



Different By Design: Glasses and Contacts

Glasses and Contacts are the
Benefit Trend Employees Want

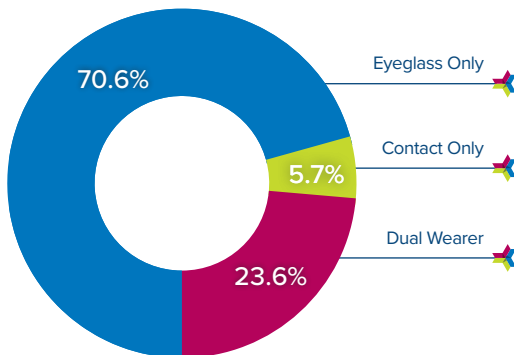


At VBA, We're Focused on Flexibility for Dual Wearers

Traditional Vision Plans allow members to select either eyeglasses or contact lenses each benefit period. At VBA, we know most people decide if they are wearing eyeglasses or contact lenses each day based on many factors. Almost 24% of people are considered Dual Wearers because they wear eyeglasses in some situations and contact lenses in other situations.¹ Dual Wearers are forced to pick between products when they really want a vision plan that allows them to select both eyeglasses and contact lenses.

Selecting Eyeglasses or Contact Lenses is a Daily Choice¹

The Contact Lens Institute conducts surveys annually to learn more about vision-related purchasing decisions. In 2023, it surveyed contact lens and eyeglass wearers to learn more about material choice. The study gives us more insight into eyeglass and contact lens wear preferences and needs.



Reasons people may wear eyeglasses and contact lenses:

- They work both in-person and remotely
- They like to choose based on how their eyes feel each day
- They like to customize their looks on a daily basis
- Different hobbies and activities have different visual demands

Contact Lens Only Wearers



18% of Contact Lens Only Wearers are very interested in eyeglasses

Eyeglass Only Wearers



18% of Eyeglass Only Wearers are very interested in contact lenses

Dual Wearers



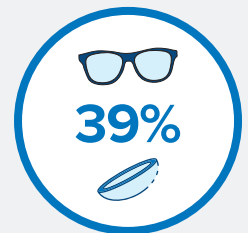
80% of Dual Wearers value the power of choice based on their activities each day

Offering a vision plan with eyeglasses and contact lenses in the same benefit period is valuable for more than just Dual Wearers because Contact Lens Only Wearers and Eyeglass Only Wearers are also interested in dual wear.

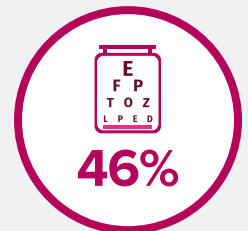
Ask your VBA sales representative about enhancing your vision benefits with a Combo Plan. Eyeglasses and Contact lenses may be purchased in the same benefit period.



A Closer Look at Dual Wearers



of Millennials who need vision correction consider themselves Dual Wearers.¹



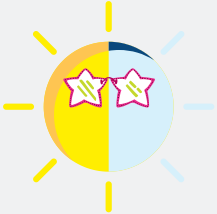
of those who bought contact lenses said their eye care provider had a significant influence on their buying decision.¹



Patients who have had an eye exam within the last year are more likely to be Dual Wearers than those who haven't.¹

Did You Know?¹

55% of Dual Wearers use contacts in the morning.



53% of Dual Wearers use contacts in the evening.



1/3 of patients go into their eye exam interested in the prospect of dual wear.

Knowing that they can inquire about both contacts and eyeglasses will make them feel more empowered at their appointment.

Get in Touch

VBA offers plans that allow for contacts and glasses in the same benefit period.



To learn more, call your VBA account executive or visit vbaplans.com.

Day-to-Day Decisions¹

Our days start with a lot of decision-making: what we're going to wear, what we want to eat for breakfast, coffee or tea? All of these choices vary based on our mood and needs that day. Eyewear preferences change day-to-day too. Having the choice between contacts or glasses should be a part of your planning for the day ahead.



51% prefer contacts in the office.



44% prefer contacts for car travel.



81% prefer contacts for active time.



81% prefer glasses for work from home.



64% prefer contacts when dining out.



72% prefer contacts for nightlife.



72% prefer contacts for school.



44% prefer glasses for air travel.

Increase Your Annual Contact Lens Allowance to Meet Your Employees' Needs

Eye doctors prescribe replacement schedules for contact lenses based on a variety of factors specific to the wearer. With the average contact lens allowance being \$110, and the cost for materials ranging, on average for an annual supply, allowances are not adding up for employees.²

Monthly Replacement Schedule

\$180–\$340

average cost for an annual supply³

39% prescribed monthly contacts⁴

Daily Replacement Schedule

\$440–\$760

average cost for an annual supply³

24% prescribed daily contacts⁴

Biweekly Replacement Schedule

\$200–\$520

average cost for an annual supply³

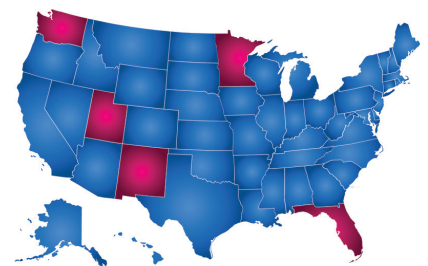
23% prescribed biweekly contacts⁴

Offer Annual Exams to Align with Prescription Expiration

Each state determines the minimum and maximum guidelines for contact lens prescription expiration. Optometrists and Ophthalmologists determine the length of the prescription within those parameters.

This map illustrates which states require a 1-year and 2-year maximum for contact lens prescription expirations.⁵

If your current plan offers an exam every 24 months, your employees are paying for vision care out-of-pocket or skipping the annual exam and wearing contact lenses past their expiration.



● 1 Year Maximum ● 2 Year Maximum



Contact Lens users need an exam every 12 months in most states. Enhance your plan with a 12 month exam frequency.

1. Contact Lens Institute (<https://www.contactlensinstitute.org/resources/see-tomorrow-dual-wear-highlights/>) • 2. Based on an analysis of commercial group vision care plans sold by VBA. 3. Very Well Health (<https://www.verywellhealth.com/how-much-do-contact-lenses-cost-3421633/>) • 4. Contact Lens Institute (<https://www.contactlensinstitute.org/resources/see-tomorrow-remarkable/>) • 5. World Population Review (<https://worldpopulationreview.com/state-rankings/contact-lens-prescription-expiration-by-state/>)