

A photograph of a man and a young girl in a park. The man, wearing glasses and a blue shirt, is carrying the girl on his shoulders. Both are looking upwards and pointing their fingers towards the sky. The background is filled with lush green trees. A white curved line and a dark green geometric shape are overlaid on the image.

Set your  
sights on  
wellness

# Eye exams are about more than just healthy vision

**It's really pretty simple – healthy employees cost you less.<sup>1</sup> And we can help.**

With a comprehensive eye exam, it's easier to find serious eye and general health conditions sooner.<sup>3</sup> In fact, the average person is 4 times more likely to receive an annual eye exam than a physical.<sup>4</sup> That's why everything we do helps employees understand the power of the eye exam – and feel empowered to do something about it.



**An eye exam can help identify early signs of:**

- Diabetes
- High blood pressure
- High cholesterol
- Serious eye conditions like glaucoma and cataracts



Health problems cost employers like you \$1,685 per employee each year, or \$225.8 billion annually.<sup>2</sup>



<sup>1</sup>Berry, Mirabito and Baur, "What's the Hard Return on Employee Wellness Programs?," Harvard Business Review, December 2010.  
<sup>2</sup>Sue Wakamoto-Lee, "What Percentage of Companies Offer Vision Insurance?," HR Answers, Zenefits, August 1, 2015.  
<sup>3</sup>"7 Health Problems Eye Exams Can Detect," YourSightMatters.com, March, 2016.  
<sup>4</sup>U.S. Dept. of Health – National Health Statistics Reports #8, Aug. 6, 2008.

**EMPLOYEE  
ENGAGEMENT**

- Welcome Kit and ID cards
- On-site health fair support<sup>7</sup>
- Quarterly member e-newsletter
- Award-winning health and wellness website – eyesiteonwellness.com
- More provider locations with leading technology and diagnostic tools

**CLIENT  
INTEGRATION**

- Customizable communications
- Ability to help you create and promote an incentive program
- Leading ICD-10 code collection
- Data integration with your health plan or disease management vendor
- Consultation with our medical director

**TARGETED  
OUTREACH**

- Eye exam reminders via phone, mail, email or our mobile app<sup>5</sup>
- Employee risk assessment and reporting for you
- Quarterly mailers sent to members identified as high-risk



Through HealthyEyes, our no-cost health and wellness program, we've developed initiatives that connect you and your employees with the resources and personalized support to help them see and live life to the fullest. And help you save money. Here's how:

## Engagement with your employees

Once we know who your employees are, we connect with them in a variety of ways to educate and encourage them to take control of their health.

**WELCOME KIT AND ID CARDS**

All employees receive this packet upon enrollment, which outlines the benefit and lists 10 providers located nearby their home address.

**ON-SITE HEALTH FAIR SUPPORT<sup>7</sup>**

We can answer questions about vision and sometimes even provide vision screenings and exam scheduling support. Plus, we'll provide giveaways and bring sunglasses to raffle off to your employees.

**QUARTERLY E-NEWSLETTER**

Members who have opted in will receive an email with health and wellness articles, interactive tools, quizzes and special offers. Or, we can make it even easier and upload your employee email database to reach all your employees.

**EYESITEONWELLNESS.COM**

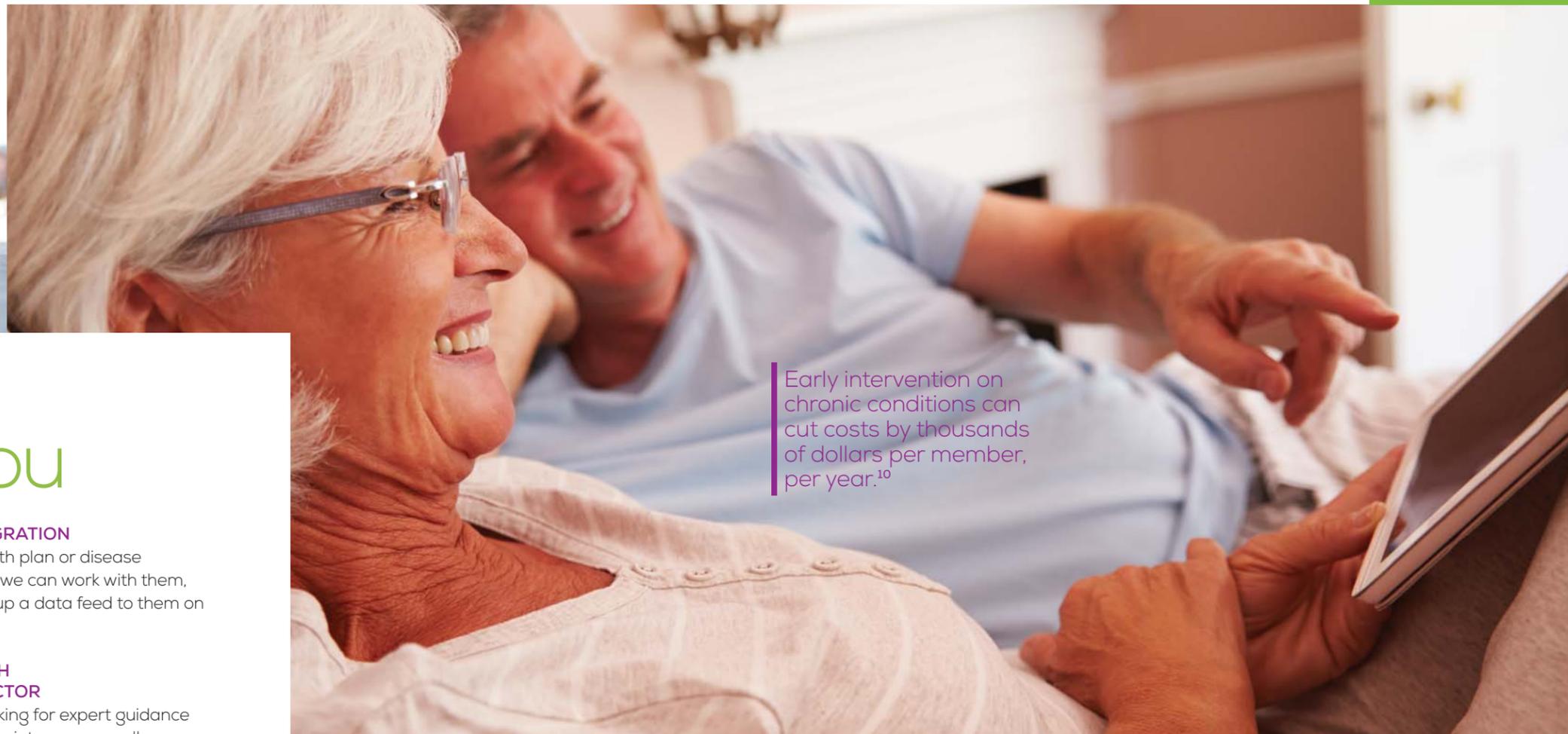
You and your employees can always visit our award-winning<sup>8</sup> health and wellness website that features an expansive library of vision-related content (articles, videos, interactive tools and more).

**ACCESS TO PROVIDERS WITH LEADING TECHNOLOGY**

With our network (the largest in the industry), members have more access to locations with leading technology and diagnostic tools like retinal imaging, digital eye exams and much more.

Employers who switch to us typically see an increase in enrollment and benefit utilization.<sup>6</sup>

<sup>5</sup> May not be available for all groups or group sizes. Mail and phone reminders may require an additional cost.  
<sup>6</sup> EyeMed analysis of new business that transferred over from a prior benefits company, 2013-2014.  
<sup>7</sup> Available for locations with 200 or more employees.  
<sup>8</sup> 2014 digital communication award from the Insurance Marketing Communications Association.



# Integration with you

We start by working with you and our provider network to make sure we reach your employees the right way.

## CUSTOMIZABLE COMMUNICATIONS

You'll get access to web-based tools you can customize with your logo and more. Brochures, buck-slips, fliers, email content, articles and interactive tools will help you spread the word about the value of the vision benefit.

## INCENTIVE PROGRAMS

We can provide low-cost incentives or help you promote your own program to encourage more of your employees to get their annual eye exam.

## LEADING ICD-10 CODE COLLECTION

We require each and every one of our providers to submit high-risk diagnosis codes – 75 codes for 8 conditions (more than any other vision benefits company). Last year, 8% of EyeMed eye exams resulted in a high-risk diagnosis code.

Higher use of vision benefits can identify chronic conditions, leading to improved health outcomes.<sup>9</sup>

## HEALTH PLAN INTEGRATION

If you work with a health plan or disease management vendor, we can work with them, too. We can even set up a data feed to them on your behalf.

## CONSULTATION WITH OUR MEDICAL DIRECTOR

Have a question? Looking for expert guidance on how to fit vision care into your overall wellness goals? No problem. You can join our quarterly Q&A conference calls or set up an individual consultation with our medical director.

Early intervention on chronic conditions can cut costs by thousands of dollars per member, per year.<sup>10</sup>

## Outreach for those who need it

Employees with complex conditions need an extra push. So, we'll identify those individuals and help them manage their health.

### EYE EXAM REMINDERS

We can reach members by email, mail, phone or even on our mobile member app to remind them to schedule their eye exam.<sup>11</sup>

### RISK ASSESSMENT AND REPORTING

We'll look at the data to determine employees most at-risk and provide you with a summary report<sup>12</sup> of high-risk diagnosis codes.

### AT-RISK DIRECT MAIL PROGRAM

Members identified as at-risk for diabetes, high blood pressure and high cholesterol will receive a mailer explaining how an eye exam can help manage their condition. Last year, 15% of those who received our mailer scheduled follow-up eye exam appointments.



Give your employees total health and wellness  
Contact your EyeMed rep or visit [starthere.eyemed.com](http://starthere.eyemed.com)

<sup>9</sup> Impact of Eye Exams in Identifying Chronic Conditions, UnitedHealthcare, 2014.

<sup>10</sup> Impact of Eye Exams in Identifying Chronic Conditions, UnitedHealthcare, 2014.

<sup>11</sup> May not be available for all groups or group sizes. Mail and phone reminders may require an additional cost.

<sup>12</sup> Available for groups with 1,000 or more eligible employees.



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The biggest network and the most choice. Because more is more.