

 DISCOVER THE EYMED EXPERIENCE



Putting members at the center

# Experience EyeMed

We have a unique perspective on vision benefits – it's through the eyes of our members. We listen, stay curious and connect the dots, creating a vision benefits experience members actually love using.

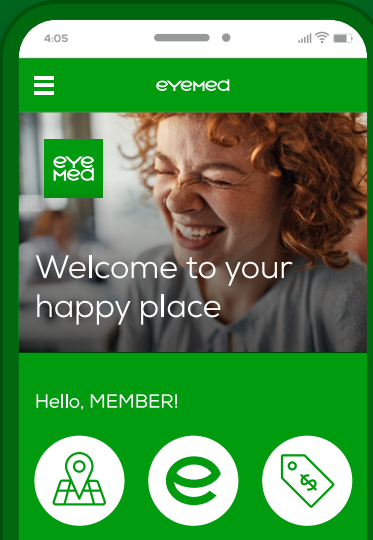
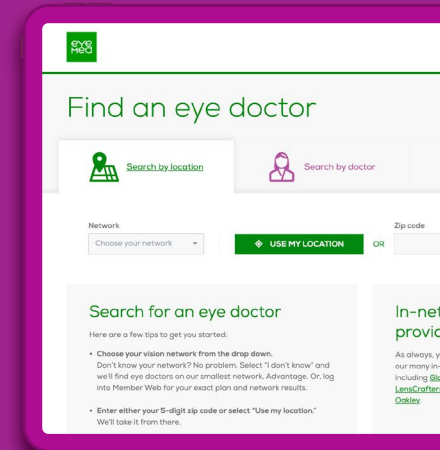


We built **America's largest vision network<sup>1</sup>**, so members have choice and convenience. We craft **custom vision plans** that prioritize flexibility and value. And we create a **member experience** focused on simplicity and transparency. Why do all this? Because every moment is an opportunity to help our members see life to the fullest.

<sup>1</sup>Based on unique providers and unique locations. EyeMed Insight network data and analysis of competitors' largest networks via competitor data, Spring 2024.



that wows



custom built



simple,  
transparent



EyeMed has the largest, most diverse network.<sup>1</sup> That's important.

When members stay in-network, they get the most value from their benefits.

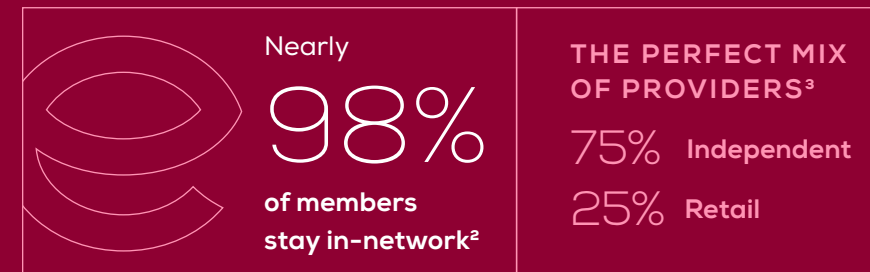
I never knew I had so many options nearby



# Finding the perfect in-network provider

Imagine your employee is searching for an eye doctor. They want someone in-network, nearby and available on weekends. Sounds tricky right? Not for EyeMed members.

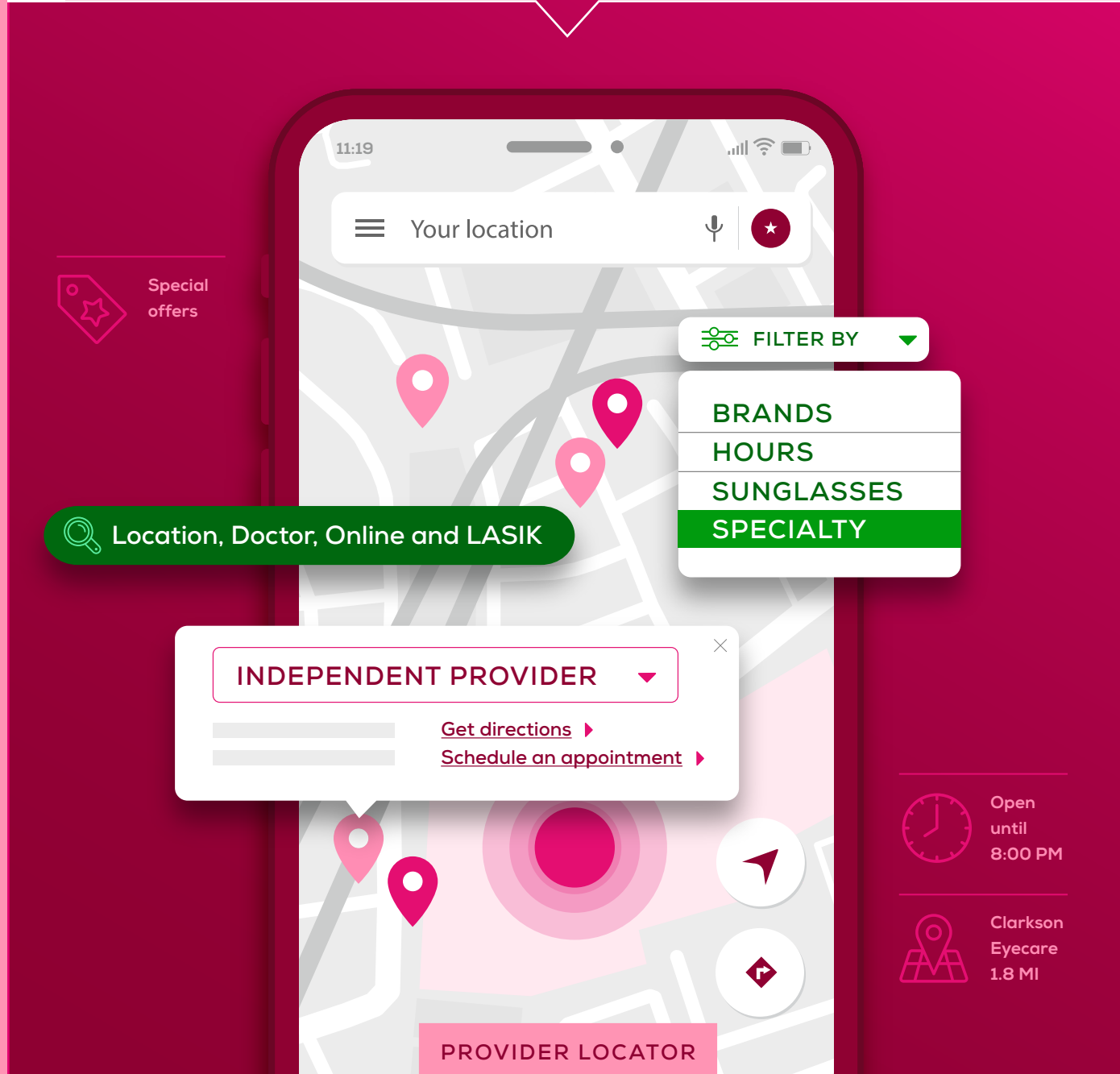
We've built America's largest vision network,<sup>1</sup> so there is a provider perfect for everyone. Independent or retail. Online or in-person. And all in-network.



**MORE CHOICE.  
MORE VALUE.**

When members stay in-network, they get the most value from their benefits

I'm getting my eyes checked on my way home



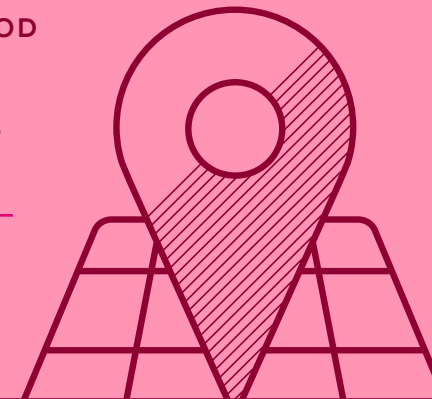
# Discover more choices nearby

Whether they live in the city, the suburbs or somewhere in between, members have providers conveniently close to home. When they're ready to use their vision benefits, our Provider Locator tool lets them quickly filter through options and find the perfect fit for their needs.

## IN THEIR NEIGHBORHOOD

**Urban and suburban areas**  
99% of members can access 2 providers within 10 miles<sup>1</sup>

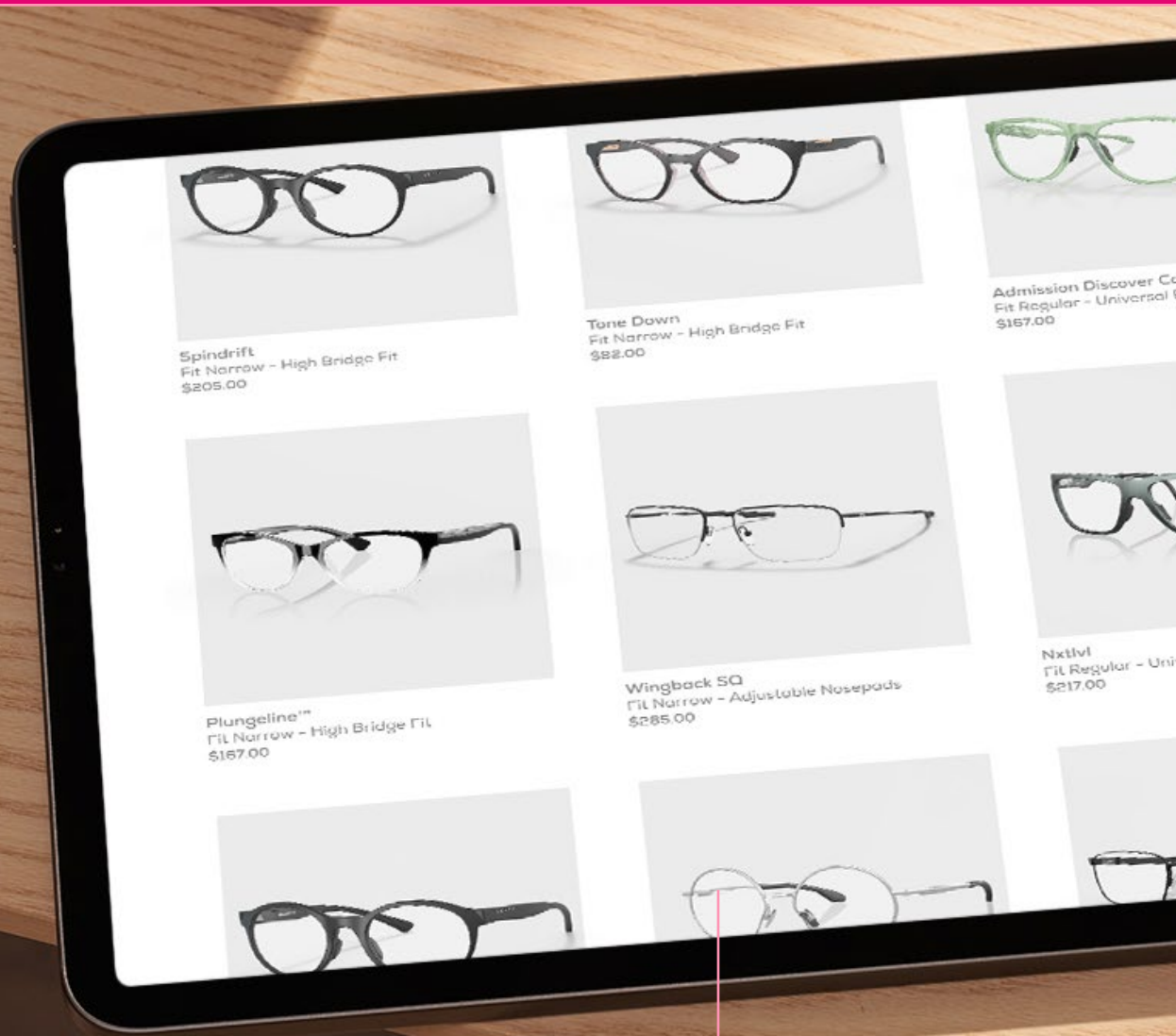
**Rural areas**  
95% of members can access 1 provider within 20 miles<sup>1</sup>



## AT THEIR OFFICE

With our **pop-up clinics**, members can receive an eye exam or shop the latest frame styles on-site at your facility<sup>2</sup>

<sup>1</sup>EyeMed Insight network, February 2023. <sup>2</sup>Not available for all groups or all group sizes. Pop-Up Clinics require at least 400 enrolled subscribers on-site, or 1,000 eligible subscribers. Not available in all states.



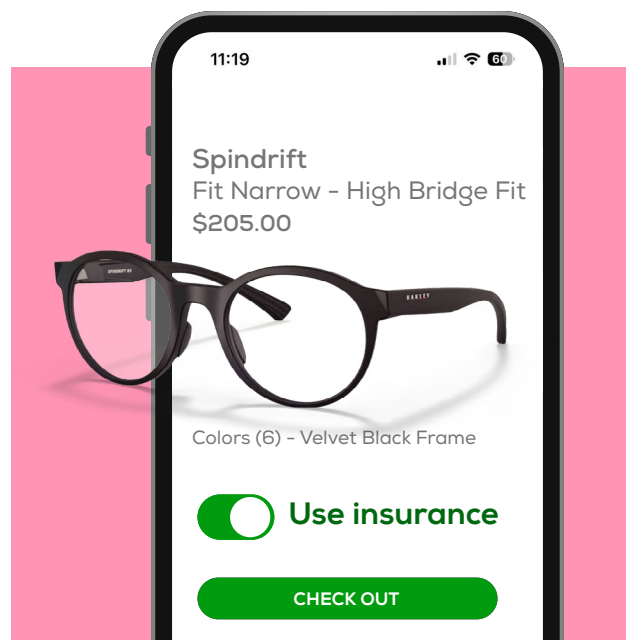
15,000+  
frame styles all in network

# Shopping while streaming

When your employees find that perfect pair of frames online, they'll be amazed at how much they'll save – and how easy it is to use their benefits.

When EyeMed members visit one of our online in-network providers, they enjoy a seamless shopping experience while saving big. Their benefits are instantly applied at checkout. And verifying a prescription is as easy as snapping a pic. Free shipping and returns are the cherry on top.

**MEMBERS ASKED, WE ANSWERED.** We're setting the standard by building one of the largest online networks

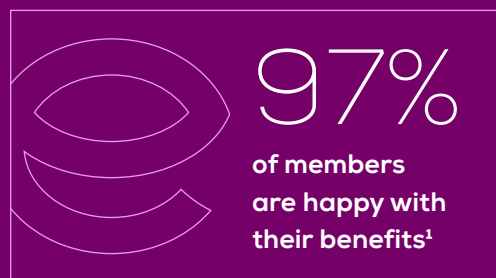


EyeMed knows  
what your  
employees  
actually want  
and need.  
That's important.

We build a  
benefits plan  
that drives  
utilization with  
no pesky  
restrictions.

# Building benefits to your specs

Your employees can't help but share how excited they are to use their EyeMed benefits. It might sound surprising, but it's not an accident. That's because we look at the data from our nearly 85 million members and craft a vision plan that matches what your employees actually want and need. No one-size-fits all vision plans here.

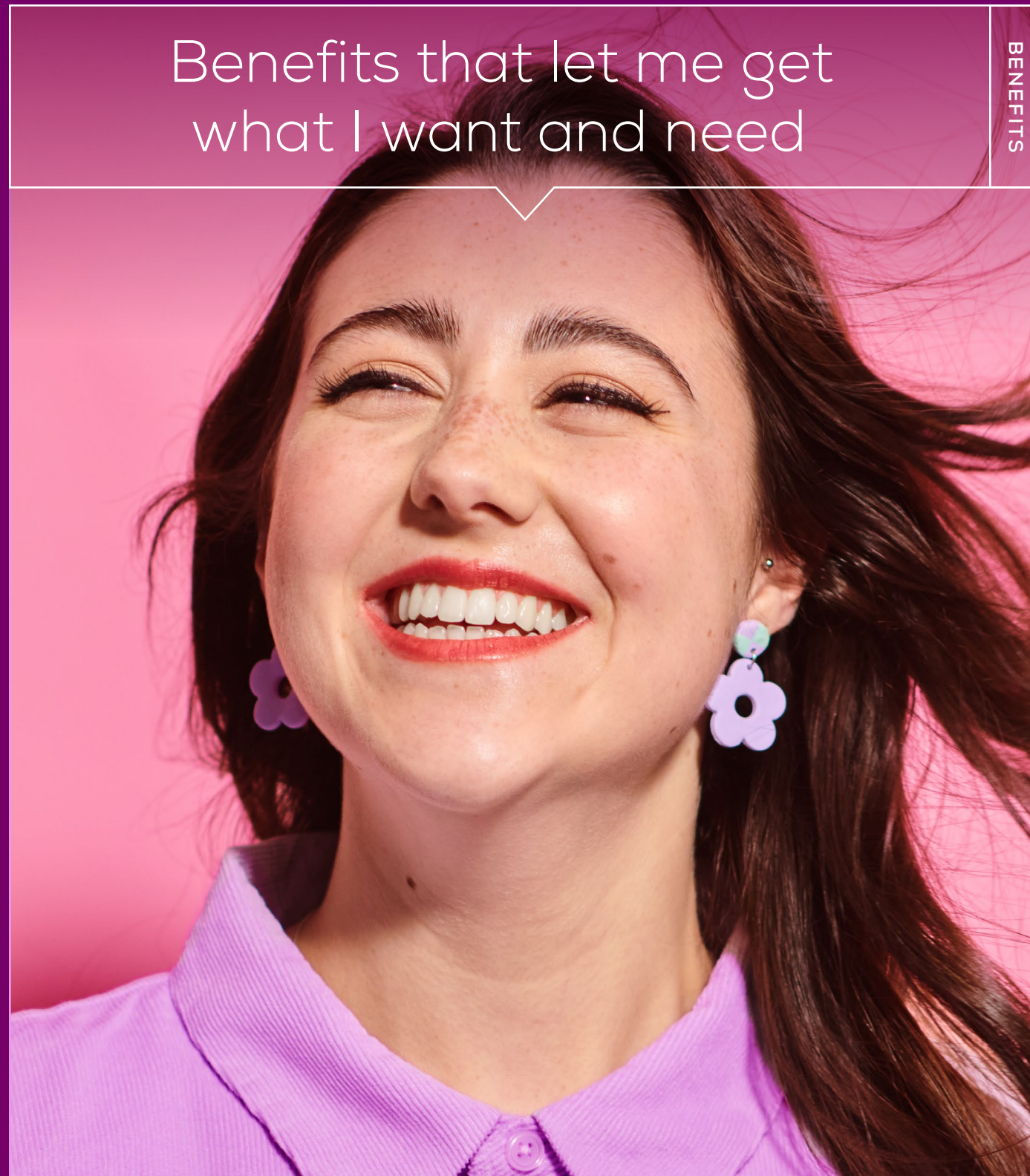


#### USAGE + SAVINGS = VALUE

We believe benefits are meant to be used. So, we tailor vision plans to drive up utilization, drive down out-of-pocket-costs and create the most value.

Benefits that let me get what I want and need

BENEFITS



<sup>1</sup>Overall Satisfaction in the EyeMed National/Book of Business Member Satisfaction Survey for 2023.

# Choosing what matters to you

Each of your employees has a unique style all their own, and that includes eyewear. You start to wonder... will your vision benefits keep up? With EyeMed, there is no doubt. Members have complete freedom of choice: whatever works – or looks – best.

And we take out the guesswork with our Know Before You Go tool. It's a savvy shopping companion that helps members estimate out-of-pocket costs before their next visit.

1.8+ million  
uses per year<sup>1</sup>

26+ exclusive  
special offers<sup>1</sup>



<sup>1</sup>Based on EyeMed internal analysis, 2023.

## I love shopping with confidence

BENEFITS

1/5

eye Med

BACK TO SELECTION

Pick your frame

Estimated out of pocket cost: \$56

Basic

Premium

NEXT

Estimated out of pocket cost: \$138

Your selections

Frame type: [redacted]  
Lens type: [redacted]  
Lens material: [redacted]  
Lens options: [redacted]  
Eye exam: [redacted]

You saved \$\$\$

FIND A PROVIDER SPECIAL OFFERS

3/5

Cost estimator

KNOW BEFORE YOU GO

# More savings in sight with Eye360

Everyone wants to control costs these days. So, when members told us they needed to save more on exams, frames and contacts, we listened, went to work and created Eye360.<sup>1</sup>

Eye360 is an enhanced insurance benefits package that gives members \$0 eye exams, \$50 added to their frame allowance and \$50 added to their contact lens allowance. Plus a \$100 second pair benefit.<sup>2</sup> They get all these extra benefits by just visiting one of our thousands of PLUS Providers. Pretty cool, right?



SAVINGS THAT STACK

Enhanced benefits	██████████
+ Special offers	██████████
+ Discounts	██████████

Exclusive special offers and discounts can be used on top of Eye360 benefits<sup>3</sup>

## LOOK FOR THE PLUS SIGN

Members can find a nearby PLUS Provider in a snap using our online Provider Locator

<sup>1</sup>Member access to PLUS Providers is only available in conjunction with the Eye360 product and is not available in all states. Eye360 benefits not available in the State of Texas. <sup>2</sup>Additional prescription glasses allowance is for prescription glasses only and can be used on frame and/or lenses, with or without lens options. <sup>3</sup>Discounts are not insured benefits. Special offers not available in the State of Texas. Fully insured clients are underwritten by: Fidelity Security Life Insurance Company®, Kansas City, MO 64111 and Fidelity Security Life Insurance Company® of New York.

SATURDAY  
29

\$0 eye exam  
12:00-12:45  
PLUS Provider

1 more event

< All notes Done

- ✓ Enhanced benefits
- ✓ Special offers<sup>3</sup>
- ✓ My new favorite frames

EYE360 BENEFITS

Visit a PLUS Provider<sup>1</sup>... 20 min ago

\$0 eye exam

\$50 added to the frame allowance

\$50 added to the contact lens allowance

And a \$100 second pair benefit

EyeMed makes  
the experience  
simple and  
transparent.  
That's important.

When members  
understand their  
benefits, they  
use their benefits  
—and get the  
most value.

I've got support with my vision  
every step of the way



# Taking charge of vision health

At work and at home, your employees have a lot on their plate. So when they're searching for information about their vision benefits, our member experience makes it easy to find exactly what they're looking for.

We're with our members every step of the way – ready with answers and solutions before their question is even asked.



98%

of clients agree our benefits  
are easy to understand and  
simple to use<sup>1</sup>

#### WE'VE GOT YOUR BACK

Vision benefits should be easy to understand and even easier to use. Because employees who use their benefits are healthier, happier and get the most value.

<sup>1</sup>Based on 1,293 respondents, T3B Strategic & National client segment, 98% of clients responding to the EyeMed Client Satisfaction (CSAT) Survey conducted by Walker Information, 2024.

I look forward to using my vision benefits – it’s a great experience

A great way to get started

Your employees received some exciting mail today...a personalized welcome kit from EyeMed, complete with ID cards, all their benefit information and a list of nearby in-network providers. They can scan the custom QR code to seamlessly register on Member Web: their digital hub for all things vision. And when they’re on the go, they can access everything from their phone.

**STREAMLINED SUPPORT**

Members enjoy an easy experience from the beginning. But if they do want personalized support, our award-winning customer call center is ready to assist with live agents available 7 days a week, 99 hours per week.<sup>3</sup>

 The industry's highest-rated app<sup>1</sup>  98% of clients agree our benefits are easy to understand and simple to use<sup>2</sup>

**MEMBER WEB AND APP**

<sup>1</sup>Based on 16k ratings on the App Store, December 2024. <sup>2</sup>Based on 1,293 respondents, T3B Strategic & National client segment, 98% of clients responding to the EyeMed Client Satisfaction (CSAT) Survey conducted by Walker Information, 2024. <sup>3</sup>Purdue University Benchmark Portal independent assessment of call centers nationwide, 2023.



98%  
overall client satisfaction<sup>1</sup>

Welcome back, Bill Williams

- BILLING
- MEMBER MANAGEMENT**
- REPORTING

EYEMANAGE			
Simplified billing and payment			
Enhanced credit card payment functionality			
More streamlined member management			
Password reset functionality comprehensive security			

# Our member-centered experience makes it easy for you, too

We get it. You want to spend less time administering your benefits and more time enjoying them. At EyeMed, we're committed to making vision benefits simple. You can expect seamless implementation, a dedicated account team and access to EyeManage: your vision control center. This innovative benefits management tool makes tasks like updating your membership, paying invoices or requesting event support a breeze.

### EFFORTLESS OPEN ENROLLMENT

We got you covered for open enrollment, too, with on-site representatives, printed materials and a customized Virtual Benefit Fair



<sup>1</sup>Based on 1,293 respondents, T3B Strategic & National client segment, 98% of clients responding to the EyeMed Client Satisfaction (CSAT) Survey conducted by Walker Information, 2024.



Choice,  
convenience,  
flexibility and  
value:

they all add up to an outstanding experience for our members. It's what we do best.

Ready to show your employees everything EyeMed has to offer? We'd love to work with you.

