

Number of Providers by Provider Type

Exhibit 1 - County Coverage: Number of Contracted Providers by Provider Type

a. State	b. County Name	c. Number of Ophthalmologists	d. Number of Optometrists	e. Number of Ophthalmologist and Optometrist Offices that Sell Vision Hardware	f. Number of Retail Vision Hardware Stores
WA	Adams	0	3	1	0
WA	Asotin	0	0	0	0
WA	Benton	0	28	14	4
WA	Chelan	1	4	2	1
WA	Clallam	0	2	2	0
WA	Clark	23	68	25	5
WA	Columbia	0	0	0	0
WA	Cowlitz	1	5	4	0
WA	Douglas	0	0	0	0
WA	Ferry	0	0	0	0
WA	Franklin	0	8	5	0
WA	Garfield	0	0	0	0
WA	Grant	0	0	0	0
WA	Grays Harbor	0	3	2	0
WA	Island	0	9	2	0
WA	Jefferson	0	0	0	0
WA	King	27	240	98	31
WA	Kitsap	2	28	8	3
WA	Kittitas	0	0	0	0
WA	Klickitat	0	1	1	0
WA	Lewis	0	2	2	0
WA	Lincoln	0	0	0	0
WA	Mason	0	5	3	0
WA	Okanogan	0	0	0	0
WA	Pacific	0	4	1	0
WA	Pend Oreille	0	0	0	0
WA	Pierce	56	91	36	14
WA	San Juan	0	0	0	0

Exhibit 1 - County Coverage: Number of Contracted Providers by Provider Type

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WA	Skagit	0	0	0	0
WA	Skamania	0	1	1	0
WA	Snohomish	18	92	35	14
WA	Spokane	19	80	28	9
WA	Stevens	0	0	0	0
WA	Thurston	1	25	9	6
WA	Wahkiakum	0	0	0	0
WA	Walla Walla	0	6	3	1
WA	Whatcom	3	34	10	2
WA	Whitman	0	7	1	1
WA	Yakima	2	17	8	2
OR	Clackamas	44	119	40	6
OR	Clatsop	2	9	4	1
OR	Columbia	0	9	3	0
OR	Gilliam	0	0	0	0
OR	Hood River	1	3	2	0
OR	Morrow	0	0	0	0
OR	Multnomah	53	258	66	8
OR	Sherman	0	0	0	0
OR	Umatilla	1	4	2	0
OR	Union	0	4	2	0
OR	Wallowa	0	0	0	0
OR	Wasco	1	2	1	0
OR	Washington	52	394	72	10
ID	Adams	0	0	0	0
ID	Benewah	0	0	0	0
ID	Bonner	0	0	0	0
ID	Boundary	0	0	0	0
ID	Idaho	0	0	0	0

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ID	Kootenai	0	14	9	3
ID	Latah	1	5	2	0
ID	Lewis	0	0	0	0
ID	Nez Perce	0	8	4	1

Benefit Design Recommendations



Washington State HCA- Vision Plan Design Suggestions

	Core Exam with Materials Discount - Member Cost	Low Option- Member Cost	Medium Option- Member Cost	High Option- Member Cost
Description	To be considered if you want very low cost option for minimal coverage. Can be provided fully voluntary or paid for by HCA. Encourages annual eye exam.	Recommended base option when providing multiple plan designs for employees to choose from.	Recommended option if only one vision plan design is offered.	Recommended high option when providing multiple plan designs for employees to choose from. Higher allowances for frame and contact lenses. Most lens options covered in full.



Plan designs presented above illustrate potential options; all can be customized to meet HCA's specific vision benefit needs
If there is a discrepancy between proposal documents and the above summary, the proposal documents prevail. Above reflects member cost IN NETWORK.

Exhibits

Exhibits Summary

- E1 Eye Exam Description
- E2 Sample Implementation Project Plan
- E3 Sample RFP
- E4 EyeMed HealthyEyes
- E5 Sample Performance Guarantees
- E6 Retail Provider Options
- E7 Online Provider Options
- E8 Special Offers for Members
- E9 State Plans Benchmark-Benefit Design Comparisons

Comprehensive eye exam

CASE HISTORY

- Chief complaint
- Ocular disease history (including prescriptive and non-prescriptive medications)
- Family history: general and ocular
- Occupational/lifestyle: use of vision; glasses or contact lenses
- General medical history (including medications)
- Allergies, including medication allergies

GENERAL PATIENT OBSERVATION

- Neurological: orientation (time/place/person)
- Psychiatric: mood and affect (depression/anxiety/agitation)

CLINICAL AND DIAGNOSTIC TESTING AND EVALUATION

- Examination of orbits
- Test vision acuity
- Gross visual field testing by confrontation or other means
- Ocular motility
- Examination of pupils
- Measurement of intraocular pressure
- Ophthalmoscopic examination with pupillary dilation*, as indicated, of the following:
 - a. Optic disc(s) and posterior segment
 - b. Macula
 - c. Retinal periphery
 - d. Retinal vessels
 - e. Vitreous
 - f. Other examinations (must specify)
- Binocular testing
- Slit lamp examination of irises, cornea(s), lenses, anterior chambers, conjunctivae and sclera

REFRACTION

- Objective refraction (retinoscopy or auto-refraction) and/or subjective refraction*
- Resultant best (corrected) visual acuities, distance and near

COLOR VISION TESTING

STEROPSIS TESTING

CASE PRESENTATION

- Assessment
- Management plan
- Professional reports* (i.e., driver's license, health physical)

DIAGNOSIS (ICD) CODES

It's important to list all applicable diagnosis codes for each patient when filing a claim to comply with current HEDIS and other future reporting requirements. ICD-10 diagnosis codes should include diagnosis from the patient's history, the patient's reported medications and/or clinical findings.

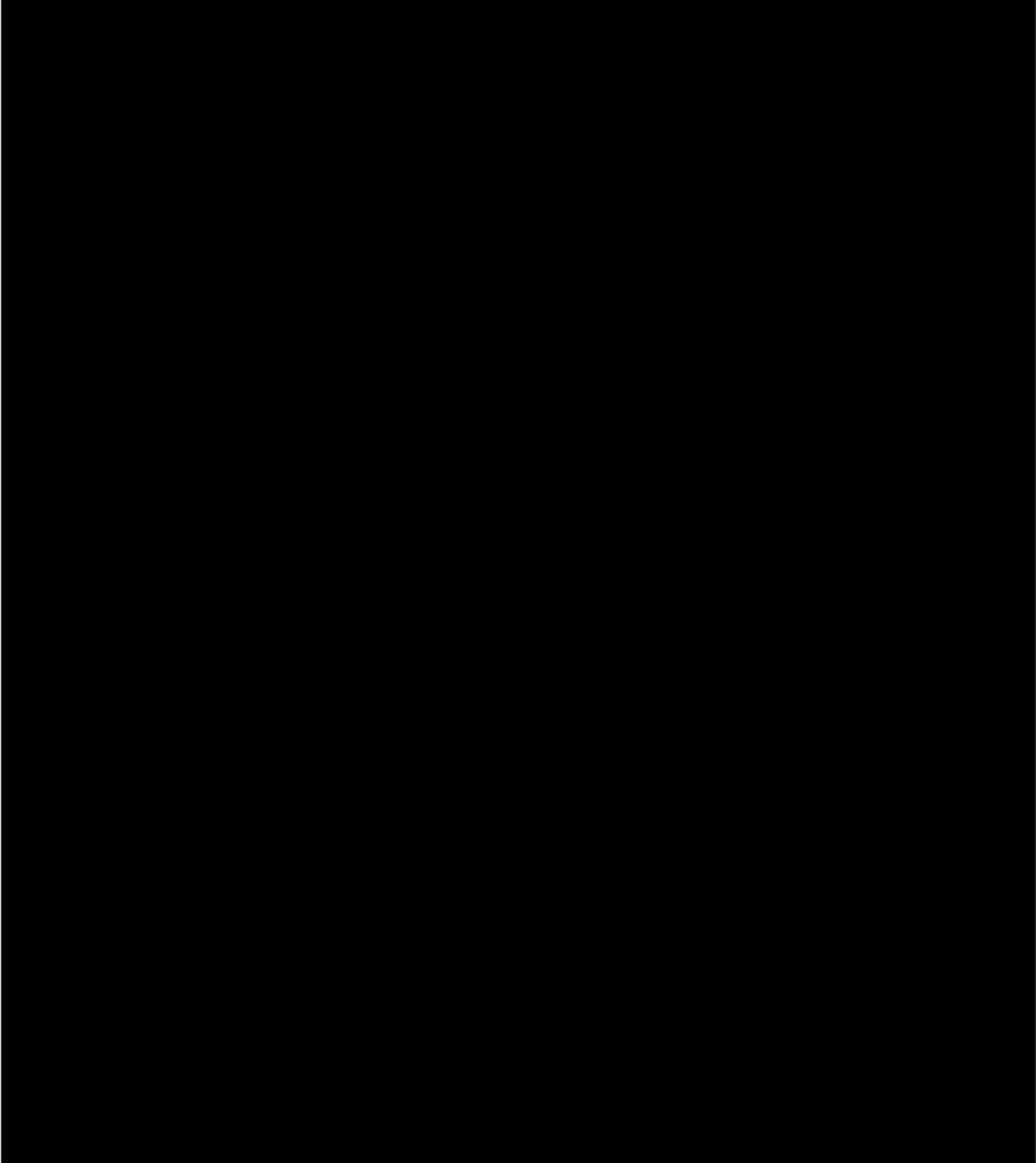
List the primary diagnosis first followed by all secondary diagnosis codes determined in the exam (especially those including diabetes, diabetic retinopathy, hypertension and glaucoma).

*Pupillary dilation is required for members with diabetes

*Payment of 92004 and 92014, the comprehensive eye exam, includes refraction and dilation

*In some cases, exam may be completed with other instrumentation because of member limitations

Sample Implementation Project Plan - 180 Day



Sample Implementation Project Plan - 180 Day



[Company Name] Vision Plan

Request for Proposal
MM/DD/YYYY

INSTRUCTIONS TO BIDDERS

Proposal Due Date:

The deadline for receipt of proposals is no later than 5:00 p.m. (Time Zone) MM/DD/YYYY. Please send an electronic copy of your organization's RFP and (X) hard copies to:

[Insert Address]

Timeline:

The timeline below is to be followed by all parties. GROUP NAME reserves the right to change or modify the dates below as necessary:

	Date
Release Request for Proposal	MM/DD/YYYY
RFP Questions Due	MM/DD/YYYY
RFP Answers/Addendum Release	MM/DD/YYYY
RFP responses Due	MM/DD/YYYY
Finalize Vendor Selection	MM/DD/YYYY
Begin Implementation	MM/DD/YYYY
Annual Enrollment Begins	MM/DD/YYYY
Plan Effective Date	MM/DD/YYYY

Criteria for Selection:

Each vendor's response will be evaluated based on the categories outlined below. GROUP NAME will select the vendor determined to have the most attractive program in the overall evaluation at its sole and absolute discretion. The criteria GROUP NAME will use in selecting the administrator of its vision care program are as follows:

- Desired access to diverse network with both independent and retail providers
- An aggressive philosophy towards:
 - High level of customer service
 - Cost containment
 - Efficient claims processing practices and systems

- Consistent application of benefits at all network providers
- Competitive rates with multi-year rate guarantee or cap
- Savings beyond the funded benefit
- Ability to effectively administer plan design
- Willingness to implement performance guarantees for plan performance relating to service, provider access and financial controls
- Vision Wellness

Vision Care Questionnaire

Overview

1. What differentiates your organization from other vision care benefit companies?
2. Provide a brief history of your organization.
3. Describe your organization's financial condition and company ratings (A.M. Best, Moody's, etc)?
4. Provide three references of equivalent size and industry, including one new client reference from the past year. Please note contact names, addresses, e-mail addresses, and phone numbers as well as the periods of time for which the contracts have been in existence and the number of members covered.
5. Is your organization SSAE16 accredited?

Benefits Administration

1. Describe the steps participants follow to obtain vision care services, both in-network and out-of-network.
2. Over the last three years, what percentages of claims were for services from in-network providers? Retail providers? Independent providers?
3. Can a member receive an exam from one provider and materials (frames, lens or contacts) from another provider?
4. Are all in-network providers required to consistently administer all benefits, regardless of provider type (i.e., independent or retail provider)?
5. Do members receive EOBs:
 - For network providers
 - For out-of-network providers
 - Online
 - Mailed
6. What is the turnaround time before a member receives an EOB?
7. Does your vision plan provide ID cards to all employees at no cost? How are these cards distributed to employees? Are ID cards required in order to receive services?
8. Are ID cards accessible via mobile app:
 - Apple
 - Android
9. How do providers recognize members? How is the appropriate benefit applied?

10. Are members limited to a certain frame selection or tower? If yes, what benefit is available for those who prefer frames not included in this selection?
11. On average, how many frames per provider fall within our proposed frame allowance?
12. Describe your contact lens benefit. Is the materials benefit separate from the contact lens fit and follow-up benefit?
13. What types and brands of contact lenses are covered under the plan? Is there a formulary for members to follow?
14. Can members access their frame allowance and contact lens allowance within the same plan year?
15. How long do you guarantee rates?
16. Describe discounts offered beyond the funded benefit.
17. Are copays deducted from out-of-network reimbursements?
18. Is preauthorization required to receive services?
19. In addition to the requested plan design, what other plan enhancements can you offer us?
20. Describe your standard billing/banking procedures/funding arrangements.

Implementation

1. Describe the Implementation Process/Timeline in detail, including responsible party for action items.
2. Please provide a resume of the proposed implementation manager.
3. Does your organization perform a formal implementation satisfaction survey? If so, what are your implementations satisfaction results over the past 3 years?

Account Management & Administration

1. Please outline the account management team that will be assigned to us upon the contract being awarded.
2. Please provide a resume for the proposed account management manager.
3. What type of online benefit management tools do you offer benefit administrators?

Provider Network

1. Using the provided census data, provide a geo-access report for the proposed network for the following (results based on “Estimated Driving Distance” AND only including in-network providers that accept all in-network benefits and discounts as listed on your proposed plan design).

RFP Standards - Overall Network		
Network	Access Standard	
	Urban/Suburban 2 in 10	Rural 1 in 20
	%	%

2. Do you provide in-network access to retail chains? (In-network defined as accepting all in-network benefits.) Please note if any retail providers administer the benefit differently or if you only have certain locations in-network.
3. Do you offer online, in-network options for purchasing contact lenses and glasses? If so, please provide a list of all online, in-network providers.
4. When a member visits an online, network provider, are their specific benefits applied to pricing to give an immediate, automatic out-of-pocket?
5. Describe your organization’s credentialing and recredentialing process for in-network providers. Please confirm all of your retail providers are included in this process.
6. Describe how your organization monitors your provider network to ensure quality services and materials.
7. What percent of providers offer both exams and materials on-site?
8. What is the average turnaround time for exam appointments and materials?
9. What was your lab remake percentage last year?
10. Do providers have a choice of labs? Please describe your lab network.

Customer Service

1. Describe call center days/hours of operation. Do you provide live-agent assisted service hours on Sundays?
2. Describe your IVR features. Is the IVR available 24/7?
3. Describe your training program for customer service personnel. Be specific.
4. Do you provide Customer Service Representatives who speak Spanish? Any additional languages?

5. Describe the procedures for monitoring quality of service and member satisfaction.
6. What are the most recent results of your customer service/member satisfaction survey?
7. Describe your organization's process for member appeal and grievances.
8. Please describe any awards your call center has received. Be specific - name each award and the year it was awarded.

Claims

1. Provide the following claims processing statistics:

	Standard	2016 Results	2017 Results
Claims processed in 5 business days			
Claims processed and paid in 10 business days			
Claim processing accuracy			

2. Do you offer an online claims processing system for providers? If so, does this system provide real-time calculation of member out-of-pocket costs?
3. What percent of claims are received electronically?
4. What percent of claims are auto adjudicated?

Plan Activity Reporting

1. Describe your reporting capabilities and frequency. Provide a sample of typical reporting capabilities. Please include any additional fees associated with reporting.
2. Is customized reporting available? If so, what is the associated cost?
3. Are reports available online?

Eligibility

1. What file formats do you accept (i.e., FTP or other secure file transport method)?
2. Describe your eligibility guidelines (domestic partner, adult dependent children, etc.).
3. Do you provide benefit administrators online access to maintain membership including add/change/delete functionality?
4. Do you provide post-processing reports? If so, what detail is provided and what is the turnaround time?

- Are you willing to work with TPAs? If so, describe.

System Security

- Do you encrypt sensitive data at rest?
- Do you maintain HIPAA compliant Policy and Procedures?
- Are your Security controls audited?

Web Capabilities

- Complete the attached chart regarding capabilities for participants on your website:

Service	Y/N
Provider Locator	
<ul style="list-style-type: none"> ▪ Can members search for a provider based on hours, frame brands and other specific criteria? 	
<ul style="list-style-type: none"> ▪ Can members map driving directions to providers? 	
<ul style="list-style-type: none"> ▪ Can members make appointments through your provider locator? 	
Plan Benefit Information	
Next Eligible Date of Service	
Out-of-Network Claim Form	
Print ID Cards Online	
Online EOBs	
Lasik Program Information	
Claims History and Claims Status	
Vision Wellness and Education Information	
Member Grievance Resolution	
Email Customer Service	
Regularly updated with special promotions for members	

- Do CSRs see the same information as participants on the website?
- How often is the website updated?
- Do you have a mobile app? If yes, please describe its features and whether it's available through iTunes, Google Play or both.

Performance Guarantees

- Outline specific performance guarantees that you are willing to offer.

Communication

1. Provide samples of standard promotional literature and associate communications materials.
2. Open Enrollment/Benefit Fairs:
 - Describe your capabilities to support Open Enrollment/Health Fairs. Can you be on-site?
 - Is there a cost associated with such support?
 - Do you offer tools so benefit administrators can self-serve for additional Open Enrollment support?

Vision Wellness

1. Describe your organization's vision wellness program. Be specific.
2. Do you collect medical diagnosis codes within your routine vision claims? Is there a charge to provide a data feed to a third party data aggregator?
3. How many health plans/data aggregators do you transmit claims data to?
4. What type of wellness communication support do you provide to benefit administrators and providers?



eye
Med

EyeMed HealthyEyes

Seeing well.
Seeing wellness.

Eye exams benefit more than vision



With EyeMed, more employees use their benefits and get much-needed eye exams.⁶

With a comprehensive eye exam, it's easier to find serious eye and general health conditions sooner.¹ In fact, the average person is 4 times more likely to receive an annual eye exam than a physical.² That's why everything we do helps employees understand the power of the eye exam – and feel empowered to do something about it. **For better vision. For better health.**



The need for eye care is clear

HEALTH PROBLEMS ARE COSTLY

Each year, health problems cost employers

\$1,685
per employee³

EYE EXAMS CAN HELP

Use vision benefits for an eye exam to help spot serious conditions like:⁴

- Diabetes
- High blood pressure
- High cholesterol
- Eye diseases like glaucoma and cataracts



EARLY INTERVENTION SAVES MONEY

Treating chronic conditions sooner can **cut costs by thousands per member, per year.**⁵

¹7 Health Problems Eye Exams Can Detect," YourSightMatters.com, March, 2016. ²US Department of Health – National Health Statistics Report #8, 8/6/08. ³Workplace Health Promotion Fact Sheet 2015," Centers for Disease Control and Prevention. ⁴"Your Eyes Could Be the Windows to Your Health," American Academy of Ophthalmology, 12/3/14. ⁵"Impact of Eye Exams in Identifying Chronic Conditions," UnitedHealthcare, 2014. ⁶EyeMed analysis of new business that transferred over from a prior benefits company, 2017.



An eye on health with HealthyEyes

HealthyEyes goes beyond eye health to promote overall employee health and wellness. With proactive communication across multiple touchpoints, this program brings the message straight to your employees throughout the year. Online, on-site, in the mail. There's no extra cost, but plenty of personalized support. Plus, it fits right into your overall wellness strategy.



Employee
engagement



Client
integration



Targeted
outreach

HealthyEyes can help employees stay healthy – and can help you save money



Engagement with your employees

We connect with employees 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 8 providers located nearby their home address.

ON-SITE HEALTH FAIR SUPPORT*

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-winning⁹ 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.

⁹ Available for locations with 200 or more employees. ⁸ 2014 digital communication award from the Insurance Marketing Communications Association.



Integration with you (and providers) for a seamless experience

Let us make your life easier. We work with you and our provider network to make sure we reach your employees with the right message at the right time.

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 – 250 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.

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.



Outreach for those who need it

Sometimes, people with complex conditions need an extra push. We identify members who need help, reach out with recommendations and point the way.

EYE EXAM REMINDERS

We can reach members by mail or email to remind them to schedule their eye exam.¹⁰

RISK ASSESSMENT AND REPORTING

We'll look at the data to determine employees most at-risk and provide you with a summary report¹¹ 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.

¹⁰ May not be available for all groups or group sizes. Mail and phone reminders may require an additional cost. ¹¹ Available for groups with 1,000 or more eligible employees.



INDEPENDENT
PROVIDER
NETWORK



LENSCRAFTERS[®]
♥ 👁

PEARLE
VISION[®]

OPTICAL[®]



Complete your health and wellness picture—
Contact your EyeMed rep or visit starthere.eyemed.com





Washington State Health Care Authority - 1/1/2019 - Fully Insured
SAMPLE Performance Guarantee
Reporting Period: 01/01/2019 - 12/31/2022

Fully Insured Quote:
Fees At Risk: 5% of Premiums**
Results Reported: Quarterly
Fees Measured and Paid: Annually

Performance Guarantee		Performance Results	Definition/Calculation	Amount At Risk
Claim Processing	Processing Accuracy	EyeMed will process clean and valid claims with at least 99% accuracy	Based on daily audit of a statistically significant sample of all claims. Calculation: (Total # of accurate claims sampled / Total # of claims sampled)	.45%
Claim Processing	Financial Accuracy	EyeMed will pay the correct amount on clean and valid claims with at least 99.5% accuracy	Based on daily audit of a statistically significant sample of all claims. Calculation: (Total \$ correctly paid in sample / Total \$ in sample)	.45%
Claim Processing	Claim Turnaround Time - Paid	99% of Clean and Valid Claims processed and paid within 10 business days	Measurement: Claim Received Date to Claim Paid Date (This includes both In-Network and Out-of-Network claims)	.45%
Implementation and On-Going Administration	Member ID Cards	100% of Welcome Packets will be distributed within 10 business days of loading clean membership data file (excludes packets requiring translation).	Measured from the date the Membership file is loaded by EyeMed to the date Welcome Packets are distributed (Membership files after 4:00pm ET will count as the next business day)	.45%
Implementation and On-Going Administration	Eligibility Updating	98% of electronic eligibility files will be processed within two (2) business days of receipt of clean data delivered via SFTP	Measured from the date the eligibility file is received by EyeMed to the date eligibility files are loaded to EyeMed's system (Files after 4:00pm ET will count as the next business day)	.45%
Member Services	Call Abandonment Rate	No more than 2.5% of calls received	The Abandonment Rate represents the % of all callers who hang up prior to being answered (calls abandoned within 8 seconds or less are excluded from calculation). Calculation equals all abandoned calls divided by the total numbers of calls received.	.45%
Member Services	Average Speed of Answer	Will not exceed 25 seconds	The Average Speed of Answer equals the average length of time a caller waits in queue prior to being answered. Calculation equals total calls and their avg time on hold - inclusive of all calls.	.45%
Provider Relations	Complaints / Appeals / Grievance Resolution	98% of all written complaints will be acknowledged in writing within 3 business days of mail/fax receipt by the EyeMed Provider Relations Department.	Self Explanatory	.45%
Provider Relations	Complaints / Appeals / Grievance Resolution	98% complaint resolution in 30 days	Self Explanatory	.45%
Surveys	Member Survey (National Results)	95% member satisfaction	95% (top 3 box)	.45%
Utilization Reporting	Standard Utilization Reporting Package	Producing standard Utilization Reporting Package within 30 days of the end of the reporting period	Self Explanatory	.45%
Total:				5%

**Fees at risk represent administrative funds equivalent to the percent of premium noted above. Results are based on our book of business and payments, if any, are assessed and paid annually. Results are reported and issued on standard calendar quarters.

Retail chains

What we love most about our retailer providers, is that most offer evening and weekend hours for extended service for members. People are busy – we get it. That’s why we provide vision benefits that are easy to use, flexible and convenient. We have the right mix of independent providers, plus the most desired national and regional retail providers, ensuring your employees have the choice and convenience they expect:



Want more? Check out the participating ACCESS retailers below*:

Abba Eye Care	Gulf Coast Optometry	Rx Optical
All About Eyes	Heartland Vision	Schaeffer Eye Center
America’s Best	Henry Ford OptimEyes	SEE, Inc.
Bard Optical	Herslof Opticians	Shopko Eye Care Center
Boscov’s Optical	ILORI	Site for Sore Eyes
C&B Optical One	Marion Eye Centers & Optical	Southwestern Eye Center
Clarkson Eyecare	Meijer Optical	Stanton Optical
Cohen’s Fashion Optical	Midwest Eye Consultants	Sterling Vision Care
Crown Optical	Midwest Vision Centers	SVS Vision
Devlyn Optical	MyEyeDr.	Texas State Optical
Doctor’s Vision Center	MyEyeLab	Today’s Vision
Dr. Tavel Family Eye Care	National Vision	Union Eye Care
Drs. May & Hettler	Nationwide Vision Center	US Vision
Eye Assoc. of New Mexico	Northeastern Eye Institute	Vision World
Eye Boutique	Oakley Store	Vogue Vision Centers
Eyeglass World	Optical Shop of Aspen	Wing Eyecare
Eye-Mart Optical Outlet	Optical Shoppe in Fred Meyer	Wisconsin Vision
FirstSight Vision Services	OPTYX	
For Eyes Optical	Ossip Optometry	

**Listing is not all-inclusive. Actual insurance acceptance may vary by location.*

Retail providers are conveniently located in or nearby major shopping centers and offer longer hours on nights and weekends. Many even have on-site labs so members can get their glasses in about an hour or during the same day. But there are a couple more things you should know about retailers. Unlike competitors, EyeMed defines retail providers as practices with 20 or more locations. And with EyeMed, what you see is what you get. All participating retail providers are considered in-network.

Members may locate a provider using the provider locator function on our website at eyemed.com or by calling **1.866.9EYEMED**.

In-network also means online choices



Our network offers several options for using in-network benefits online

We know eyesight changes. And we know how employees buy eyewear is changing, too. We were one of the first managed vision care companies to offer members a seamless way to use their in-network benefits to buy both glasses and contacts online. Now we're taking it a step further - we've added even more options to make sure that members get unmatched choice in where they can shop online.

CONVENIENT ONLINE SHOPPING OFFERS:

- Wide selection of top-selling name-brands
- Lenses and contacts available for just about any prescription
- User-friendly experience shows members exactly what their benefits pay for
- Easy prescription verification – just snap and send a picture
- Free shipping and returns
- Award-winning photorealistic 3D virtual “try-on” technology for frames at Glasses.com¹



81% of decision makers want to offer online in-network options for frames and lenses²



67% of Millennials prefer to shop online rather than in-store³

LENSCRAFTERS 
lenscrafters.com

 OPTICAL
targetoptical.com

GLASSES.com
glasses.com

contactsdirect
contactsdirect.com


ray-ban.com

Give your employees online choice –
Contact your EyeMed rep or visit starthere.eyemed.com

¹ 2014 Cannes Lions Festival, Bronze Award for “Creative Use of Technology” ² 2016 Workforce Vision Benefits Survey conducted by EyeMed and Workforce ³ Ecommerce Trends: 139 Stats Revealing How Modern Customers Shop in 2017, BigCommerce.com study.

Getting more bang for their buck



Members can easily find lots of great discounts and deals for a variety of vision related products and services on our Special Offers page on eyemed.com.

It's just one more way we make it super simple for employees to get the most out of their EyeMed membership and further reduce costs. And everything is tied into our mobile app so they can access additional savings anytime while on-the-go.

OUR SPECIAL OFFERS PAGE PROVIDES DISCOUNTS AND REBATES ON THINGS LIKE:



Frames and lenses



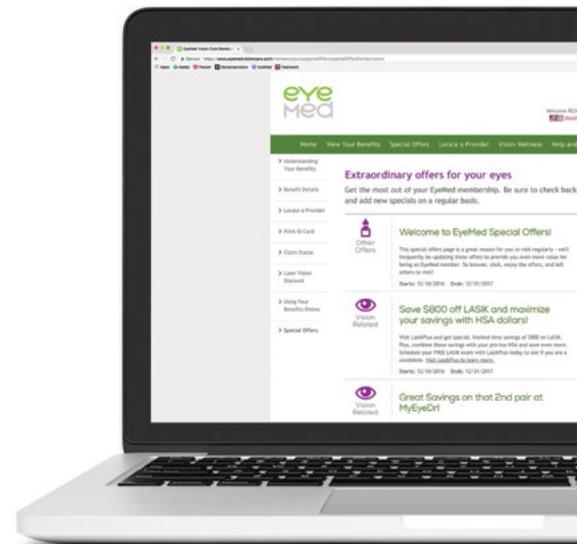
Contacts



Eye exams



Other vision services and items



Learn more about how we make vision benefits easy to use – Contact your EyeMed rep or visit starthere.eyemed.com



State Governments

Benefit Design Comparison

Executed:

|--|--|--|--|--|--|

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