

# Is it time for a Vision Plan Check up?

## Why Settle for less?



If your vision plan benefits do not offer the following plan options it may be time to reconsider your current vision benefit structure. With increasing client demand for higher quality vision plans, Davis Vision introduces **idealChoice<sup>SM</sup>**, their premier access plan designed to meet and exceed increasing consumer expectations for vision benefits. Take the following Vision Plan check up and decide if you are getting the ideal benefit for your employees.

If your current vision plan does not include:		Consider the ideal alternative:	
<input type="checkbox"/>	<b>Increased access to a blended network.</b> Access to different locations and all provider types including independent providers and retail has increased in importance to consumers shopping for eyewear over a five year period. <sup>1</sup>	<input checked="" type="checkbox"/>	<b>Davis Vision's <b>idealChoice<sup>SM</sup></b> network is 25% larger than our standard network including more access to 33,000 independent providers including the nation's top ophthalmologists, optometrists and optical retailers.</b>
<input type="checkbox"/>	<b>Frame Allowance of more than \$120.00.</b> Members value coverage (e.g. frame allowance) as the most important feature of a vision benefit plan. <sup>2</sup>	<input checked="" type="checkbox"/>	<b>Davis Vision's <b>idealChoice<sup>SM</sup></b> plan offers a frame allowance that is 20% higher than standard competitor plans.</b> The idealchoice plans offer \$135-\$160 with no limitations on brand or style selections.
<input type="checkbox"/>	<b>Name Brand Contact Lens Formulary with Toric and Multifocal Contact lenses at no charge to the member.</b> Surveyed practioners indicated that they were more likely to use CooperVision®, CIBA Vision® and Vistakon® contact lens brands the most in the coming years. <sup>3</sup>	<input checked="" type="checkbox"/>	<b>Davis Vision's <b>idealChoice<sup>SM</sup></b> plan is the only vision plan that includes a paid-in-full option for both Toric and Multifocal lenses.</b> idealChoice members have access to our new Contact Lens Collection including industry leading brands from CooperVision®, CIBA Vision®, and Vistakon® at no charge to the member.
<input type="checkbox"/>	<b>Digital Lenses included in the plan.</b> According to a recent clinical study progressive lens wearers prefer digital lenses over all other lenses. <sup>4</sup>	<input checked="" type="checkbox"/>	<b>Davis Vision's <b>idealChoice<sup>SM</sup></b> offers the most popular digital free-form lenses and progressive lenses available and in a variety of proprietary and branded styles.</b> Standard vision plans cover basic lens options, digital lens options typically fall outside the standard coverage.
<input type="checkbox"/>	<b>A Vision Wellness Program with increased eye exams <u>and</u> a material benefit within your benefit structure.</b>	<input checked="" type="checkbox"/>	<b>Davis Vision's <b>idealChoice<sup>SM</sup></b> plan offers the Eye Health Connection<sup>SM</sup> program within the benefit structure.</b> The Eye Health Connection program allows members an additional covered in full eye exam if they are diagnosed with one of four eye diseases (glaucoma, cataracts, macular degeneration and diabetes) and access to free eyewear.
<input type="checkbox"/>	<b>A one year breakage warranty.</b>	<input checked="" type="checkbox"/>	<b>Davis Vision plans include the industry's only one year breakage warranty at no additional costs!</b>
<input type="checkbox"/>	<b>A consultative partner for Open Enrollment.</b>	<input checked="" type="checkbox"/>	<b>Davis Vision's new website allows for you to choose and customize your own enrollment materials.</b> With over four advertising/enrollment series to choose from you can work with your dedicated client manager to choose collateral that works best for your employees!

Footnotes: <sup>1/</sup> Jobson Optical Research: "Consumer Perceptions of Managed Vision Care", 2009 | <sup>2/</sup> Optometric Management: "Pick Your Best Plan", Feb. 2007  
<sup>3/</sup> Contact Lens Spectrum: Contact Lens 2009 Annual Report | <sup>4/</sup> Spectrum EyeCare: "See Better with Digital Progressive Lenses", Aug 19, 2010

