



Vision Wellness • Economic Value • Service Excellence



# Maricopa County

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# Vision Care – A Wellness Benefit

*An ounce of prevention is  
worth a pound of cure.*

*-Ben Franklin*



**EyeMed**  
VISION CARE®

# Your Eyes – The Windows to Overall Health



- Vision benefits are just as important as medical and dental coverage
  - Comprehensive eye exams can identify both vision-related and major medical conditions\*
    - Diabetes
    - Hypertension
    - Multiple sclerosis
    - And more
  - Early identification of such conditions can save money on future medical claims – and save lives
- More than half of Americans have vision problems or impairments, but 40% avoid treatment for financial reasons\*\*

\**Employee Benefit News*, April 2005

\*\*Aflac Survey, 2005

# Comprehensive Eye Exams – Preventive Care for the Whole Body



- Comprehensive eye exams evaluate a patient's total health
  - Visual acuity
  - Visual field screening
  - Pupils and iris
  - Area surrounding eye
  - Eye and lid conjunctiva
  - Extra-ocular muscles
  - Slit lamp exam-cornea
  - Slit lamp exam-lens
  - Slit lamp exam-anterior chamber
  - Intraocular pressure
  - Optic nerve
  - Posterior segment
  - Neurological (Time/Place/Person)
  - Psychiatric (Depression/Anxiety)

# Vision Care Benefits Us All



- Employers who promote vision wellness can expect to see
  - Higher productivity from employees
  - Improved employee health and wellness
  - Increased employee satisfaction
  - Potentially lowered medical claims costs

***Vision benefits are an affordable way to ensure healthy, happy employees and better overall health!***



*49% of employees feel savings/out-of-pocket expense is the most important feature of a vision plan*

–Jobson Optical Research, 2006

# Economic Value and Savings



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# The Value of Vision Benefits



- Members continue saving all year long
  - Up to 40% off additional eyewear purchases
  - Allowance towards laser vision correction surgery
  - Savings on non-plan items/optical supplies



MORE CHOICES. BETTER QUALITY.

## MARICOPA COUNTY

Vision Care Services	Member Cost	Out-of-Network Reimbursement
Exam with Dilation as Necessary	\$10 Copay	Up To \$35
Exam Options:		
Standard Contact Lens Rx and Follow-up *	Up to \$55	N/A
Premium Contact Lens Rx and Follow-up**	10% off retail price	N/A
Frames (Any available frame at provider location)	\$130 Allowance; 80% of balance over \$130	Up To \$50
Standard Plastic Lenses:		
Single Vision	\$10 Copay	Up to \$25
Bifocal	\$10 Copay	Up to \$40
Trifocal	\$10 Copay	Up to \$55
lenticular	\$10 Copay	Up to \$55
Lens Options (paid by the member and added to the base price of the lens):		
Tint (Solid and Gradient)	\$15	N/A
UV Coating	\$15	N/A
Standard Scratch-Resistance	\$15	N/A
Standard Polycarbonate	\$0	Up to \$25
Standard Anti-Reflective	\$45	N/A
Standard Progressive (Add-on to Bifocal)	\$65	N/A
Other Add-Ons and Services	20% off retail price	N/A
Contact Lenses (allowance covers materials only):		
Conventional	\$0 Copay, \$130 Allowance; 15% off balance over \$130	Up to \$130
Disposables	\$0 Copay, \$130 Allowance; balance over \$130	Up to \$130
Medically Necessary	\$0 Copay, Paid in Full	Up to \$250
LASIK and PRK Vision Correction Procedures:	\$150 Allowance; once per lifetime per eye	N/A
Frequency:		
Exam	Once every 12 months	
Frames	Once every 12 months	
Standard Plastic Lenses or Contact Lenses	Once every 12 months	

### Additional Purchases and Out-of-Pocket Discount

Member will receive a 20% discount on remaining balance of Participating Providers beyond plan coverage, which may not be combined with any other discounts or promotional offers, and the discount does not apply to EyeMed's Providers' professional services or disposable contact lenses.

Benefits are not provided for services or materials arising from orthoptic or vision training; subnormal vision aids and any associated supplemental fittings; antiseismic lenses; medical and/or surgical treatment of the eye; corrective eyewear required by an employer as a condition of employment, and safety eyewear unless specifically covered under the plan; services provided as a result of Workers' Compensation law; plano non-prescription lenses and nonprescription sunglasses (except for the 20% EyeMed discount); two pairs of glasses in lieu of bifocals (does not apply to Primary Plan members); services or materials provided by any other group benefit providing for vision care. Benefit allowances provide no remaining balance for future use within same benefit period. Lost or broken lenses, frames, glasses, or contact lenses will not be replaced except in the next benefit period.

\*Standard Contact Lens Fitting-spherical clear contact lenses in conventional wear and planned replacement (examples include but not limited to disposable, frequent replacement etc.)

\*\*Premium Contact Lens Fitting-all lens designs, materials and specialty fittings other than Standard Contact Lenses (examples include toric, multifocal etc.)

### Value Added Features:

In addition to the health benefits your EyeMed program offers, members also enjoy additional, value-added features including:

- **Additional Savings:** Save up to 40% off additional complete eyeglass purchases once the funded benefit has been used.
- **Replacement Contact Lenses Online:** As an added convenience, members can order replacement contact lenses directly online.

Enrolling in a quality vision care program is an important decision. That's why Maricopa County chose EyeMed Vision Care as your vision care vendor. Effective July 1, 2007, make vision care part of your annual health care program at any one of EyeMed's thousands of provider locations nationwide. Choose from private practitioners and leading optical retailers offered through the EyeMed ACCESS panel.

It's easy to locate a provider:  
 • Call 1-866-723-0596  
 • Visit  
[www.enrollwitheyemed.com/access](http://www.enrollwitheyemed.com/access)

Enroll today for an affordable way to help ensure a lifetime of healthy vision.

LENSCRAFTERS®

PEARLE VISION®

SEARS  
Optical

OPTICAL  
It's all inside.

CPenny Optical

PRIVATE PRACTITIONERS

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# Operational and Service Excellence

*He who gives great  
service gets great  
rewards.*

- Elbert Hubbard



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# Member Self-Service Tools



	WiseEyes <sup>sm</sup> - IVR	Member Web Site
<b>Provider Locator</b>	✓	✓
<b>ID card request</b>	✓	✓
<b>Automated Fax-back option for funded</b>	✓	
<b>Request Out-of-network claim form</b>	✓	✓
<b>Order contact lenses by mail</b>		✓
<b>Laser Discount information</b>	✓	✓

# Unique Customer Service Approach



- More than 300 representatives to accept calls



- Innovative structure promotes fast, accurate resolution
  - Calls routed based on issue level

<b>Level 1</b>	Basic inquiries, including provider locator
<b>Level 2</b>	More complex calls such as eligibility verification and benefit questions
<b>Level 3</b>	Complex, often escalated issues

# Unique Customer Service Approach



- Call center staffed to performance levels
  - Average speed of answer – 17 seconds (Q2 06)
  - Abandonment rate – less than 1.8% (Q2 06)
  - 99% of calls are resolved within the first call or within 24 hours
- Plus, best customer service hours in the industry

Access **7**  
Days a Week

## Call Center Hours

8:00am to 11:00pm EST Monday - Saturday  
11:00am to 8:00pm EST - Sunday



*Access to all provider types ranks second in desired vision plan features*

- Jobson Optical Research, 2006

# Access and Convenience

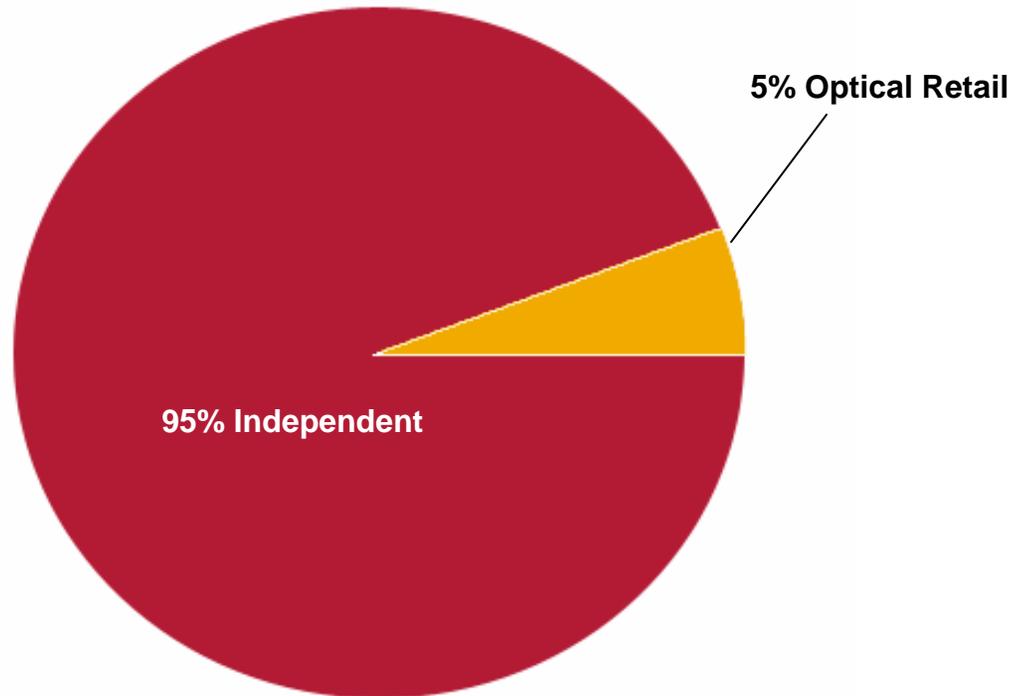


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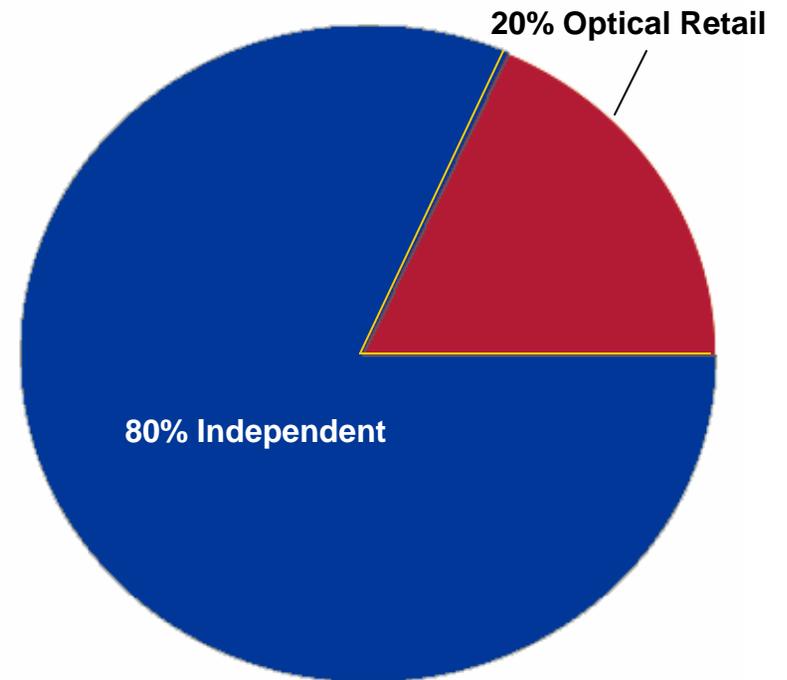
# Diversity Consumers Desire



Eye Care Professionals



Eye Care Locations



**Consumers are spending more than 1/2 of their eyewear dollars at optical chains.**

*- Jobson Optical Handbook*



*Honest differences are  
often a healthy sign of  
progress.*

- Mahatma Gandhi

# The EyeMed Difference



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# The EyeMed Network – True Wellness and True Choice



- EyeMed's business model is drastically different from others in the industry
  - True diversity – from eye care to eyewear – with 80% independent providers
  - Consistent, retail-based benefits at all provider types
  - No confusing wholesale to retail conversion
  - No dispensing fees
  - Members do not have to purchase specific brands of frames
  - Same-day service available nationwide
  - Focus on wellness, including promotion of annual eye exam

# Why EyeMed?



- **Vision Wellness** – We offer vision wellness programs to promote eye health in your workplace
- **Economic Value and Savings**– We offer affordable vision benefit programs with long-term rate guarantees
- **Access to Professional Eye Care** – We offer the largest and most diverse network of quality eye care professionals in the industry
- **Commitment to Service** – We offer access to care seven days a week and the best Customer Service Hours in the Industry