



# News Notes

• www.LVBCH.com •

VOLUME 16 | ISSUE 2 | FALL 2020 | GUEST ARTICLES



## Welcome to EyeMed's New Eye360 Plans!

### **Welcome to EyeMed's New Eye360 Plans!**

Eye360 is a first-generation tiered product in the vision care industry, which provides enhanced benefits when members visit a PLUS Provider (a select group of providers in the EyeMed network). Eye360 focuses on health, simplicity and savings. Best of all, the perks are built into the vision plan. That means no promo codes or paperwork required. When members choose to visit a PLUS Provider, they will receive a \$0 eye exam copay, and an extra \$50 in frame allowance! For those members that don't seek care at a PLUS provider their benefits remain unchanged – so there are no take-aways from the original plan design being quoted.

Eye360 is available to all new business clients with 1/1/2021 and beyond effective dates assuming they meet our internal geo guidelines. (A census will allow me to see if the group qualifies). Plus providers currently include LensCrafters, Pearle and Target Optical Locations and an equal amount of independent providers.

### **Moving your vision clients to EyeMed is Easy!**

Since federal and state mandates have limited social gatherings, including workplace events such as health fairs and open enrollment events, we wanted to ensure our brokers and clients have the resources they need for clients to easily make the switch to EyeMed. We have launched our new Virtual Benefit Fair to support brokers and clients with new business enrollment.

Ready to test out the Virtual Benefit Fair for yourself? Just follow the simple instructions below:

Visit our test site: [https://lnkd.in/epjD\\_BG](https://lnkd.in/epjD_BG)

Enter the pass code: YU617UQH

60 West Broad St. • Suite 306 • Bethlehem, PA 18018 • P: 610-317-0130

Our affiliation with these national organizations is a value-added benefit for our members.

