



The Value of Modern Vision Plans

Richer Plans Are Within Reach



At VBA, Our Modern Vision Plans are Different by Design

Saving your company and your employees money is an important part of your job. Providing meaningful benefits is an important part of ours. We keep our eyes on industry trends and economic changes to help you offer a vision plan for today's savvy consumers. Learn how our Modern Vision Plan can help your company and your employees save money.

Traditional Vision Plans

Focus on keeping monthly premiums low while matching current plan designs.

- Consistent allowances for four or more years
- Employees choose eyeglasses or contact lenses

Modern Vision Plans

Focus on employees' visual needs and budget while keeping industry trends and economic changes in mind.

- Allowances updated to align with current cost of consumer goods
- Glasses and contacts in the same benefit period

A Closer Look at Traditional vs. Modern Vision Plans

We've developed a real-life comparison between a Traditional Vision Plan and a Modern Vision Plan. In the below example, the Modern Vision Plan features our fastest growing design, the Combo Plan.

Benefit Summary		
Benefits: Employee Can Select	Traditional Vision Plan	Modern Vision Plan
Vision Exam	Covered in Full after \$10 copay	Covered in Full
Clear Standard Lens (Pair): Single Vision, Bifocal, Blended Bifocal, Trifocal, Basic Progressive	Covered in Full after \$15 copay	Covered in Full after \$15 copay
Frame	\$125 Allowance	\$200 Allowance
	OR	AND
Elective Contacts	\$125 Allowance (in lieu of Eyeglass Frames and Lenses)	\$200 Allowance (in addition to Eyeglass Frames and Lenses)
Sample Rates		
Single Tier	\$5.60	\$12.80
Annualized Single Tier Premium	\$66	\$153.60

1. Based on an analysis of commercial group vision care plans sold by VBA.. • 2. The Washington Post (<https://www.washingtonpost.com/business/2023/05/05/glasses-eyes-use-rising/>).

Rates and comparisons listed above are for informational purposes only and do not constitute a quote for coverage from VBA. Contact VBA to receive a customized quote.

Eight Cents Per Hour



The average single rate for a Modern Vision Plan is eight cents per hour!

Higher Allowances for Lower Out-of-Pocket



VBA can customize plans with frame and/or contact lens allowances up to \$999.

Most Likely to Wear Glasses



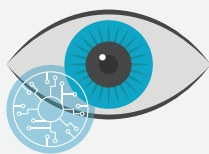
Women are more likely to wear glasses than men. White collar workers are more likely to wear glasses than blue collar workers.²

Combo Plans



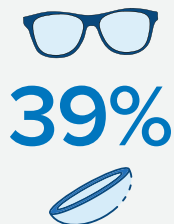
Eyeglasses (frames and lenses) and contacts in the same benefit period rose 440% since 2018.¹

The Cost of Contacts



An annual supply of contact lenses can range from \$180 to \$760 or more.²

A Closer Look at Dual Wearers



39% of Millennials who need vision correction wear eyeglasses in some situations and contact lenses in other situations.³

Save More With Modern Vision Plans

In the example below, Jacob and Lana purchase the same products based on the recommendations of their optician.

Traditional Vision Plan	
Product	Out-of-Pocket
Exam	\$10 (copay)
Frame (\$200 frame)	\$15 (copay)
Frame	\$75
Anti-Reflective Coating	\$94
Contacts (\$200 Annual Supply)	\$200
Total Cost at Provider	\$394
Total Out-of-Pocket: Annualized Premium + Total Cost at Provider	\$455

Jacob



Lana



Modern Vision Plan	
Product	Out-of-Pocket
Exam	\$0 (copay)
Frame (\$200 frame)	\$15 (copay)
Anti-Reflective Coating	\$94
Contacts (\$200 Annual Supply)	\$0
Total Cost at Provider	\$109
Total Out-of-Pocket: Annualized Premium + Total Cost at Provider	\$262.60
Modern Plan Savings	
\$192.40	

Lana saved money by selecting a Modern Vision Plan from her employer's benefits package. Even with higher monthly premiums, her out-of-pocket expenses for the year were less than Jacob's expenses.

This example is for informational purposes. Out-of-pocket prices may vary based on location selected and vision plan design.

Let Your Employees Decide: Buy-In to Buy-Up Plans

We recognize that not all employees and their dependents purchase eyeglasses or contact lenses. In fact, 24% of adults do not require vision correction.⁴

Offering a Modern Vision Plan as a voluntary buy-up option gives employees the power to decide for themselves. They can select the eyeglasses and contact lenses they need with less out-of-pocket and increased pretax compensation.

76% of U.S. adults are vision correction users⁴

64% of U.S. adults wear prescription eyeglasses⁴

24% of people in the U.S. are dual wearers³



Ask your VBA Sales Representative for a Modern Vision Plan Proposal. To find your Sales Representative, visit vbaplans.com.

1. Based on an analysis of commercial group vision care plans sold by VBA. • 2. Very Well Health (<https://www.verywellhealth.com/how-much-do-contact-lenses-cost-3421633>). • 3. Contact Lens Institute (<https://www.contactlensinstitute.org/resources/see-tomorrow-dual-wear-highlights/>). • 4. The Vision Council (https://thevisioncouncil.org/sites/default/files/assets/media/TVC_OrgOverview_sheet_2021.pdf)