



See the Value of Vision Care

194 Million

U.S. adults need vision correction¹

That's nearly

81%

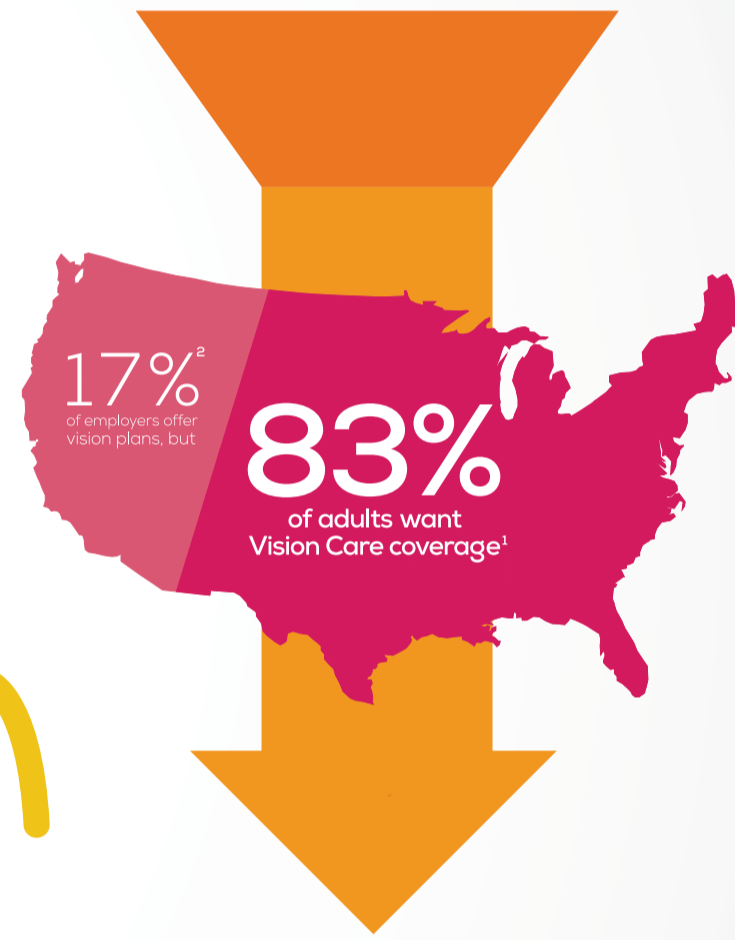
of U.S. Adults



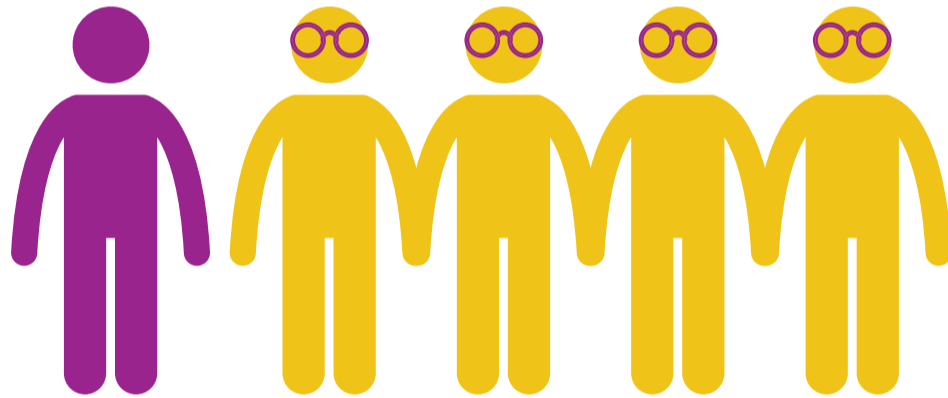
Eye exams can be a simple & non-invasive early detection tool, for some systemic disorders & diseases, including . . .

- ▶ high blood pressure
- ▶ diabetes
- ▶ heart disease
- ▶ high cholesterol

If undetected & untreated, many of these conditions can lead to increased complications, potentially resulting in higher overall health costs.



21%



of adults who need vision correction, don't use it.¹

Vision Disorders are the

2ND MOST PREVALENT health condition in the U.S.⁴



Americans are 2x more likely to get an eye exam³ when on a stand alone vision plan **VS.** a plan embedded with their medical

The importance of good vision care for the entire family:

Babies & Toddlers

Recommendations from the American Optometric Association (AOA)

6 months Babies should receive their first professional eye exam at this age.

4 years And they should be seen again just prior to entering school.

School-Age Children⁵

80% of learning in the first 12 years comes through the eyes.

up to **12%** of children may have vision problems that can affect learning.

Adults¹

12% of adults require a form of vision correction but don't use any.

Every 12 months Yearly eye exams can help detect vision correction needs, as well as, non-vision related conditions.

Seniors⁶

Independence

Vision loss can be a contributor to loss of independence.

60+ Serious eye conditions like macular degeneration, glaucoma & cataracts are most prevalent in people over the age of 60.

To learn more about the value of vision care, check out eyemed.com

¹ Vision Watch Vision Correction Standard 2012

² Prevent Blindness America. <http://www.preventblindnessamerica.us/sightsaved/about.html>

³ Independent study commissioned by the National Association of Vision Care Plans, July 2010

⁴ Prevent Blindness America. <http://www.preventblindnessamerica.us/sightsaved/about.html>

⁵ Vision Council February 2012 Parent for Child Report

⁶ Ocular Nutrition Society. Eye on the Boomer Survey, September 2011. <http://www.ocularnutritionssociety.org/boomers>