



Our goal: Managed vision care that positively impacts the vision ecosystem

We hope our white paper provides additional perspective, and encourages you to see the important role vision benefits play in your practice and defines what “good benefits” means to you.

At EyeMed, our own role is to improve benefits in ways that are good for clients, members, ECPs and the industry as a whole. We value the role of all optometrists in our business. For all of us to continue to succeed, every corner of the optical industry must thrive – including independent eye care practices who are the foundation of eye care.

So, as you’re adapting to a world where more and more potential patients have vision benefits, EyeMed wants to be a valuable partner.

We’ve established a set of key strategies to improve the lives of everyone in the vision system – including providers – in a fruitful, constructive way.

1. EyeMed seeks to improve your revenue per patient.

We’ve received feedback that our eye exam fees are too low – but exam fees are only a portion of total revenue. Our goal is to drive total revenue by looking at the entire eye care transaction.

2. EyeMed promotes benefit utilization.

We actively promote the value of eye exams and want our members to use their benefits. Throughout the year, we encourage members to visit their eye care provider and offer online tools to make it as easy as possible.

3. EyeMed works to create greater member lifetime value.

In our view, it’s about the long term, not the short term: we want members to be more than one-time patients. Data demonstrates that our members are loyal – which can be beneficial over time for your practice. We educate on vision care’s connections to overall health, and push for frequent eyewear eligibility and higher frame spending allowances. This is resonating with clients and members.

4. EyeMed provides many lab options for more freedom of choice.

While other managed vision care companies are limiting their labs more than ever, we continue to offer lab choices across the country, including many independent labs that are part of Walman Optical. With EyeMed, network providers can also take advantage of in-office lab and finishing services they might already have in place.

5. EyeMed doesn’t use “special selections” or limitations that prohibit choice.

Our members use their benefits freely in your practice, so you don’t have to stock special frame brands or prescribe only certain lenses. We know you’re the experts, and it’s important you retain that role with our members, your patients.