

Davis Vision

Reaching out to the community and helping those in need is more than just a marketing strategy for this managed care vision company.

Community Vision



Community outreach can be an effective method for establishing branding and name recognition. For Plainview, NY-based Davis Vision, the Focus on America program has not only raised the profile of the company, but also helped thousands of children across the country get eye exams and glasses.

Davis Vision's history stretches back to 1917 when it opened as an optical laboratory in New York. In 1964, it founded its managed vision care company and now has 17 million covered members.

"We have offices nationwide, and we have five of the top *Fortune* 20 companies as clients, so we handle a lot of large groups," said Tom Davis, CMO and executive vice president. Davis Vision is owned by its insurance company, Highmark,

and is in a unique position because it owns its retail stores, its optical laboratories, and a frame distribution company.

"We're also unique in that we are 100% US owned and based, we have a unionized customer service and claims staff, and many of our stores are unionized," said Davis. "We can control out-of-pocket expenses better than any plan out there."

The company's vertical integration allows it to offer the best prices and highest quality because it can track every job. "We know the exact status of every job that's occurring, thanks to an internal computer system that is state of the art," said Davis.



Tom Davis, CMO and executive vice president

www.davisvision.com
HQ Plainview, NY
Employees 830



Focus on America

Davis Vision will conduct more than 50 community outreach programs this year as part of its Focus on America. The program is focused on literacy and providing eye care to underprivileged children.

“We’ll go into an area where we have relationships with organizations like the United Way or the Boys and Girls Club, and they will provide candidates for us,” said Davis. “The candidates are typically people who don’t have access to eye care, and we’ll do a vision screening. We’ll have about 50% to 60% of the children who will not pass the screening, and we’ll pay the full cost of the eye exam and glasses for them.”

The company officially started Focus on America in 2009 and has evolved over the past two years. This year, the company is partnering with a number of libraries to promote literacy.

“This year, 26 of the 52 vision screenings will be held on site in libraries under a program called Get a Book, See a

Book, Read a Book,” said Tracee Thomson, vice president of marketing. “We are encouraging children to get a library card and have their vision checked. We are tying the two together: if you can’t see, then you can’t read.”

Thomson said the company has gotten great feedback from the organizations it has partnered with. “They’ve really embraced our mission and have been thankful that we’ve taken up a mutual cause,” she said. “At first, we didn’t know how much cooperation we would get because we all shared the same charitable mission. Our agendas may be distinct, but there is a commonality between all the groups, and we’ve been pleased at the way it has been going.”

Focus on America has helped a number of families with children who have gone for years without glasses. “We’ve seen children who haven’t had glasses and may have needed them for eight to 10 years,” said Thomson. “It’s a big deal when a family can’t afford glasses and a child is going into the third or fourth grade. We’ve served over 8,000 children, and we expect that that number will grow this year by at least 10%.”

ESSILOR OF AMERICA

Essilor of America is dedicated to promoting quality eyecare as an essential part of a healthy lifestyle. The company achieves this by offering the most premium ophthalmic lenses in the industry and educating consumers about the importance of getting comprehensive eye exams for the entire family. Essilor manufactures optical lenses under the Varilux, Crizal, Xperio, Definity, Thin&Lite, and other Essilor brand names. Essilor Laboratories of America is the largest and most trusted optical lab network in the US and offers services and lens brands, including Essilor premium lenses, to eye care professionals across the nation.

Although underprivileged children are the biggest component of the vision program, Davis said the company also helps many homeless people. "We've worked with homeless shelters and organizations in a number of cities, including Memphis, Baltimore, and Philadelphia," he said.

In addition to detecting vision problems, eye exams can help detect more than 50 medical diagnoses, according to Davis. "One of the biggest challenges facing the country right now is diabetes, and an eye exam is one of the earliest ways to detect diabetes," he said.

Having that kind of information helps everyone, including employers. "If we can capture that kind of information and provide it to an employer or a health plan so they can proactively treat the patient, it is more likely to

improve the patient's health and ultimately save healthcare system dollars," said Davis.

In addition to providing vision screenings for underprivileged children, the company partners with organizations in third-world countries to recycle frames and build new glasses for underprivileged people in those countries.

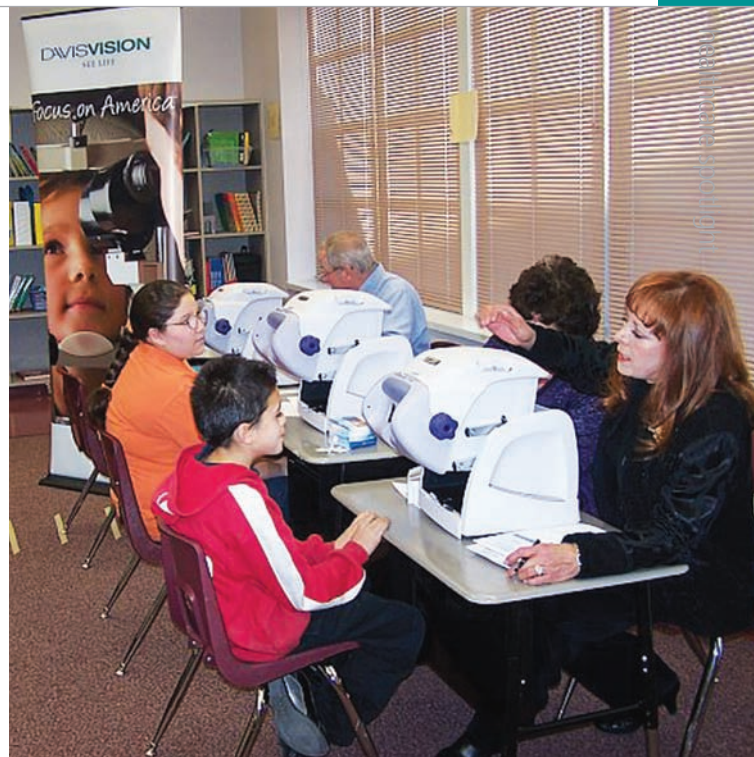
Commitment to the customers

Davis Vision takes a "whatever it takes" attitude toward customer service, according to Davis. Because the company owns its customer service organization and doesn't outsource, it is easier to stay on top of the customers' needs.

"One of the things that make us unique is we provide a breakage warranty on every pair of eyeglasses we manufacture in our labs," said Davis. "It's an unconditional warranty, so someone can literally run them over with their car, and we will provide a new pair of glasses at no charge."

Customer satisfaction surveys typically come back with 98% to 99% satisfaction levels. Of the 1,000 groups Davis Vision serves, it typically renews about 980, Davis said.

As the company grows in the coming years, Davis said it will remain committed to reaching out into the community and



providing high quality service at the best prices. "Our efficiency and state-of-the-art capabilities are reflected in the quality and cost control for our membership," he said. "Our vertical integration ultimately relates to a better experience for our membership." +

—Adam Swift

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