

# Discover the value in vision



Vision benefits make it easier and more affordable to get much-needed eye care.

## 183 million

U.S. adults use some form of vision correction<sup>1</sup>



An additional 21% say they need vision help but haven't done anything about it<sup>1</sup>

Vision disorders are the second most prevalent health condition in the U.S.<sup>2</sup>



## 85%

of adults want vision care coverage<sup>3</sup>

and 91% of consumers view vision benefits as important or very important<sup>4</sup>

Eye exams can help detect serious eye and general health conditions sooner:<sup>4</sup>

- High blood pressure
- Diabetes
- Heart disease
- High cholesterol



Early intervention on chronic conditions can cut costs by thousands of dollars per member, per year<sup>5</sup>



<sup>1</sup> VisionExpoEast.com, 2014 <sup>2</sup> Prevent Blindness America. <http://www.preventblindnessamerica.us/sightsaved/about.html> <sup>3</sup> Vision Watch Vision Correct Standard, 2012

<sup>4</sup> Vision Monday, dba newsletter, 2013 <sup>5</sup> "Impact of Eye Exams in Identifying Chronic Conditions," UnitedHealthcare, 2014.

Learn more about the value of vision care –  
Contact your EyeMed rep or visit [starthere.eyemed.com](http://starthere.eyemed.com)

# Eye care needs run in the family



The value of vision benefits is seen by every family member in every stage of life.

## Babies and Toddlers<sup>\*</sup>



Babies should receive their first professional eye exam at 6 months

## School-age Children<sup>1</sup>



80% of learning in the first 12 years comes through the eyes

## Adults<sup>2</sup>



Almost 80% of adult employees say they deal with a visual disturbance that bothers their eyes every day at work<sup>4</sup>

## Seniors<sup>5</sup>



Vision loss can be a contributor to loss of independence



At 4 years old, they should be seen again just prior to entering school



Approximately 25% of U.S. children use some form of vision correction<sup>2</sup>



28 million Americans wear non-prescription reading glasses<sup>3</sup>



Serious eye conditions like macular degeneration, glaucoma and cataracts are most prevalent in people over the age of 60

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<sup>1</sup>Vision Council February 2012 Parent for Child Report <sup>2</sup>The Vision Council, 2012 <sup>3</sup>California Broker magazine, 2014 <sup>4</sup>HR.BLR.com, 2015 <sup>5</sup>Ocular Nutrition Society. Eye on the Boomer Survey, September 2011. <http://www.ocularnutritionssociety.org/boomers> <sup>\*</sup>Recommendations from the American Optometric Association (AOA)