



See Us Grow!

Davis Vision Offers Fresh Products for Expanding Membership

2011 delivers a multitude of new products and services to meet the needs of our growing membership. Employers now have even more reasons to choose Davis Vision! Just look at our 2011 offerings:

idealChoiceSM

Our premier access plan and our richest benefit plan!

- Member have access to our largest provider network with more independent provider locations, plus our retail locations.
- Frame allowance that is among the highest in the industry and 20% higher than standard competitor plans.
- Our broadest assortment of member priced lens options, now including free-form progressive lenses.
- Expanded Contact Lens Collection featuring leading industry brands and the only paid-in-full coverage for specialty lenses.
- More frequent exams for members diagnosed with diabetes, glaucoma, macular degeneration or cataracts.

Eye Health ConnectionSM

Offers three levels of enhanced benefits for members, including:

- **Level One:** Self-service information and educational e-mails about four key eye diseases: diabetic retinopathy, glaucoma, macular degeneration and cataracts.
- **Level Two:** Includes Level One. Plus members identified (by client or Davis Vision) as having diabetes, glaucoma, macular degeneration or cataracts are entitled to receive an additional eye exam during the benefit period. This level is embedded in our idealChoice plan!
- **Level Three:** Includes Level One and Level Two. Plus members identified as having any of the four specified eye conditions are entitled to receive extra eyewear.

New Contact Lens Collection

Evaluation, fitting and follow-up exam at no charge to the member! Included are the most popular brands of planned replacement and disposable lenses:

- Purevision®, Proclear® Compatibles and Frequency planned-replacement lenses.
- Soflens®, Focus Dailies®, Encore Premium®, Biomedics®, ClearSight™ and Acuvue® disposable lenses.

Expanding Provider Network

Now includes more than 32,000 ophthalmologists, optometrists and opticians in private practice and retail settings.

Davis Vision's New Website

Launches in April 2011 with fresh, exciting features designed to enhance the user's experience.

- Brand new photography and an explanation of what's behind each login screen as you navigate easily through the site.
- Updated content on our Member Login page will include a hyperlink to our new You Tube page and an announcement section.
- The Vision Wellness Library features all new articles presented in a fresh format!
- A mobile version of the site will go live in May, followed by a new Member portal to launch in September!

Enhanced Administrative Platform

Makes benefits administration easier and more efficient than ever! Our new CVX platform supports a flexible benefit system that seamlessly delivers new product offerings, reacts to expanded client needs and adapts to ongoing regulatory changes. Other advantages include:

- More plans to choose from.
- Flexibility allows unlimited member IDs and same-day enrollment file processing.
- Retroactive billing with improved multiple-level reporting and reconciliation reporting.
- Enhanced Member Welcome Kits provide members with vision benefit information, provider listing and ID card all on one document!
- Members are automatically enrolled in our Level One Eye Health Connection Program, which promotes enhanced patient care to members with any of the four leading causes of vision loss. All levels of the program are available to clients on the new system.
- Simplified billing, payment, claims and reporting functions.

Sightwire

Davis Vision's e-newsletter, blasts out to all our clients six times per year. Each issue is built around an eye health theme, and features two health-related articles. Sightwire is chock-full of information about Davis Vision products and services, as well as educational and entertaining vision news briefs.

Learn more by visiting our Broker portal at www.davisvision.com, or contact your local Davis Vision sales representative!



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