





Putting members at the center

DISCOVER THE EYEMED EXPERIENCE

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.

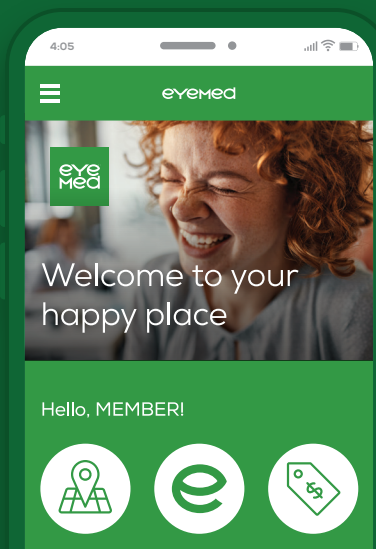


We built **America's largest vision network¹**, so members have choice and convenience. We craft **custom vision plans** that prioritize flexibility and value. And we create a **member experience** focused on simplicity and transparency. Why do all this? Because every moment is an opportunity to help our members see life to the fullest.

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



network
that wows



simple,
transparent
experience

A screenshot of a web form titled "Find an eye doctor" with the "eyeMAGIC" logo. The form has two main search options: "Search by location" (with a location pin icon) and "Search by doctor" (with a person icon). Below these are fields for "Network" (a dropdown menu with "Choose your network" selected), a green "USE MY LOCATION" button, and a "Zip code" field. A section titled "Search for an eye doctor" provides tips: "Choose your vision network from the drop down. Don't know your network? No problem. Select 'I don't know' and we'll find eye doctors on our smallest network, Advantage. Or, log into Member Web for your exact plan and network results." and "Enter either your 5-digit zip code or select 'Use my location.' We'll take it from there." On the right, a partial view of an "In-net provider" section is visible.

custom built
benefits



EyeMed has the
largest, most
diverse network.¹
That's important.

¹EyeMed Insight network data and analysis of competitors' largest networks via competitor data, Spring 2024.

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,¹ so there is a provider perfect for everyone. Independent or retail. Online or in-person. And all in-network.



¹EyeMed Insight network data and analysis of competitors' largest networks via competitor data, Spring 2024.

²EyeMed internal book of business, 2023. ³Based on Insight Network, EyeMed book of business, February 2024.

I'm getting my eyes checked on my way home

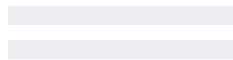


Special offers



Location, Doctor, Online and LASIK

INDEPENDENT PROVIDER ▼



[Get directions](#) ▶

[Schedule an appointment](#) ▶



PROVIDER LOCATOR



Your location



FILTER BY ▼

BRANDS

HOURS

SUNGLASSES

SPECIALTY



Open until 8:00 PM



Clarkson Eyecare 1.8 MI

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 miles¹

Rural areas
95% of members can access
1 provider within 20 miles¹



AT THEIR OFFICE

With our **pop-up clinics**, members can receive an eye exam or shop the latest frame styles on-site at your facility²

¹EyeMed Insight network, February 2023. ²Not 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.

NETWORK

LENSCRAFTERS®

GLASSES.COM

OPTICAL®

contactsdirect

Ray-Ban

OAKLEY

COSTA



Spindrift
Fit Narrow - High Bridge Fit
\$205.00



Tone Down
Fit Narrow - High Bridge Fit
\$82.00



Admission Discover Co
Fit Regular - Universal
\$167.00



Wingback SQ
Fit Narrow - Adjustable Nosepads
\$285.00



Nxtlvl
Fit Regular - Uni
\$217.00

Plungeline™
Fit Narrow - High Bridge Fit
\$167.00



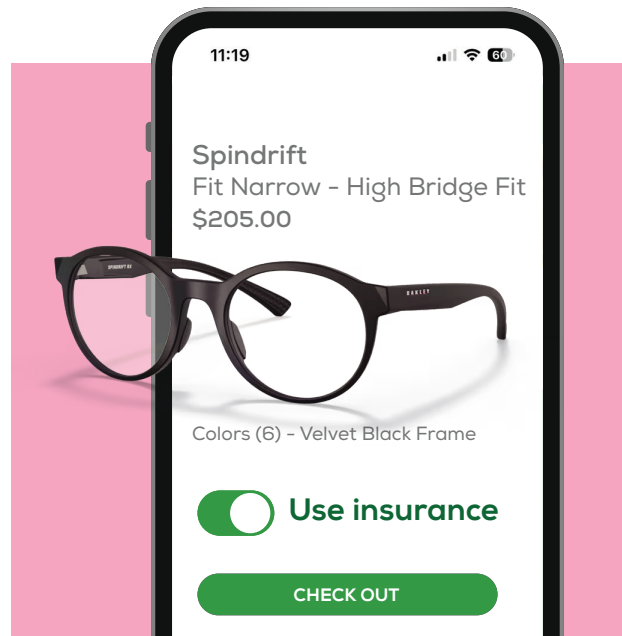
15,000+
frame styles all in network

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

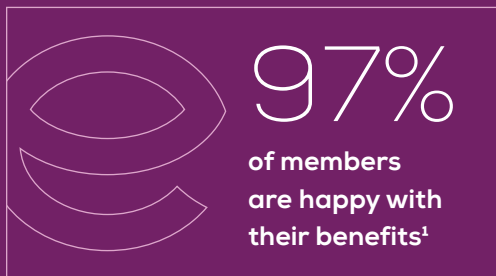


EyeMed knows
what your
employees
actually want
and need.
That's important.

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.

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

Benefits that let me get
what I want and need

BENEFITS



Choosing what matters to you

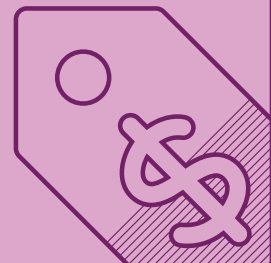
Each of your employees has a unique style all their own, and that includes eyewear. You start to wonder... will your vision benefits keep up? With EyeMed, there is no doubt. Members have complete freedom of choice: whatever works – or looks – best.

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.

Know Before You Go

1.8+
million
uses per year¹

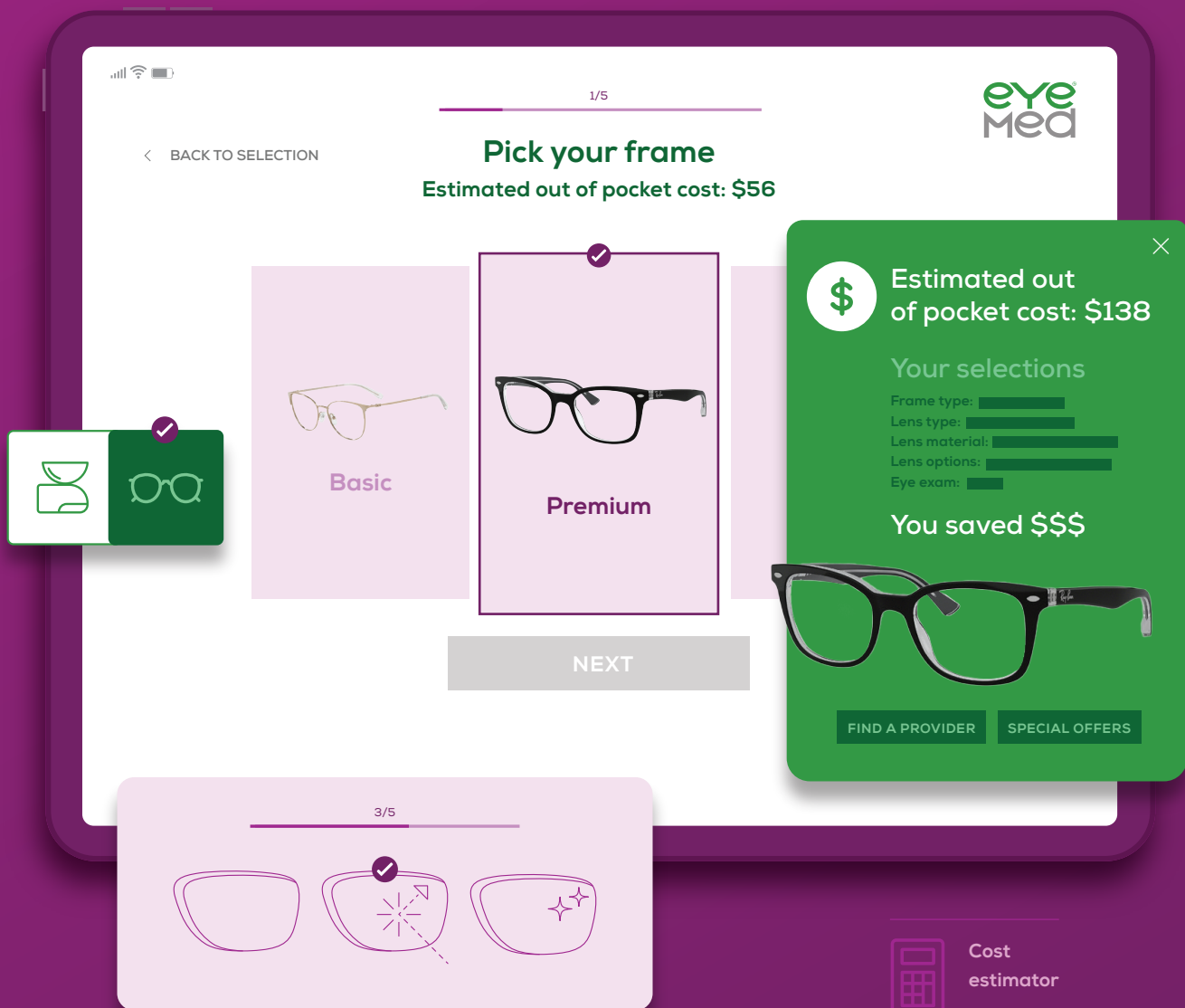
26+
exclusive
special offers¹



¹Based on EyeMed internal analysis, 2023.

I love shopping with confidence

BENEFITS



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 Eye360.¹

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.² They get all these extra benefits by just visiting one of our thousands of PLUS Providers. Pretty cool, right?

LOOK FOR THE PLUS SIGN

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



SAVINGS THAT STACK 

Enhanced benefits	
+ Special offers	
+ Discounts	

Exclusive special offers and discounts can be used on top of Eye360 benefits³

¹Member 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. ²Additional prescription glasses allowance is for prescription glasses only and can be used on frame and/or lenses, with or without lens options. ³Discounts 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

EYE360 BENEFITS



Visit a PLUS Provider¹...

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

< All notes



Done

- ✓ Enhanced benefits
- ✓ Special offers³
- ✓ My new favorite frames

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

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

EXPERIENCE

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 use¹

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.

¹Based 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

BENEFITS

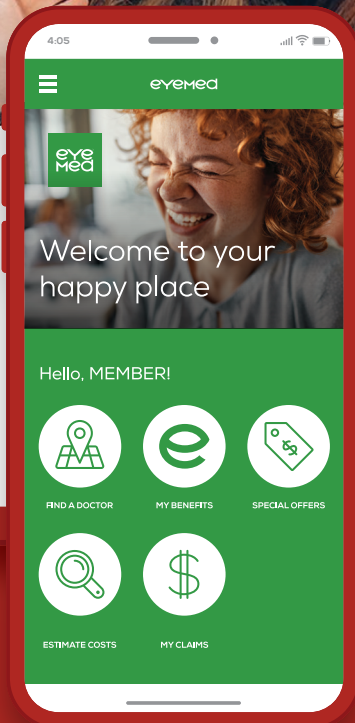
SPECIAL OFFERS

FIND AN EYE DOCTOR

ESTIMATE COSTS

CLAIMS

MORE

**Susan Sample**

Member ID: 12345678901

Group #: 87654321

Effective: 01/01/2018

Insight Network
Company name
Reporting code

Print my ID Card

You paid
\$40.00Plan paid
\$50.00Discounts
\$10.00The industry's
highest-rated app¹98% of clients agree our benefits
are easy to understand and
simple to use²

MEMBER WEB AND APP

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.³

¹Based on 16k ratings on the App Store, December 2024. ²Based 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. ³Purdue University Benchmark Portal independent assessment of call centers nationwide, 2023.

98%
overall client
satisfaction¹

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



¹Based 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.

Visit eyemed.com

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