



# The eye-opening benefits of Blue View Vision

Vision coverage is not only important for maintaining good eye health. It is also important for the overall health and productivity of your employees. We want to make it easier and more affordable for them to take care of their eyes — and help catch health issues earlier — all with Blue View Vision.

## Best-in-class vision coverage, backed by decades of experience, serving more than 6 million members<sup>1</sup>

Our plans are built around care, choice, and convenience. With Blue View Vision, your employees can enjoy:



### Care

- **A first line of defense.** Eye doctors are often the first to find signs of chronic health conditions, such as diabetes, high blood pressure, and high cholesterol<sup>2</sup> — all through an eye exam. We want to help make sure your employees can see clearly and help catch overall health issues earlier, when they are easier to treat.
- **Employee productivity.** Vision coverage is important to your day-to-day business. Even slightly miscorrected vision can decrease employee performance by at least 2.5%.<sup>3</sup>



### Choice

- **Flexible vision care locations.** Blue View Vision provides access to over 39,000 eye doctors and other eye care providers at more than 28,000 locations nationwide, making our network one of the largest in the country.<sup>4</sup> With so many choices, members are sure to find an eye care professional who is close to home or work.
- **Lots of eyewear options.** Members can purchase eyewear from an independent network eye doctor or from a variety of popular regional and national stores, such as LensCrafters®, Pearle Vision®, and Target Optical®. Plus, members have access to online providers 24/7, including Glasses.com®, ContactsDirect®, 1-800 CONTACTS®, and Ray-Ban.com.
- **Extra benefits for kids and teens.** Plans that cover eyewear include coverage for UV-blocking Transitions® lenses (\$110 value) and impact-resistant polycarbonate lenses (\$55 value) for kids and teens under age 19, at no additional cost. Vision benefits or discounts can be used for prescription sports protective eyewear for kids and teens under age 19.



LENSCRAFTERS®

PEARLE  
VISION™  
EST. 1941

OPTICAL™

GLASSES.COM®

contactsdirect

1800 contacts®

Ray-Ban

- **Real savings.** Network providers offer member discounts, including:
  - Negotiated savings on popular lens options and treatments.
  - 40% off extra pairs of glasses anytime.
  - 20% off accessories and lens upgrades, including most nonprescription sunglasses.
- **International travel.** If members have a vision emergency while traveling abroad, they can find a trusted vision provider who offers quality care and authentic frames in 20 international destinations.<sup>5</sup> Phone support is available 24/7, with translation services in 160 languages. Temporary emergency glasses can be delivered within 24 hours in most locations.



## Convenience

- **Easier access to care.** No paperwork and no ID card are required when visiting in-network doctors.
- **Convenient times.** Evening and weekend hours are available at many locations, so members can access the eye care they need at the best time for them.
- **Excellent service.** Live customer service representatives are available seven days a week, with extended evening hours. Online self-service tools help members look up benefit and claim information and find care. The **Sydney Health** mobile app delivers next-level engagement to members in a more personal way. Plus, members can access personalized vision benefit information from any **Alexa**-enabled device.

**With our employee-paid option, you can offer vision coverage to your employees at no extra cost to your business. For more information, contact your Anthem representative.**



## Vision + medical coverage

If you have Anthem medical insurance, our vision and health plans work together to provide:

- Simplified administration from enrollment through claims processing, to help make managing your company's benefits easier. You will even have one account team.
- Care alerts to help employees manage ongoing health conditions, like diabetes and heart disease.
- Nurses who act as coaches, to help employees manage their conditions.

## A focus on whole health

Anthem Whole Health Connection® paves the way for communication between eye doctors and primary care doctors. This includes two-way sharing of patients' health information between eye doctors and other network providers on the patient's care team, including primary medical doctors and care managers.

Eye doctors can post clinical notes and exam findings, and they can see the patient's prescription medicines, recent medical diagnoses, and lab test results. Through this sharing of HIPAA-compliant information, we help providers in our network:

- See the big-picture view of their patients.
- Identify drug interactions.
- Identify gaps in care and catch health issues earlier.
- Make referrals to other network providers.
- Deliver more holistic and informed care.



**Anthem and our network eye doctors helped identify more than 144,000 members with high-risk health conditions in 2019 alone.<sup>6</sup>**

**Members enjoy average savings of 75% when going to network providers versus retail.<sup>7</sup>**

HIPAA = Health Insurance Portability and Accountability Act.

Laws in some states may prohibit network providers from discounting products and services that are not covered benefits under the plan. Discounts do not apply to frames for which a manufacturer has imposed a no-discount policy.

Sydney Health is offered through an arrangement with CareMarket, Inc. Sydney and Sydney Health are trademarks of CareMarket, Inc.

<sup>1</sup> Blue View Vision membership data, January 2020.

<sup>2</sup> American Academy of Ophthalmology – EyeSmart website. *20 Surprising Health Problems an Eye Exam Can Catch* (accessed June 2020): aao.org.

<sup>3</sup> Transitions website: See Well, Live Well (accessed August 2020): healthyworkingforyou.org.

<sup>4</sup> NetMinder data, May 2020.

<sup>5</sup> Available in Australia, Austria, Brazil, Canada, Chile, China, Colombia, Ecuador, England, France, Germany, Hong Kong SAR, Italy, Japan, Mexico, New Zealand, Puerto Rico, Spain, Switzerland, and the U.S.

<sup>6</sup> Anthem data of high-risk health conditions identified via a vision claim in 2019.

<sup>7</sup> Average in-network savings for Blue View Vision members across all benefit designs.

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.