

Vision Benefits

in sync

Important for health

The "eyes" have it.

Vision benefits are connected to overall health, which may reduce costs and increase productivity.

Motivating employees to improve their overall health is always a challenge, let alone taking the right steps to maintain healthy vision. Educating workers about lifestyle choices and preventative care that impact vision may persuade them to change unhealthy habits –that may result in reduced healthcare costs in the future and increase productivity in the office. Eye health awareness could also encourage more employees to take advantage of their vision benefits.

So why aren't more employees enrolling?

According to an Employee Perceptions of Vision Benefits survey conducted by Transitions Optical Inc.¹, the most commonly cited reason for not enrolling in a plan is "not having vision or eye health problems." That's like saying, "I don't need health insurance today because I am feeling healthy." Employees tend not to associate vision examinations with checking for health problems beyond glaucoma or blindness.

Regular eye exams can detect major medical problems early such as:

- diabetes
- high blood pressure
- increased stroke risk
- autoimmune diseases
- excessive thyroid hormones

Most employees also aren't aware that besides aging, other lifestyle-related issues can impact vision. These include:

- poor nutrition
- lack of sleep
- medication use
- smoking
- pregnancy

Only 16% of survey respondents said they receive proper education from their employers about eye health.² That's a missed opportunity for employees who are not enrolled and even those who already are." In fact, 32% of those who are enrolled do not utilize their benefit to receive a comprehensive eye exam.² It's also a missed opportunity for employers seeking to provide valuable benefits to their employees and retain healthy, productive workers.

Offering a strong vision plan makes good sense

Guardian provides rich, flexible plans covering exams and materials. A choice of two provider networks – **VSP** and **Davis Vision**, gives members thousands of access points nationwide. Members can visit any doctor, and save on out-of-pocket costs when visiting a network provider.

DID YOU KNOW?

2/3 of the country is affected by vision problems³

1 http://pro.transitions.com/NewsEvents/Press%20Releases/nr_Employee%20Research%202011.pdf
 2 "Employees unaware lifestyle can blur eye health," www.benefitspro.com, January 29, 2013
 3 Statistics provided by The National Eye Institute

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