

# Introducing idealChoice<sup>SM</sup>

## Davis Vision's new vision care plan designed to be the ideal selection for you.

Davis Vision has had incredible growth in our membership year after year as clients decide that Davis Vision is their vision plan of choice. That's why we have designed a vision care plan that is the ideal choice for the member, client and broker. idealChoice provides the member with maximum value for four core vision benefits: access, lens options, contacts and frames.

### Contact Us

Make the idealChoice today for your clients! Contact your Davis Vision local sales representative or e-mail [idealchoice@davisvision.com](mailto:idealchoice@davisvision.com) and we will have them contact you!

**DAVISVISION<sup>®</sup>**  
SEE LIFE

### idealChoice of Providers

The idealChoice provider network contains an expanded number of independent eye care professionals in addition to our current 30,000 strong provider network. With more access to the nation's top independent eye care professionals - including private practice optometrists, ophthalmologists and the nation's top optical retailers - members have the freedom to choose where they use their vision benefit.

### idealChoice of Lens Types

The idealChoice benefit design offers state-of-the-art digital Free-Form progressive lenses in a variety of proprietary and branded styles, featuring designs and technology from SEIKO, the pioneer and global Free-Form technology leader.

### idealChoice of Contact Lenses

Our new Contact Lens Collection - available only to idealChoice members - offers the leading industry brands. In addition, Davis Vision is the only vision plan that includes a paid-in-full option for both Toric and Multifocal contact lenses.

### idealChoice of Frames

The idealChoice plan offers the highest frame allowance of any Davis Vision plan. Members can select from the Davis Vision Collection for minimal out-of-pocket cost. Or a member may elect to use their allowance toward the purchase of any style or brand desired.