

Setting the record straight



You may think managed vision care (MVC) isn't right for your practice – but are the ideas you have about MVCs actually right? Here are some of the biggest myths – and the facts that just might change your mind and help you grow your practice at the same time.



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eye exams are covered by an eye exam benefit⁸

MYTH: I don't need to accept MVC in my practice.

TRUTH: Optometrists who don't accept MVC may be missing out on profit opportunities.

62% of Americans with vision benefits received an eye exam within the last 12 months, compared to 40% of self-pay patients.⁷ EyeMed takes it one step further by encouraging members to use their benefits, and employers who switch to us see an increase in enrollment and benefit utilization.⁶

MYTH: I make more money on patients without vision benefits.

TRUTH: EyeMed members are actually more valuable to your practice.

You earn an average of \$228 per transaction for members with a vision plan vs. \$198 for members who don't have benefits. Over the life of a patient, that ends up being 17% more revenue.⁴ Our members visit their eye doctors more often and spend more on eyewear⁴ than those without vision benefits – and that lifetime value adds up.



MYTH: All MVCs are the same.

TRUTH: EyeMed creates value for the industry.

EyeMed continues to promote plans with annual benefits. We look for ways to help grow your practice and optimize lifetime value. The average revenue per eye exam is 14% higher with EyeMed than the average of other vision plans, and you can **earn a full year of revenue in just 11 months with EyeMed members.**²

On top of that, you're earning value through the competitive pricing you receive on lab products. Within our lab network, you can choose from labs all across the country, including many independent labs that are part of Walman Optical, and our product catalog offers thousands of lenses and add-on choices to meet your patients' needs – and yours.

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higher with EyeMed than the average of other vision plans²

MYTH: It's impossible to make money on MVC.

TRUTH: EyeMed strives to help you maximize participation for increased revenue over time.



We encourage plan usage through member education



We allow for increased utilization through annual plan frequency



We have 98% in-network utilization¹



We offer lab choice and competitive pricing



Visit www.eyemedinfoocus.com/vew18 to:

- Get more facts about managed vision care and EyeMed's role
- Download our free whitepaper for ECPs
- Access a tool to help you evaluate which plans are best for your practice

¹Internal analysis of EyeMed membership data (based on domestic membership, excluding discount lives) ²Essilor Experts Data 2018 ³EyeMed Vision Care and Ipsos, Consumer Healthcare Perceptions, 2018 ⁴EyeMed Vision Care, Analysis of Internal Marketing Member Mailing Data, 2017 ⁵EyeMed Vision Care, Analysis of Internal Sales, Plan Designs and Total Membership Data, 2015-2018 ⁶EyeMed analysis of new business that transferred over from a prior benefits company, 2013-2014 ⁷National Association of Vision Care Plans (NAVCP), The Advantages of Vision Benefits for Patients and Providers, 2016; Infographic accessed 8.22.2018 at <https://netforum.avectra.com/eWeb/StartPage.aspx?Site=NAVCP> ⁸2017 Vision Council Managed Care Usage & Behavior Study