

idealChoiceSM



Our New, **Premier Access** Vision Plan,
designed to be the Ideal Choice for your clients.

DAVISVISION[®]
SEE LIFE

Did you know?

Businesses lose \$8 billion annually due to vision-related problems,^{/1} yet only 17% of employers have vision plans.^{/2}

What is the impact?

A vision benefit could decrease your clients' overall health care expenditures and increase employee productivity.

idealChoiceSM is a high quality vision plan designed to be flexible to meet your clients' needs.

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All the quality your clients expect from a Davis Vision plan plus much, much more...

idealChoiceSM features:

Increased access | More lens options | Higher frame allowances
Expanded Contact Lens coverage | Increased eye exams

In response to increasing client demand for a higher quality vision plan, Davis Vision introduces **idealChoice**, our **PREMIER ACCESS PLAN** designed to meet and exceed increasing consumer expectations for their vision benefits.

As our clients continue to choose Davis Vision as their vision plan of choice, we continue to experience significant membership growth year after year. Expanding our product line allows employer groups to increase their coverage choice with Davis Vision.

Make the idealChoiceSM today...

- National access to our blended network of independent providers and retailers
- Frame allowance that is 20% higher than standard competitor plans
- Our broadest assortment of lens options
- Expanded Contact Lens Collection featuring the leading industry brands and the only paid-in-full coverage for specialty lenses
- Additional eye exams for members affected by the four leading vision conditions
- Turnkey implementation solution that allows for customized benefit administration

The maximum value of **idealChoice**SM includes:

Access	<p>Access to different locations and to all provider types has increased in importance to consumers shopping for eyewear over a five-year period^{/3}</p> <p><i>Our largest provider network, with more independent provider locations, in addition to our comprehensive retail provider locations</i></p>	<p>idealChoice offers members more freedom with an expanded number of eye care professionals in our provider network, including the nation's top ophthalmologists, optometrists and optical retailers. It is our premier access plan with the most participating independent provider locations. The idealChoice network is 25% larger than our standard network.</p>
Lenses	<p>According to a recent clinical study, progressive lens wearers prefer digital lenses over all other lenses^{/4}</p> <p><i>State-of-the-art digital free-form lenses/progressive lenses included in the plan design at significant savings</i></p>	<p>To provide the highest level of benefits for our members, idealChoice offers the most popular, technologically advanced lens options including digital free-form lenses/progressive lenses available in a variety of proprietary and branded styles. Standard vision plans cover basic lens options. State-of-the-art lens technology such as digital progressive lenses typically fall outside standard vision plan benefits.</p>
Contacts	<p>Surveyed practitioners indicate that they will use Cooper Vision, Ciba and Vistakon contact lens brands the most in the coming years^{/5}</p> <p><i>Most popular brands available at no cost to the member</i></p>	<p>idealChoice members will have access to our new Contact Lens Collection including industry leading brands from CooperVision®, CIBA Vision® and VISTAKON® at no charge to the member.</p> <p>Davis Vision is the only vision plan that includes a paid-in-full option for both Toric and Multifocal contact lenses.</p>
Frames	<p>Members value coverage (e.g., frame allowance) as the most important feature of a vision benefit plan^{/6}</p> <p><i>Highest frame allowance of standard competitor vision plans</i></p>	<p>No out-of-pocket costs for frames from the Davis Vision Collection, or members may use their allowance toward the purchase of any other brand or style. The frame allowance for idealChoice is \$135-\$160.</p>
Increased eye exams	<p>An estimated 40.2 million cases of chronic conditions leading to vision loss could be averted by 2023 by improving early intervention and disease management^{/7}</p> <p><i>More frequent eye examinations for members in need</i></p>	<p>Additional eye exams covered in full for members afflicted with one of the four eye conditions that are the leading causes of vision loss: diabetes, cataracts, glaucoma, or age-related macular degeneration.</p>

Fast Facts...

- Slightly miscorrected vision can reduce employee productivity by up to 20 percent⁸
- Employers can gain up to \$7 for every \$1 invested in vision coverage⁹
- More than eight out of ten Americans say a vision plan is important to them. Consumers are interested in their eye health¹⁰
- In 2009, only half of individuals with diabetes received an annual eye exam¹¹
- The average American who wears eyeglasses purchases new eyeglasses approximately every 2.1 years¹²
- Americans incur \$16.2 billion in medical costs annually related to visual disorders¹³
- The American Optometric Association recommends eye exams every two years for adults ages 19-60¹⁴ or as recommended by their eyecare professional

Sources:

- ^{1/} Transitions Academy Broker Panel: "Communicating the Value of Vision Benefits to Employers," 2009
- ^{2/} Prevent Blindness America: "Economic Impact of Vision Problems," 2007
- ³ Jobson Optical Research: "Consumer Perceptions of Managed Vision Care," 2009
- ⁴ Spectrum Eyecare: "See Better with Digital Progressive Lenses," Aug. 19, 2010
- ^{5/} Contact Lens Spectrum: Contact Lens 2009 Annual Report
- ^{6/} Optometric Management: "Pick your Best Plan," Feb. 2007
- ^{7/} Center for Studying Health System Change
- ^{8/} American Optometric Association: "Computer Vision Syndrome"
- ^{9/} The Vision Council
- ^{10/} Jobson Optical Research: "Consumer Perceptions of Vision Care," 2008
- ^{11/} National Business Coalition on Health
- ^{12/} Vision Watch, 2006
- ^{13/} The Vision Council: "Vision in Business," 2007
- ^{14/} American Optometric Association, 2006

Footnote:

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