



Challenge the status quo

A vision benefits
proposal from

**eye
Med**

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What to expect?

When you focus on providing employees the network they want with vision benefits that continue to redefine expectations, and then you make it easy for them to use their benefits, good things happen. Typically, when clients join EyeMed:



More employees enroll



More employees visit in-network providers



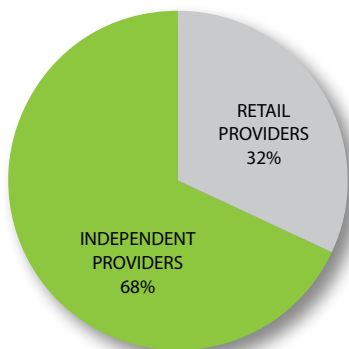
More employees use their benefits¹

Expect more from your vision benefits. Our clients expect more. And EyeMed delivers. It's why we're America's fastest growing vision benefits company.² What do EyeMed clients know?

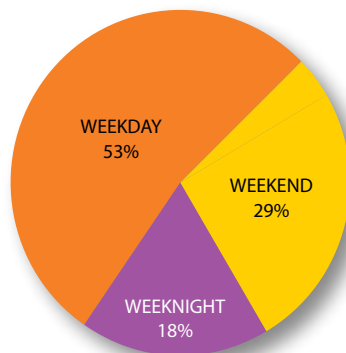
We have the network employees want

Employees want to receive care where and when they want. And to meet their expectations, they want a network with the right mix of independent, national retail, and regional retail providers.

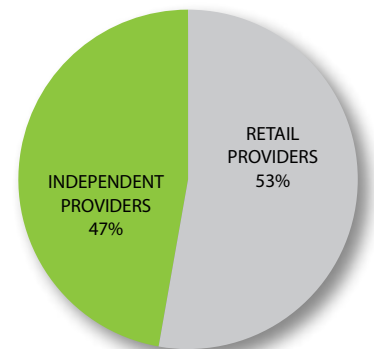
CONSUMERS PREFER TO GET EXAMS AT.³



AND THEY GET THEM WHEN THEY WANT TO.⁴



BUT PREFER TO BUY THEIR FRAMES AT.⁵



The result: 97% Of EyeMed members visit an in-network provider.⁶

Vision benefits that redefine expectations

We use data from 39 million members to provide spot-on benefits aligned with your benefit strategy and employee demographics. We want employees to enroll, use and get the most of their vision benefits. It's all about choice. And choice is more than where and when you get care. It's also about enabling employees to get the eyewear they want without unnecessary in-network limitations.

No frame restrictions – choose any ophthalmic frame in the store without worrying about frame towers or limited selection

Choose nearly any lens or contact lens⁷ – employees don't have to deal with confusing lens formularies at the point of service

The result: 96% of EyeMed members are satisfied with their benefits.⁵

And, above all else, we make benefits easy

How do you make benefits easy? Give employees the tools they need and get out of their way. Provide answers when they want and how they want – whether in print, by phone, online, or via smartphone. Save employees time and provide a hassle-free experience.

1 Welcome kits with ID cards

A summary of the benefit, member ID cards, and a customized listing of nearby independent and retail providers make it easy for employees to begin using their EyeMed vision benefits.



2 Enhanced provider search

Search for a provider by choices such as:

- Location, including proximity to home or office
- Provider hours
- Specialty
- Frame brands
- Technology available



3 Schedule appointments online

Employees can schedule an appointment at participating in-network providers through our enhanced provider search, saving them time and making it easier to receive the care they need.



4 Award-winning service center

For 5 consecutive years, we've ranked among America's best call centers⁸ with 99.4% first-call resolution.⁹ Our call center is open 7 days a week – including nights and weekends.



The result: Easy for employees means easy for you. It's why 99% of EyeMed clients agree we're easy to work with.¹⁰

Change the conversation

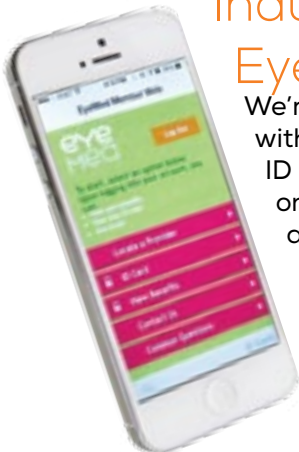
Once you provide the network employees want, vision benefits that redefine expectations, and the experience of making benefits easy...change the conversation. Here are a couple innovations from EyeMed that are taking "easy" to a new level:

Adding online in-network options

Your employees can now purchase prescription eyewear and contact lenses online using their in-network benefits through glasses.com and ContactsDirect. So if you haven't seen the future of easy, check both sites out today.

Industry-leading EyeMed Members App

We're the first vision benefits company with a mobile app for members. Get your ID card in a shake. Search for a provider on the go. Or, have your benefits readily available for your provider.



Challenge the status quo.



The network that employees want.

- Choice of our largest network (Access) with more independent providers than anyone¹¹ or our slightly smaller (Insight) network with greater cost controls to lower out-of-pocket costs
- The right mix of independent, national retail and regional retail providers
- 97% of employees use in-network providers⁵



Vision benefits that redefine expectations.

- Freedom to choose from nearly any ophthalmic frame, lens and contacts
- Fewer confusing restrictions: no frame towers and no confusing contact lens formularies
- Consistent administration of benefits across all providers
- 96% of members are satisfied with their benefits⁷



The experience of benefits made easy.

- Standard welcome kit and ID card mailed right to employee's home that lists the 5 closest independent and 5 closest retail providers
- Enhanced Provider Search with the ability to book appointments online
- Award-winning call center with more call-center hours than any other major vision benefits company
- EyeMed Members App to provide service in a sn-app!
- 99% of clients agree we're easy to work with¹⁰

Plus, we make switching to EyeMed easy with 100% implementation satisfaction for 8 straight years!



¹ EyeMed analysis of new business that transferred over from a prior benefits company, 2013 - 2014. ² Internal analysis of EyeMed membership data compared to data from leading vision benefit companies, as reported in Freedom of Information Act (FOIA) requests and news alerts. ³ Vision Watch - The Vision Council Member Benefit Report, Q3 2013. ⁴ EMI Online Research Solutions. Consumer Study Commissioned by EyeMed 2010. ⁵ EyeMed book of business data 2013 - 2014. ⁶ EyeMed internal member satisfaction survey conducted by Convergys 2014. ⁷ May not be available on all plans. Confirm if your plan provides this option. ⁸ Purdue University Benchmark Portal independent assessment of call centers nationwide. ⁹ EyeMed incoming call analysis 2014. ¹⁰ EyeMed internal client satisfaction survey conducted by Walker 2014. ¹¹ Based on NetMinder provider comparisons as of September 2014.