

On-Demand Webinar

EyeMed's Value for LVBCH Members



Your EyeMed team



Pete Sarpong
Sr. Sales Executive

*New Business Sales,
Greater Philadelphia
Market*

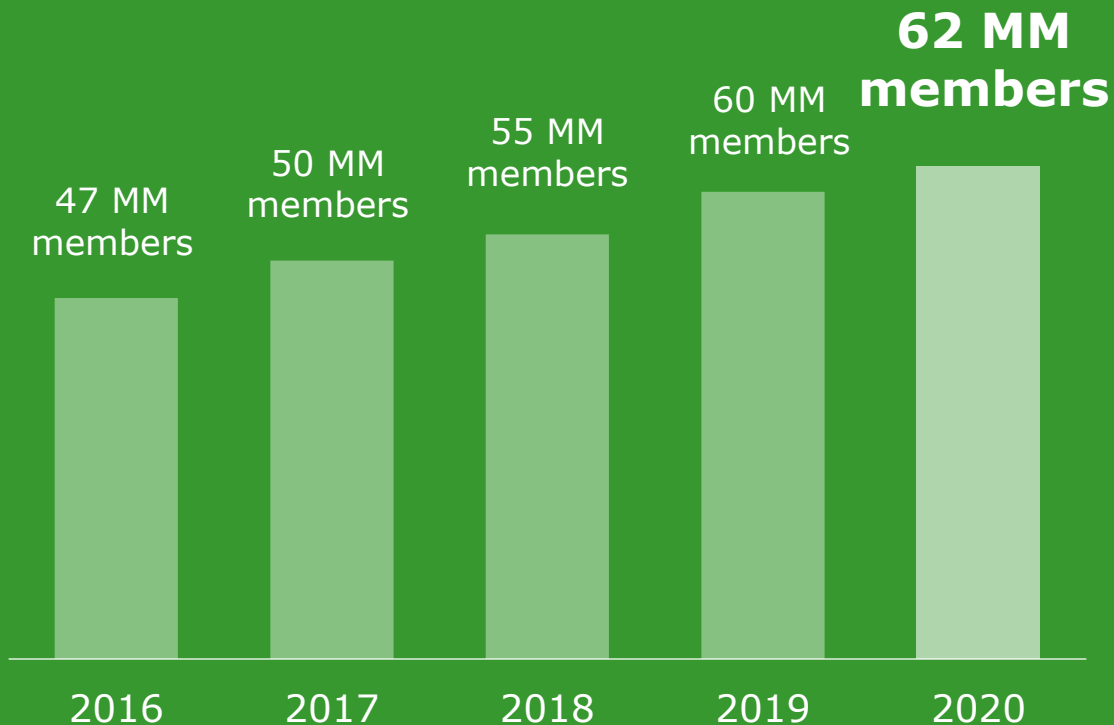


Brian Boose
Regional VP, Sales

*Based in Atlanta, Manages
Mid-Atlantic, Southeast and
Chicago Markets*

EyeMed – We're experts in our industry

America's fastest growing vision benefits company:¹











- We've been in business for over 30 years
- 40% growth in the last 5 years alone, with **98% client** retention last year²
- Now with over 20,000 clients and 62M members as of the end of 2020!
- In the Greater Philadelphia area we have almost **1 Million Members**
- And plenty of experience with clients nearby, including: **City of Philadelphia, Penn State University, Lehigh Valley Health Network, Crayola, and East Penn Manufacturing**

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¹Internal analysis of EyeMed membership data compared to data from leading vision benefit companies, as reported in publicly available information, 2019. ²EyeMed internal book of business analysis, 2019. ³Broker perceptions: Vision comparisons study (Broker Net Promoter Score), 2018 & EyeMed client satisfaction survey (Client Net Promoter Score), conducted by Walker, 2019.



Our network at-a-glance¹

	Nationwide	Greater Philadelphia	Key providers
Independent providers	<ul style="list-style-type: none"> • 20,100 locations • 77% of our network 	<ul style="list-style-type: none"> • 446 locations • 79% of our network 	
National retail	<ul style="list-style-type: none"> • 2,000 locations • 8% of our network 	<ul style="list-style-type: none"> • 51 locations • 9% of our network 	  
Regional retail	<ul style="list-style-type: none"> • 3,900 locations • 15% of our network 	<ul style="list-style-type: none"> • 65 locations • 12% of our network 	       
Online, in-network options	<ul style="list-style-type: none"> • 5 options for purchasing contacts or glasses • Available 24/7 		    

¹EyeMed Insight network, October 2019.



Benefits that take your employees' dollars further

Why product choice matters

Eyewear serves a medical need:

- Eye exam
- Your prescription
- Lens selection



But it also provides a fashion and lifestyle benefit:

- Frame selection
- Lens selection
- Lens add-ons



When we look at the utilization data from our millions of members:¹

Young individuals:

- More proactive in using their benefits
- Have basic vision needs
- More likely to spend more money for fashionable frames

Middle-aged segments:

- Use their benefits only when necessary
- Have advanced vision needs
- Willing to buy the fashion frames they want since they don't purchase glasses frequently

Those at or beyond retirement age:

- Don't use their benefits each year
- Have advanced vision needs
- More likely to simply replace their lenses

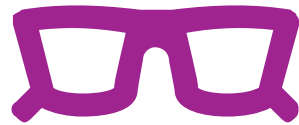
¹ EyeMed internal analysis of member segmentation and behaviors, 2018.

Benefit options at-a-glance

97% of members are satisfied with their benefits*



Comprehensive eye exam – with a copay, every 12 months



Frame allowance – every 12 or 24 months



Lenses – with a copay, plus fixed pricing on options, every 12 months

OR



Contact lens allowance – with coverage for fit & follow-up, every 12 months

Additional highlights:

- Members can use the frame and contact lens allowances in the same benefit year
- Separate fit & follow-up coverage (leaves the entire allowance for materials)
- Fixed copays for premium progressive lenses and anti-reflective coatings
- Rates guaranteed for 4 years

*EyeMed internal member satisfaction survey conducted by Convergys, 2019.

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Introducing eye360 – a tiered network solution

- A new product focused on WELLNESS and VALUE
- Gives all members access to a no cost exam
- Gives all members access to additional savings

Insight
Network

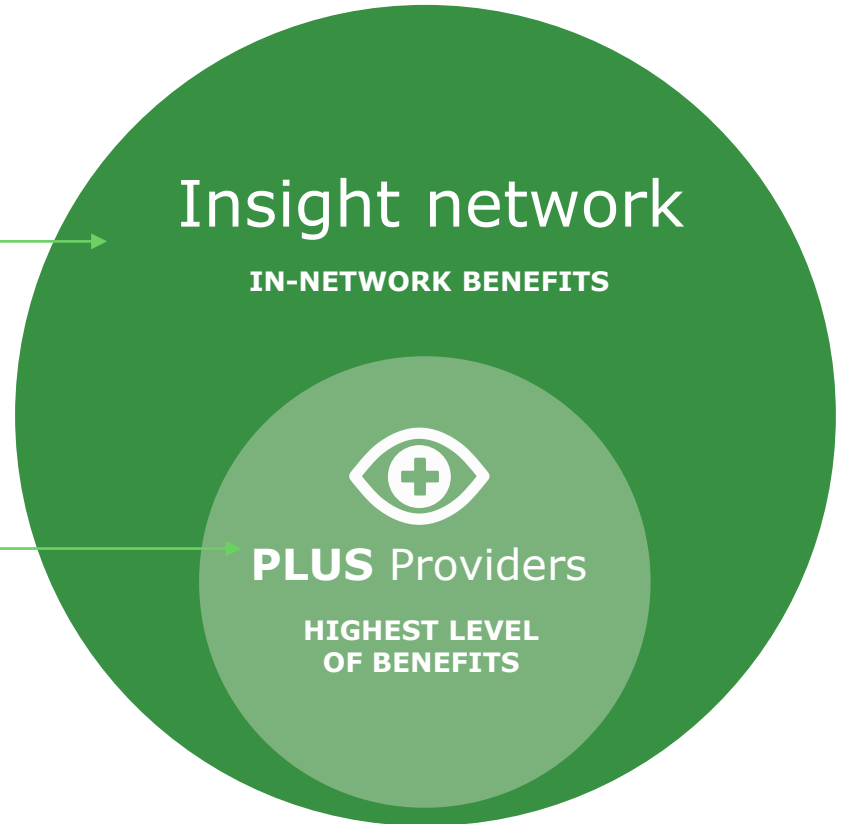
Standard in-network benefits

- Copays and allowances
- Fixed costs on progressive lenses
- Frame and contacts in the same year

PLUS
Providers

Enhanced benefits

- FOCUS ON WELLNESS: \$0 copay on Exam
- FOCUS ON VALUE: Additional \$50 on frames
- Plus, all the advantages of Insight network



Eye360 is only available in approved states.



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**Only in approved states*

Options – and savings with Eye360

	Member Cost			
	Retail	Initial Plan Design	EyeMed Insight	PLUS Providers
Exam	\$119	\$10 copay	\$10	\$0
Frame	\$184	\$130 allowance	\$43	\$3
Single vision lens	\$88	\$10 copay	\$10	\$10
Polycarbonate add-on	\$65	\$40 discounted cost	\$40	\$40
Total	\$456		\$103	\$53

Eye360 offers added benefits at PLUS Providers

- **\$0 eye exam**
- **extra \$50 on frames (ANY BRAND)**

UP TO
78%
savings
with EyeMed
Insight

UP TO
88%
savings
with Eye360



- This is an example only for illustrative purposes. Based on weighted average of sample transactions; EyeMed Insight network/\$10 exam copay/\$10 materials copay/\$130 frame or contact lens allowance. Actual savings will depend on benefits, as well as provider, frame and lens selections. Retail cost based on industry averages. Some provisions, benefits, exclusions or limitations listed herein may vary by state. Discounts are not insurance. **Confidential Notice:** This document contains privileged information and is for the sole use of the intended recipient(s). Disclosure or distribution to and review or use by any unauthorized Luxottica EyeMed associate(s) and external parties is prohibited.



Positive impacts start with a routine eye exam

Vision conditions and diseases spotted with an exam:

- Myopia (nearsightedness)
- Hyperopia (farsightedness)
- Presbyopia
- Astigmatism
- Glaucoma
- Cataracts
- Diabetic retinopathy
- Macular degeneration

General health conditions that can also be detected:¹

- Diabetes
- High blood pressure
- High cholesterol
- And more

Treating chronic conditions sooner can reduce medical costs

¹"Health Problems Eye Exams Can Detect," YourSightMatters.com, 2016.

Additional discounts for even more savings*

- 40% off additional pairs of glasses
- 40% off hearing exams and discounted pricing on hearing aids
- 20% off any remaining frame balance
- 20% off non-covered items
- 15% off LASIK

*Discounts are in-network only and are not insured benefits. May not be available on all plans. Confirm if offered by your provider. Listed offers expire 12/31/2020. See offer for exclusions

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Special Offers

Plus, rotating offers that can be combined with the benefit, which currently include:*

- Up to \$125 off an annual supply of contact lenses at Target Optical
- 10% off at ContactsDirect
- Up to \$50 off non-prescription sunglasses at Sunglass Hut
- \$800 off LASIK from LasikPlus

Discounts worth \$1,200 currently available online





An easy and transparent experience

Comprehensive member communications

- Open enrollment material support and event representation
- **Welcome Packet with ID cards**
- Benefit Summary
- Wellness emails and eye exam reminders
- Quarterly newsletter
- Toolkits for clients to share with their employees

96% agree we offer resources that increase engagement*

*EyeMed Client Satisfaction Survey Conducted by Walker, 2019.

The collage features several key communication pieces:

- TOOLKITS:** A 'Welcome to EyeMed' toolkit with sections for 'YOU'LL LIKE IT HERE', 'ENJOY MORE CHOICE', 'ENJOY MORE EXTRAS', and 'ENJOY MORE GUIDANCE'. It includes instructions on how to use member ID cards and contact information for support.
- BENEFIT SUMMARY:** A detailed table titled 'SAMPLE - Plans A & H' listing various services and their costs. Key highlights include:
 - 40% OFF Complete pair of prescription eyeglasses
 - 20% OFF Non-prescription sunglasses
 - XX% OFF Contact Lenses
- NEWSLETTER:** An 'inSIGHTS' newsletter titled '8 back-to-school rules to help protect your kids' eyes' with a photo of a child reading.
- WELLNESS MAILING:** A digital wellness mailing with the headline 'Your eyes are amazing windows to the world' and a call to action to schedule an eye exam.
- EYEMED.COM:** A screenshot of the EyeMed website homepage featuring a search bar, navigation menu, and a main banner with the Latin phrase 'Nunc efficitur eget justo id feugiat.'
- WELCOME KIT WITH ID CARDS:** A toolkit for employers to share with their employees, including a 'Welcome to your happy place' message and a 'What's a copy?' section.

Online and mobile support

Member Portal

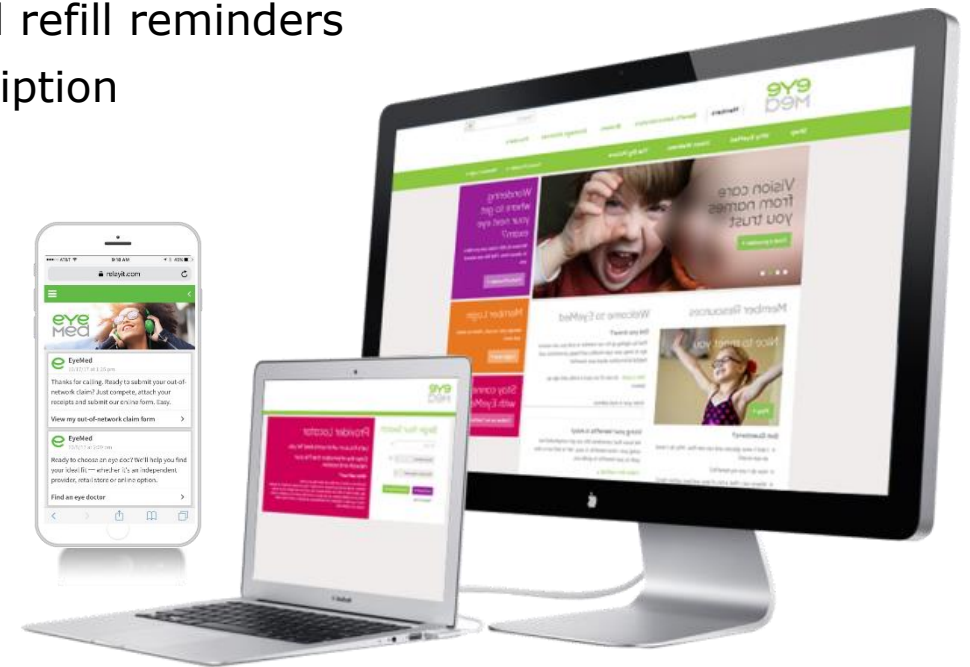
- Enhanced provider search with online appointment booking*
- View benefits and eligibility
- Shop special offer savings
- Download ID cards and EOBs
- Check claim status
- View wellness and LASIK info

Industry-first text alerts

- Personalized benefits reminders
- Quick tips & guides
- Special offers
- Wellness information

Mobile app

- With facial recognition and 1-touch ID
- Provider locations/directions
- ID card and benefit details
- Set exam and refill reminders
- Save a prescription



*At select locations

A new digital open enrollment experience

Hello!

Welcome to EyeMed's virtual benefit fair



A personalized online booth accessed anytime with a dedicated code

Virtual EyeMed reps welcome employees and help them:

- Understand their vision benefit options
- Learn about enrolling with EyeMed
- Locate a provider near them
- Download benefit materials for future reference
- Engage with a suite of interactive tools
- Call EyeMed directly to speak to a representative

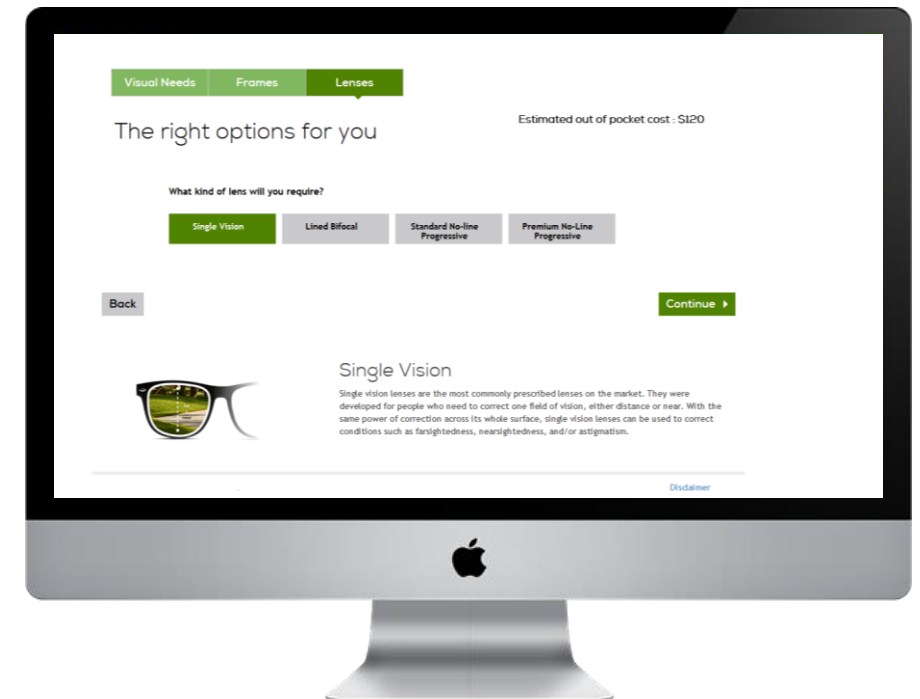
WHY GO DIGITAL?

- Drive 3-5X more engagement than an in-person event¹
- No planning or set-up required
- Year-round access to onboard new-hires
- A no-cost, high impact option
- Tracking and reporting on employee engagement

Industry-first cost transparency tool

Our Know Before You Go calculator¹ lets members estimate their costs upfront:

- Members choose anticipated services and products
- Easy-to-understand explanations of differing types of frames, lenses, add-ons and contacts are included
- They see their plan-specific estimated out-of-pocket cost total (if any)



100% of clients agree that we're innovative²

¹Excludes the following plans: reseller, exam-only, safety & VDT, global allowance and declining balance. ²EyeMed Client Satisfaction Survey conducted by Walker, 2019.

Why we think it's smart to choose EyeMed

1

The network where your employees are

- The right mix of providers – independent plus national and regional retail
- Several online, in-network options

2

Benefits that take your employees' dollars further

- Enhanced benefits at PLUS Providers
- Extra ways to save including 40% off additional pairs of glasses

3

An easy and transparent experience

- Educational communications including Welcome Kits
- Online and mobile support tools including KBYG

Next Steps?

- Kick the tires – it doesn't hurt to look!
- Give us an opportunity to show you what we can do for your employees and their family members!
- Call or email Pete Sarpong @ 215-495-5563 or psarpong@eyemed.com