Senior Vice President of
Professional Affairs & Quality
Management

www.davisvision.com
Plainview, NY

Since it opened its doors as an optical shop in 1917, Davis Vision has been leading the way in providing quality affordable vision services to its members. Today, one of the nation's largest managed vision care providers is still innovating its offerings by creating programs that are placing the importance of vision wellness clearly into focus for providers and members alike.

In January, the New York-based managed vision provider unveiled a suite of vision products called idealChoiceSM. The comprehensive benefits plan is the first of its kind for Davis Vision and will expand the company's provider network, creating greater access to independent eye care practitioners and more appeal for members. One of the differentiating factors of idealChoice is the embedded health and wellness component.

Eye Health ConnectionSM focuses on providing extended vision care coverage to those suffering from eye disease such as glaucoma, cataracts, diabetic retinopathy, and age-related macular degeneration. Unlike most plans that cover one routine or follow up ocular examination annually, the plan covers a greater frequency of annual visits to help members with those conditions maintain their vision health and evade the onset of further degeneration or vision loss. It's Davis Vision's

attempt to offer members continuous vision care and a healthy dose of preventive medicine.

"Wellness programs are becoming more prevalent in the healthcare arena," said Dr. Joseph Wende, senior vice president of professional affairs and quality management. "We developed these programs keeping that in mind. However, unlike plans where that kind of care extension would require an upgrade, we believe that wellness should be at the core of our vision care program."

Eye on education

To help members grasp the importance of its coverage enhancements, Davis Vision increased its education efforts, providing more information about the idealChoice and Eye Health Connection programs on its website and sending out mailers to members, said Wende.

"For patients with degenerative conditions, understanding how to properly treat those conditions is vital to maintaining the health of their vision," he said. "Those who have conditions that are well managed or not extremely symptomatic may not realize how they could benefit from a greater degree of annual visits. That type of continual care could make a world of difference in maintaining the quality of their vision down the line."

Wende stressed that providing proper eye care goes beyond outfitting patients with eyewear, but that doesn't mean the company is skimping on those benefits by any means. In fact,





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the idealChoice plan extends the company's prescriptive coverage, expanding its offerings of frames and contact lenses as well as covering a variety of lens options, including digitally surfaced lenses.

It's yet another feature that demonstrates Davis Vision is paying attention to the desires of its members. "Both programs are the result of listening to our members' needs," said Wende. "We created programs that provide our members with more effective and extensive vision care options."

Reaching out

Davis Vision continues to spread the word about the importance of vision care by expanding its community outreach programs. Over the last several years, the company has amped up those efforts, conducting more than 50 programs last year alone, including its Focus on America® program, which provided more than \$2 million in vision screening services to more than 10,000 children nationwide.

This year, the company is taking the philosophy of that program one step further by tethering the importance of vision health and literacy together through its Bring a Book, Get a Book, See a Book program. Half of the Focus on America program's 52 vision screenings in 2011 will be held in libraries throughout the country and will invite children to donate books and receive a new book after getting their vision checked.

"It's a great program that's helping us combine two important issues: literacy and proper vision care," said Tracee Thomson,



vice president of marketing. "Essentially if you can't see, you can't read."

Thomson anticipates great growth this year with the company's Sight from America program, which provides international organizations in need with frame donations. "We have four channel partners and expect our distribution will grow in the millions this year," she said. "The community relations programs have become a substantial part of the work we do at Davis Vision, and our efforts in that area continue to grow year after year."

As part of a multi-year plan, Davis Vision is taking a close look at its branding and messaging and will be renovating its website in a matter of months with the customer and member experience in mind. "Every program we are looking at or participating in comes down to providing what's best for our members," she said. "Through these efforts, we hope to create lasting relationships with our members, providing them with the best vision care benefits and customer experience Davis Vision has to offer." +

—Erica Garvin

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