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EyeMed HealthyEyes

Seeing well.  
Seeing wellness.



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



# Eye exams benefit more than vision

With a comprehensive eye exam, it's easier to find serious eye and general health conditions sooner.<sup>1</sup> In fact, the average person is 4 times more likely to receive an annual eye exam than a physical.<sup>2</sup> 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 employee<sup>3</sup>

### EYE EXAMS CAN HELP

Use vision benefits for an eye exam to help spot serious conditions like:<sup>4</sup>

- 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.<sup>5</sup>**

<sup>1</sup>"7 Health Problems Eye Exams Can Detect," YourSightMatters.com, March, 2016. <sup>2</sup>US Department of Health – National Health Statistics Report #8, 8/6/08. <sup>3</sup>"Workplace Health Promotion Fact Sheet 2015," Centers for Disease Control and Prevention. <sup>4</sup>"Your Eyes Could Be the Windows to Your Health," American Academy of Ophthalmology, 12/3/14. <sup>5</sup>"Impact of Eye Exams in Identifying Chronic Conditions," UnitedHealthcare, 2014. <sup>6</sup>EyeMed 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-winning<sup>9</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.

<sup>9</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 (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.<sup>10</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>11</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.

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



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NETWORK



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Complete your health and wellness picture—  
Contact your EyeMed rep or visit [starthere.eyemed.com](http://starthere.eyemed.com)

