

## Because we see a bright future through our children's eyes.

### EyeMed KidsEyes<sup>SM</sup> Benefit offered by EyeMed.

Providing employees with peace of mind and affordable vision care to help their children succeed where they learn and play.



Proper vision care at a young age can play an important role in our children's success. According to the American Optometric Association, 80 percent of all learning is performed through vision. Identifying and correcting vision issues as early as possible can impact a child's life today and in the future.

That's the driving force behind the EyeMed KidsEyes<sup>SM</sup> Benefit, a new-to-the-market benefit enhancement addressing children 18 years and under. The benefit is designed to address the vision needs of younger people and encourage good vision health habits for the future, such as safety, UV protection and proper contact lens usage.

### Why are our children's vision needs different?

Even under normal circumstances, a child's vision can change more frequently than the average adult. The problem is, we usually don't see it happening.

Children may not complain about their vision and think the way they see is normal. Parents also may not easily recognize the signs. Additionally, treatment of significant refractive error early on can help prevent permanent decreases in vision.

### What does EyeMed KidsEyes<sup>SM</sup> Benefit offer?

- Two funded exams in the same benefit year
- One prescription lens change if vision changes within same benefit year
- Funded:
  - Polycarbonate lenses
  - Contact lens fit and follow-up
- 40 percent off replacement glasses at any in-network location as often as needed
- 20 percent off sports-related eyewear and plano sunglasses to protect children's eyes
- Online resources to learn more about the ocular health of our children

more

To learn more, visit [WhyEyeMed.com](http://WhyEyeMed.com)

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Nothing is better than peace of mind. Now parents can have the assurance that their children have access to vision care services and save if their children's vision changes within the year. Parents can even save on replacement glasses if they are lost or damaged. Having clear vision is important to learning, and EyeMed KidsEyes<sup>SM</sup> Benefit was developed knowing that healthy eyes are an important part of children's success and self-confidence from birth to adulthood.

### Let EyeMed help you help your employees.

Your employees have a job to do and a life to live. EyeMed makes it easy for your employees to care for the unique vision care needs of the whole family. You can take employee satisfaction to the bottom line with EyeMed's KidsEyes<sup>SM</sup> Benefit and other valuable benefits offered by EyeMed. Learn more about other valuable benefits offered by EyeMed at [WhyEyeMed.com](http://WhyEyeMed.com).

### EyeSiteOnWellness.com

EyeSiteOnWellness.com is a complimentary resource your employees can access anytime, anywhere. Featuring the EyeMed Wellness Library, the site makes it easy for you to help keep your employees informed and aware of the importance of regular vision care.



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For the way your employees  
live, work and play.

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## Be part of the success of our children. Protect their ocular health with the EyeMed KidsEyes<sup>SM</sup> Benefit.

Comprehensive eye examinations are important for children. Uncorrected vision conditions or eye health problems may cause children to face many barriers in life academically, socially and athletically.

- Half of American children have not had a complete eye exam.<sup>1</sup>
- One in every four children has a vision problem that can interfere with learning and behavior.<sup>2</sup>
- Simple eye checks such as vision screenings at school can help detect common problems such as difficulty seeing from a distance, but they may not catch all types of vision disorders and are not designed to evaluate the health of the eyes.

#### Sources:

<sup>1</sup> Think About Your Eyes (<http://www.thinkaboutyoureyes.com/kids-vision/kids-vision>).

<sup>2</sup> American Optometric Association (<http://www.aoa.org/x5419.xml>).

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