

A photograph of a man and a young girl laughing together outdoors. The man is in the foreground, looking up and laughing heartily. The girl is behind him, also laughing and looking down at him. They are both wearing casual clothing. The background is a blurred outdoor setting with green foliage and a building.

eye  
Med

Discover the  
value in vision

Life should  
be seen to  
the fullest

Healthy vision couldn't be more important – it helps us work, stay safe and enjoy all the amazing sights of our everyday lives. For those who have it, good vision can be taken for granted.



76% of adults use some form of vision correction<sup>4</sup>



of adults who don't use vision correction say they need vision help, but haven't done anything about it<sup>4</sup>

But many need help to see

The need for vision care is so prevalent, it can be easy to overlook:

- Vision disorders are the 2nd most prevalent health condition in the United States<sup>1</sup>
- Nearly 70% of millennials report symptoms of digital eye strain<sup>2</sup>
- Almost a quarter of parents express concern over the possible harm being done to their children's eyes by digital devices<sup>2</sup>
- Approximately 25% of children in the United States use some form of vision correction<sup>3</sup>

When you think about your employees, it's likely that the majority of them are in need of vision correction, whether for themselves or for a family member. And with the effects of aging and the increase in screen usage, vision care benefits will only become more important in the years to come.

# The broader benefits of vision care

Vision benefits have their perks beyond helping with just vision correction. With a comprehensive eye exam, it can be easier to find serious eye and general health conditions sooner.<sup>5</sup>

## CONDITIONS SUCH AS:

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



## WHY?

With a clear view of blood vessels, arteries and nerves, our eyes give doctors a unique window into the human body, allowing them to see a better picture of our overall health. And this, along with the fact that the average person is 4 times more likely to receive an annual eye exam than a physical, shows just how important vision care can be.<sup>6</sup>



People are 4 times more likely to get an eye exam than a physical<sup>6</sup>

<sup>5</sup>"Health Problems Eye Exams Can Detect." YourSightMatters.com, Mar 2016.  
<sup>6</sup>U.S. Dept. of Health - National Health Statistics Reports #8; Aug. 6, 2008.

# Vision care is what employees want

As the need for proper vision care increases, so does demand and appreciation from employees.

Competitive benefits packages are now an important tool in helping to attract and retain top talent. In fact, nearly 1/3 of people say they have or know someone who has accepted a new job in the last year because it offered an attractive benefits package.<sup>7</sup>

Percentage of adults who want vision care coverage<sup>8</sup>

85% 

91%

of consumers view vision benefits as important or very important<sup>9</sup>



The average employer gains \$7 for every \$1 invested in vision benefits<sup>10</sup>

# When employees benefit, so do employers

As employees' needs and expectations change, benefits should evolve, too. And here's more good news: with early diagnosis, conditions can be treated more quickly—and more cost-effectively—leading to a healthier group of employees for you, with potentially lower healthcare expenses. In fact, employers like you can gain \$7 for every \$1 invested in vision coverage.<sup>10</sup>

All this means that keeping an eye on your employees' health with vision benefits is a win-win.

<sup>7</sup>Vision Watch Vision Correct Standard, 2012. <sup>8</sup>Vision Monday, dba newsletter, 2013. <sup>9</sup>Workforce.com, "Special Report: Vision and Dental Benefits—More to See, More to Chew On," 2015.



Keep your employees healthy – and happy –  
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