

# Got questions? We've got answers.

## How do I use my benefits?

Simply find a doctor, schedule an appointment and receive services. We'll handle all the paperwork, when you visit an in-network provider.

## Can I view my EyeMed benefits online?

Yes, you can view your benefits and do a lot more on our secure Member Web – such as print an ID card, check the status of a claim, locate a provider and download an Explanation of Benefits.

## Want on-the-go access?

Download our mobile app (App Store or Google Play) to get the same features, plus the ability to save a vision prescription and set an eye exam reminder.

## How do I submit a claim?

We take care of all of the paperwork when you visit an in-network provider.

If you see an out-of-network provider AND you have out-of-network benefits as part of your vision benefits package, you'll need to pay at the time of service and complete a claim form to send to us for reimbursement. Be sure to include an itemized paid receipt with your name.

## Will I get an ID card? How do I order replacements or extra cards?

Yes, we provide 2 ID cards in the subscriber's name, but you aren't required to have it at the time of service. If you lose your card or need extras for your family, you can print a replacement by creating an account at [eyemed.com](http://eyemed.com) or downloading the EyeMed Members App (App Store or Google Play) to pull up a digital version anytime, anywhere.

## How do I find an eye doctor in your network?

Simply visit our enhanced provider search on [eyemed.com](http://eyemed.com) or the mobile app to choose from thousands of in-network providers. You can filter your search by your frame preferences, hours of operation and much more – and then even schedule your appointment.\*

## Does EyeMed offer any additional discounts?

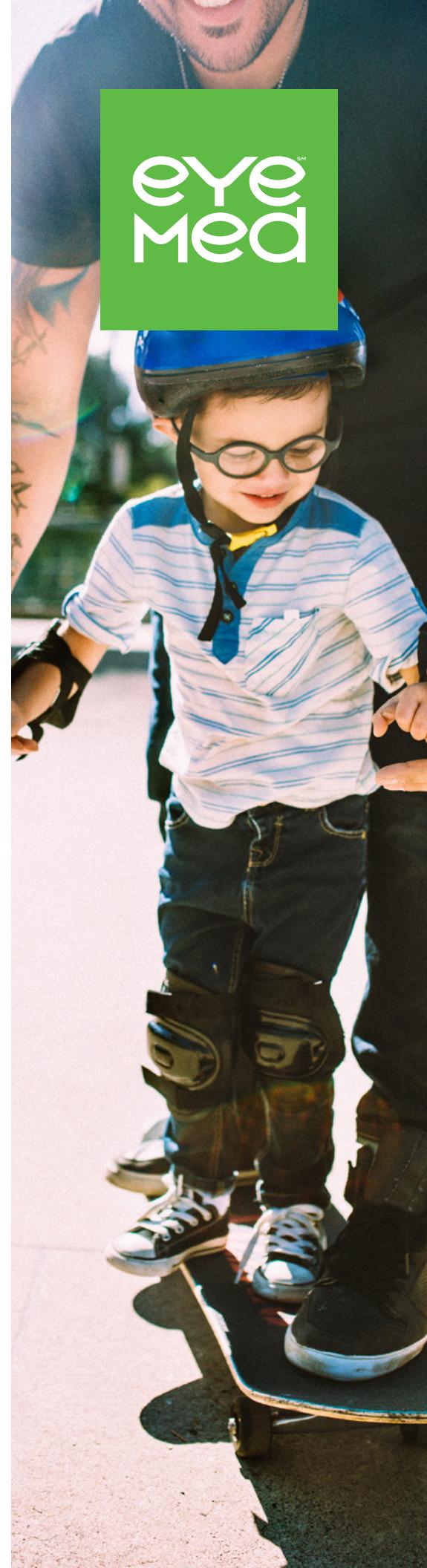
We sure do! At participating in-network providers, members can receive 40% off additional complete pairs of glasses or 20% off a partial pair (lenses only or frames only). You can also receive 20% off non-prescription sunglasses and accessories. If that's not enough, you can create an account at [eyemed.com](http://eyemed.com) and login anytime to view special offers.

Don't like wearing glasses or contacts? We also offer discounts on LASIK laser vision correction. To find a LASIK provider, visit [eyemedlasik.com](http://eyemedlasik.com) or call 877-5laser6.

## I don't see any or all of my dependents on Member Web. Why?

Due to privacy guidelines, we only show family members who are under the age of 18 under the subscriber. Anyone 18 or older will need to register for his or her own account.

\*At select in-network providers





## Does EyeMed sell individual insurance plans?

Yes, visit <http://individual.eyedmed.com> to see if an individual plan is offered in your state.

## Can I use my benefits online?

Absolutely! You can use your in-network benefits to purchase contact lenses and eyewear online at:



[lenscrafters.com](http://lenscrafters.com)



[targetoptical.com](http://targetoptical.com)



[ray-ban.com/eyedmed](http://ray-ban.com/eyedmed)



[glasses.com](http://glasses.com)



[contactsdirect.com](http://contactsdirect.com)

## If I have an FSA, can I apply funds to out-of-pocket costs after my EyeMed benefit is applied?

Yes. You can use your Flexible Spending Account (FSA) to pay for a variety of health-related out-of-pocket expenses, including those associated with supplementary benefits like vision benefits. Money from the FSA can be applied toward the eye exam copay, out-of-pocket costs for prescription glasses or contact lenses (including upgrades), and supplies such as contact lens solution. Employees can even use FSA funds for LASIK surgery. Vision care out-of-pocket costs are also eligible for Health Savings Account (HSA) reimbursement, although these expenses do not count toward your annual deductible.

## I don't wear glasses and can see fine. Why do I need an eye exam?

Getting an eye exam is not just about corrective vision – it's about your health. An eye exam can detect eye health problems like glaucoma or cataracts, as well as help identify signs of diseases that impact your whole body, such as high blood pressure, diabetes and high cholesterol – just to name a few.

To learn more about vision wellness, visit [eyesiteonwellness.com](http://eyesiteonwellness.com).

## At what age should my child first visit the eye doctor?

The American Optometric Association recommends that your child should have his or her first eye exam with an optometrist or ophthalmologist between 6 months of age and 1 year.<sup>1</sup> The doctor may check for nearsightedness, farsightedness, astigmatism, amblyopia (or "lazy eye"), proper eye movement and eye alignment, how the eye reacts to light and darkness, and other eye health problems. They also recommend that your child's next eye exam should take place sometime between the ages of 3 and 5, and then every year after that. During these exams, the doctor will conduct a comprehensive eye exam as well as vision screening tests. To learn more about your child's vision, visit [eyesiteonwellness.com](http://eyesiteonwellness.com).

## My child gets a vision screening at school. Is there still a need for an eye exam?

A vision screening does not take the place of an eye exam. Generally, they check a child's ability to see far away and check for color blindness, but a comprehensive eye exam evaluates the entire structure of the eye and also allow the doctor to view nerves and blood vessels, providing a glimpse into a child's overall health. Eye doctors may also check for farsightedness, which is more common in younger children.<sup>2</sup>

## How often should I get an eye exam?

As with any type of ongoing health care, annual eye exams are a good rule of thumb unless otherwise directed by your doctor. To learn more about eye exams, visit [eyesiteonwellness.com](http://eyesiteonwellness.com).

## Can I get the same care at a retail provider as I can at an independent doctor?

All optometrists, regardless of the setting of their practice, must meet the same state licensing and credentialing requirements. In addition, due to the finite number of optometry schools in the United States, optometrists are trained consistently regardless of the practice model they eventually choose.



<sup>1</sup> American Optometric Association, "Infant Vision: Birth to 24 Months of Age", 2010, <https://www.aoa.org/patients-and-public/good-vision-throughout-life/childrens-vision/infant-vision-birth-to-24-months-of-age>

<sup>2</sup> All About Vision, "Vision Problems of Preschool Children," Oct. 26, 2017, <http://www.allaboutvision.com/parents/preschool.htm>

# Find your best fit

These eye doctors are nearby – which is right for you? Check [eyemed.com](http://eyemed.com) or the EyeMed Members App (App Store or Google Play) for a more advanced search. You'll see who has the hours you like, the services you need and the selection you demand.



## Locations near 54476 for the InSight network

LENSCRAFTERS WAUSAU CENTER D460 WAUSAU CTR WAUSAU, WI 54403 715-842-5224	20/20 VISION CENTER INC 1523 METRO DR SCHOFIELD, WI 54476 715-355-8800	REZIN OPTICAL LLC 728 E 2ND ST MERRILL, WI 54452 715-536-4292	DOWNS EYE CARE 1730 7TH ST S WISCONSIN RAPIDS, WI 54494 715-423-5353
	SHOPKO EYE CARE CENTER 4008 1039 E GRAND AVE ROTHSCHILD, WI 54474 715-359-0649	RAYMOND M GOGA OD 601 S WEBB ST WITTENBERG, WI 54499 715-253-2157	BECKER VISION CENTER S.C. 2411 3RD ST S WISCONSIN RAPIDS, WI 54494 715-424-3937
	VISION AND LASER CLINIC 5608 S BUSINESS 51 SCHOFIELD, WI 54476 715-359-2020	EYE CLINIC OF WISCONSIN SC 3401 STANLEY ST STEVENS POINT, WI 54481 715-261-8500	EYE CLINIC OF WISCONSIN SC 101 S GIBSON ST STE 16 MEDFORD, WI 54451 715-748-5775
	RIB MOUNTAIN EYE CARE 2600 RIB MOUNTAIN DR STE 120 WAUSAU, WI 54401 715-803-2700	STERLING OPTICAL 200 DIVISION ST STEVENS POINT, WI 54481 715-341-0198	SHOPKO EYE CARE CENTER 4012 1100 E RIVERVIEW EXPY WISCONSIN RAPIDS, WI 54494 715-423-1340
	DOWNTOWN OPTICAL 330 WASHINGTON ST WAUSAU, WI 54403 715-298-3308	SHOPKO EYE CARE CENTER 4055 1200 MAIN ST STEVENS POINT, WI 54481 715-344-5355	NORTHERN SIGHT VISION CLINIC 82 HOMETOWN DR TOMAHAWK, WI 54487 715-453-3636
	EYE CLINIC OF WISCONSIN SC 800 N 1ST ST WAUSAU, WI 54403 715-261-8500	EYE CLINIC OF WISCONSIN SC 109 E STATE HIGHWAY 64 ANTIGO, WI 54409 715-623-6662	TOMAHAWK EYE CARE 1334 N 4TH ST STE 101 TOMAHAWK, WI 54487 715-224-2200
	SHOPKO EYE CARE CENTER 4079 200 S 18TH AVE WAUSAU, WI 54401 715-842-8040	ANTIGO EYE CARE CENTER 810 5TH AVE ANTIGO, WI 54409 715-623-3620	SHOPKO EYECARE CENTER #789 825 W FULTON ST WAUPACA, WI 54981 715-258-9000
	STEWART AVENUE OPTICAL INC 2100 STEWART AVE STE 120 WAUSAU, WI 54401 715-845-1988	ANTIGO VISION CLINIC 714 3RD AVE ANTIGO, WI 54409 715-623-2180	BROADWAY VISION CENTER 815 W FULTON ST STE 3 WAUPACA, WI 54981 715-258-9122
	EYECARE CENTER OF WAUSAU 205 W BRIDGE ST STE 101 WAUSAU, WI 54401 715-848-2020	JOEYS OPTICAL LLC 1645 N CENTRAL AVE MARSHFIELD, WI 54449 715-502-3464	ADVANCED FAMILY EYE CARE 308 W FULTON ST WAUPACA, WI 54981 715-258-8168
	ENVISION EYECARE LLC 515 N 17TH AVE WAUSAU, WI 54401 715-848-1246	SHOPKO EYE CARE CENTER 4009 1306 N CENTRAL AVE MARSHFIELD, WI 54449 715-387-8608	GRIEBENOW EYECARE 45 10TH ST CLINTONVILLE, WI 54929 715-823-5112
	DR KATHI LEACH OPTOMETRIST 412 3RD ST MOSINEE, WI 54455 715-693-2400	SHOPKO EYE CARE CENTER 4171 1800 PLOVER RD PLOVER, WI 54467 715-342-9634	SPECTACULAR VISIONS 136 S MAIN ST CLINTONVILLE, WI 54929 715-823-2020
	RAYMOND M GOGA OD 703 3RD ST MARATHON, WI 54448 715-443-2248	EYECARE CENTER OF MARSHFIELD 605 E 4TH ST MARSHFIELD, WI 54449 715-387-6397	1VISION 150A CTY RD B SHAWANO, WI 54166 715-526-3163
	EYE CLINIC OF WISCONSIN SC 503 S CENTER AVE STE 7 MERRILL, WI 54452 715-536-2535	PARKWOOD EYE CARE ASSOCIATE 1220 PARKWOOD DR WISCONSIN RAPIDS, WI 54494 715-421-2111	

Eye exams offered by DPA/DTA or DEA-certified optometrists and ophthalmologists. All certifications are verified by and NCQA-accredited credentials verification organization. Locations subject to change. When making your appointment, please confirm all discounts and services are offered.





# We have the network for every pair of eyes

Whatever life sends your way, our vision network has solutions to help you see it to the fullest.

"It's hard for me to get away during the workday."



To fit your busy schedule, many eye doctors in our network have weekend and evening hours.

"No thanks, I see perfectly fine."



An eye exam is always a good idea; these doctors have access to digital technology to help spot potential vision or health problems you may not know about.

"I wear contacts, my wife wants to get LASIK, and two of our kids need glasses."



Our network has a deep mix of independent and retail providers, so everyone in your family can see the doctor they want.

"I'm in an airplane at 30,000 feet and can't get to the eyeglasses store."



You can shop for eyewear online and use your in-network benefits just like you would at the store.\*

\*At participating, in-network retailers

FREEDOM PASS

# Supersize their savings



Any frame, any brand at any price point for no out-of-pocket expense—a special offer for your employees from Target® Optical and Sears® Optical.\* Plus, members also get \$20 off their contacts purchase (and free shipping) from ContactsDirect.com.

## HOW IT WORKS – SAVINGS ON FRAMES

Your employees will simply go to their local Target Optical or Sears Optical store, find their frame (ANY available frame!) and they'll incur no cost.\* And that means they have the freedom to find a great frame that matches their style and personality, while keeping money in their pocket.

## HOW IT WORKS – SAVINGS ON CONTACT LENSES

When members visit ContactsDirect.com to purchase contact lenses, they simply create an account and register their vision benefits. The \$20 savings will then automatically apply in their cart during checkout.

## WHAT IT INCLUDES

With this special offer from Target Optical, Sears Optical and ContactsDirect, your employees can choose from a wide selection of frame and contact lens brands, including:



\*A special offer from Target Optical and Sears Optical. Valid only on complete pairs of glasses, for each year of the initial contract term and in-store only at Target Optical and Sears Optical. Offer not valid at Sears Optical stores affiliated with US Vision. Member is still responsible for lenses, which are covered based on benefits outlined in the vision benefits and may include an additional copay. \*\*EyeMed analysis of business results, before and after offering Freedom Pass from Target Optical and Sears Optical, 2017.

WITH THE  
FREEDOM PASS OFFER:\*\*



Utilization goes up



Member out-of-pocket  
costs go down



Members get up to  
\$80 of added value each  
year on frames



Members get \$20  
of added value each year  
on contact lenses

## SEE THE VALUE

  Coach HC6091B	Retail cost of Coach frame  Member frame cost without Freedom Pass (\$130 frame allowance + 20% standard additional discount)  Member cost with Freedom Pass  Overall that's up to \$80 of added value for employees each year	\$230  \$80  \$0  
  12 pack (6 pack supply)	Retail cost of Acuvue Oasys  Member contact lens cost without Freedom Pass (\$130 contact lens allowance)  Member cost with Freedom Pass  Overall that's up to \$20 of added value for employees each year	\$144  \$14  \$0  

## WHERE MEMBERS SAVE

Target Optical, Sears Optical and ContactDirect offer plenty of chances to use the Freedom Pass:

	Locations	Selection
	More than 350 nationwide	About 700 frames, per location
	Nearly 600 nationwide	About 900 frames, per location
	Always available online	Many top-selling contact lens brands



## HELPING MEMBERS FEEL FREE

**Freedom Pass makes it even better.** The combination of great style, with a guarantee of no additional out-of-pocket cost on preferred, quality brands – it's a game changer.

– Internet services company, Scottsdale AZ

\*\* on average

Give your employees more freedom than ever –  
Contact your EyeMed rep or visit [starthere.eyemed.com](http://starthere.eyemed.com)

# The sweet sounds of life



Have you heard? Vision and hearing loss often go hand-in-hand. Mature adults<sup>1</sup> and diabetics<sup>2</sup> are likely to experience both sensory impairments. Research also shows an increase of adults in their 20s and 30s with hearing loss.<sup>3</sup>

At EyeMed, we're all eyes and ears about your employees' health and wellness. That's why we teamed up with Amplifon, the nation's largest independent hearing discount network, to add affordable hearing care to every EyeMed vision benefits package.

#### OUR HEARING DISCOUNT THROUGH AMPLIFON PROVIDES:

- 40% off hearing exams at thousands of locations around the country
- Discounted, set pricing on thousands of hearing aids, including the latest technology to hit the market
- Low price guarantee – if your employees find the same product at a lower price, Amplifon will beat it by 5%
- 60-day hearing aid trial period with no restocking fees
- 1-year free follow-up care with unlimited appointments
- Free batteries for 2 years with initial purchase
- 3-year warranty and loss and damage coverage

<sup>1</sup> Archives of Ophthalmology, Oct. 2006 <sup>2</sup>Health Day, U.S. News: <http://health.usnews.com/health-news/news/articles/2012/11/16/hearing-loss-tied-to-diabetes-in-study> <sup>3</sup>JAMA Internal Medicine, "Prevalence of Hearing Loss and Differences by Demographic Characteristics Among US Adults" <sup>5</sup>Ibid

See – and hear – life to the fullest –  
Contact your EyeMed rep or visit [starthere.eyemed.com](http://starthere.eyemed.com)



65% of those with  
hearing loss are younger  
than retirement age<sup>5</sup>



EXPERIENCE MORE: EVERYDAY ACCESS

# HOW TO: see an easy road ahead

## USING YOUR EYEMED BENEFITS

It's official – you received your EyeMed Welcome Kit. Time to get the eyewear you love! But how does it work? Even if you're a vision benefits rookie, the process is a snap. Tailor-made for paperwork-phobes and freedom fans.



### 1. KNOW THE BENEFITS

Your Welcome Kit spells out all the great stuff that's covered. All the savings opportunities. All the choices you have. It's a pretty fun read.



### 2. CHOOSE A DOC

You're probably surrounded by in-network doctors: thousands of independent providers, popular retail stores and even online options. Find your ideal fit on [eyemed.com](http://eyemed.com) or on the EyeMed Members App.



### 3. SET A DATE

Just call your eye doctor for an appointment. Even better, some let you schedule online with our Provider Locator. If you need weekend or evening hours, you'll find plenty of those, too.



### 4. COME ON IN

As an EyeMed member, it's easy to get your eye exam and get on with your day. No claim to file. No hassles. We take it from here.



### 5. FIND YOUR PERFECTION

Have fun picking out your favorite frames or contacts. Browse loads of designer brands; you decide which price point works best for you. With EyeMed, there's more in the store to adore.

\* At select in-network providers

## SEE THE GOOD STUFF

Register on [eyemed.com](http://eyemed.com) or grab the member app (App Store or Google Play) now.

INDEPENDENT  
PROVIDER  
NETWORK



LENSCRAFTERS<sup>®</sup>

PEARLE  
VISION<sup>SM</sup>

OPTICAL<sup>TM</sup>

sears  
OPTICAL



EXPERIENCE MORE: ONLINE ACCESS

# HOW TO: enjoy your own eye site

## MEMBER WEB ON EYEMED.COM

Your vision plan is like a friendly smile – it doesn't do any good if it's hidden away. Member Web at [eyemed.com](http://eyemed.com) is here, there and everywhere. It's your vision plan control center. A place to manage the details of every visit and every claim. Instantly. Easily. Smile-ly.

### START MANAGING YOUR BENEFITS IN A FEW EASY STEPS:

1. Visit [eyemed.com](http://eyemed.com) and click on Member Login.
2. If you're a new user, click on Create an Account.
3. Register using your member ID or the last four digits of your social security number (You'll get an email asking to confirm your account). \*
4. Finish setting up your new account with your email address and a password (To keep it secure, we list some password "musts.").
5. Come back anytime to change your password, email address and billing preferences (It's all under Manage Profiles.).

### LOG IN 24/7 TO:

- View your benefit details
- Confirm eligibility
- Check claim status
- Print replacement ID cards
- Locate a provider
- Schedule an appointment online\*\*
- View health and wellness information
- Get special offers



### SEE THE GOOD STUFF

Register on [eyemed.com](http://eyemed.com) or grab the member app (App Store or Google Play) now.

\* Depends on how your benefit administrator entered you into the system.

\*\* Most, but not all, network providers offer this.

INDEPENDENT  
PROVIDER  
NETWORK



LENSCRAFTERS<sup>®</sup>



PEARLE  
VISION<sup>®</sup>

OPTICAL<sup>®</sup>



EXPERIENCE MORE: MOBILE ACCESS

# HOW TO: mobilize your vision plan

## EYEMED MEMBERS APP

Our member app was the first of its kind. But innovation – like your life – never stops. The EyeMed Members App is packed with ahead-of-the-game resources wherever you are. Before, during and after your eye appointment.

Get the latest EyeMed Members App:

- 1. DOWNLOAD** – Search “EyeMed Members” in your App store, iTunes or Google Play.
- 2. OPEN** – You can use some features right away; others unlock once you register.
- 3. REGISTER** – You’ll need your member ID or the last four digits of your social security number.
- 4. LOG IN** – If you’ve already registered on [eyemed.com](http://eyemed.com), you can log onto the app the same way.

	Ready when you download	Unlocked when you register
Find nearby network providers	●	
On-the-fly appointment scheduling	●	
Turn by turn directions and map	●	
Eye exam and contact lens reminders		●
Electronic ID card for office visits		●
Save vision prescriptions*		●
Benefit plan details		●
Answers to common questions	●	
Special offers and discounts		●
Direct line to EyeMed support	●	

## SEE THE GOOD STUFF

Register on [eyemed.com](http://eyemed.com) or grab the member app (App Store or Google Play) now.

\* Take a picture of your prescription and store it in your app.  
No need to type in the numbers.

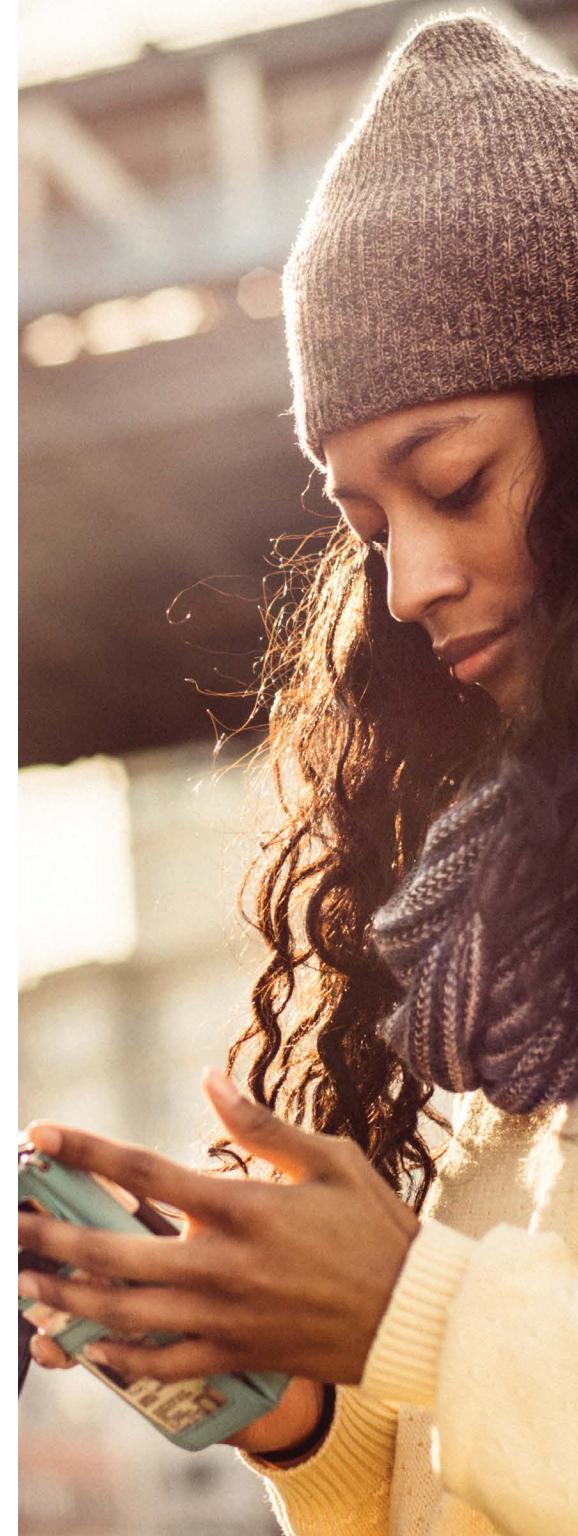
INDEPENDENT  
PROVIDER  
NETWORK



LENSCRAFTERS<sup>®</sup>

PEARLE  
VISION<sup>®</sup>

OPTICAL<sup>™</sup>



# Know-how and show-how

## SUPPORT WHEREVER YOU ARE, WHATEVER YOU'RE DOING

Eye care is an experience. From the day you enroll to the day you find your favorite frames, we'll be part of it. Guiding. Advising. Helping you make the most of your vision benefits.

We go out of our way to make your benefits easy to understand – and even easier to experience.

## MAKING LIFE EASIER EVERY DAY



### WELCOME KIT

You've probably already seen your Welcome Kit in the mail. It'll give you a head start with benefit details, the 10 closest eye doctors and your ID card.



### VISION AIDS

Get guidance from the vision experts at [eyesiteonwellness.com](http://eyesiteonwellness.com). Plus learn how to maximize your benefits and get special offers when you sign up for inSIGHTS at [eyemed.com](http://eyemed.com).



### MEMBER APP

Our member app is like a personal assistant. Find an eye doctor. Make an appointment. Pull up your ID card and eyewear prescription anytime.



### TEXT ALERTS

Get updates and reminders, tips to maximize your benefits and extra ways to save money – right to your mobile device. **Call 844.873.7853 to opt in.** Be sure to have your 9-digit Member ID handy.



### CALL CENTER

Get live help from one of America's highest-rated call centers. Our call center resolves 99.4% of issues during the first call.



### MEMBER WEB

Manage your vision benefits, find an eye doctor, print ID cards, get special offers and more on [eyemed.com](http://eyemed.com).

## SEE THE GOOD STUFF

Register on [eyemed.com](http://eyemed.com) or grab the member app (App Store or Google Play) now.

