

Media Kit

2025



Company Overview

Corporate Headquarters: 400 Lydia Street, Suite 300
Carnegie, PA 15106 • [View Google Map](#)

Established: 1965

Website: www.vbaplans.com

About Us: Founded in 1965 as one of the first preferred provider organizations (PPO) in the nation, VBA has proudly offered group vision benefits to corporations, municipalities, schools, health and welfare funds, hospitals and health maintenance organizations for over 50 years. Seeking to capitalize on its experience and expand its offerings beyond vision, VBA also provides cost-effective dental solutions across the nation through plans administered and underwritten by the TruAssure Insurance Company. Some plans may not be available in all states.

Leadership: **Jeff Hollowood**, Chief Executive Officer and President
Aaron R. Ridsen, CPA, Chief Financial Officer and Treasurer
Jessica Turcotte, Chief Operating Officer
Matthew Cuomo, Vice President Sales
Sean Mason, Vice President of Software Engineering

Number of Employees: 70

Markets Served: VBA has nearly 1 million vision members across all 50 states and Puerto Rico. In 2016, we partnered with TruAssure Insurance Company to add dental benefits to our offerings.

Products: Commercial Group Vision and Dental Insurance

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All TruAssure dental plans are offered in association with the DenteMax Plus dental network arrangement, which includes dentists from the following dental networks: United Concordia, DenteMax and GEHA Connection Dental Network.



Company Overview

Background: For more than 50 years, VBA has focused on providing diverse and cost-effective vision benefits. More recently, we began offering dental benefits through our partnership with TruAssure Insurance Company. Today, VBA offers a vast network of access points—more than 80,000 for vision (including optometrists, ophthalmologists and retailers) and 396,000 for dental. Our plans offer a large selection of lens products at all price points, and discount options for both vision and dental products. VBA products are backed by years of expertise, enabling us to offer sound advice to our members, benefits administrators, brokers and providers.

History: Founded in 1965, VBA was one of the first preferred provider organizations (PPOs) in the nation to offer group vision coverage. VBA provided comprehensive vision coverage to corporations, municipalities, schools, health and welfare funds, hospitals and health maintenance organizations in Pennsylvania. Today, VBA is much more than a local vision provider. We provide vision and dental coverage across the nation and in Puerto Rico.

Focused on Community: The Pennsylvania Vision Foundation, an affiliate of VBA, was founded in 2007 as a 501(c)(3) charitable foundation. Its mission is to provide fundamental eye care, including vision exams, prescription lenses and frames, to those in need. Its purpose is to conduct and finance projects that will help foster and preserve human eyesight through the science of optometry. To date, the Foundation has assisted more than 8,700 uninsured Pennsylvanians.



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