

In-Network Also Means More Online Choices



More online options¹ make for happier employees and clients.

According to a recent survey, 44% of adults who purchased prescription glasses used the internet to assist in their acquisition, with 14% directly purchasing glasses online.²

With more consumers turning to online options, we are setting the standard with the most online in-network providers.¹ Their unmatched selection and technology-driven solutions give members a seamless way to use their benefits while shopping online — for both glasses and contacts.

Now you can use your in-network benefits at six online providers:

- LensCrafters.com
- TargetOptical.com
- Glasses.com
- ContactsDirect.com
- Ray-Ban.com
- Oakley.com

Convenient Online Shopping Offers

- A wide selection of top-selling name brands at a variety of price points
- Seamless insurance adjudication uses common member data to apply and process the member's benefits
- Educational tools like Frame Advisor walk members through selecting the best frames based on their face shape and color
- Photorealistic 3D virtual try-on technology for frames at lenscrafters.com and glasses.com
- Special offers can be applied during checkout
- Buy online or ship-to-store option available

¹ Compared to EyeMed's closest competitor, based on membership.

² "United States Eyewear Market, By Product Type, By End User, By Distribution Channel, By Region, Competition Forecast and Opportunities, 2027F"; researchandmarkets.com; August 2022.



INDEPENDENT
PROVIDER
NETWORK



LENSCRAFTERS™

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