

Eye care that's focused on results

Blue View Vision

Eye doctors get an unobstructed view of the eyes' blood vessels during an exam. They are sometimes the first to see signs of chronic conditions* like high blood pressure, high cholesterol and diabetes by looking this closely at the eyes. This is just one of the reasons why eye exams are so important. We make it easy and affordable for your employees to take care of their eyes, helping them with their overall health too.

With Blue View VisionSM, your employees can enjoy:

- **Flexible vision care locations**
Blue View Vision provides access to over 38,000 eye doctors at more than 27,000 locations nationwide. With so many choices, employees are sure to find an eye care professional that's close to home or work.
- **Lots of eyewear options**
Employees can purchase eyewear from their eye doctor or from a variety of popular optical stores, including Glasses.com, ContactsDirect, 1-800 CONTACTS, LensCrafters[®], Pearle Vision[®] and Target Optical[®].
- **Convenient times**
Evening and weekend hours are available at many locations so employees can get the eye care they need at the best time for them.

Choice of in-network benefits

from independent eye care providers or national retail stores, including Glasses.com, ContactsDirect or 1-800 CONTACTS.



- **Additional coverage for kids**
Plans that cover eyewear include coverage for UV-blocking Transitions[®] lenses (\$110 value) and impact-resistant polycarbonate lenses (\$55 value) for kids under age 19 at no additional cost.
- **Less hassle**
No paperwork and no ID card are required when visiting in-network doctors.
- **Excellent service**
Award-winning customer service with live reps available seven days a week and extended evening hours. Online self-service tools include benefit lookup, claims lookup and a provider finder.
- **Real savings**
Network providers offer discounts on some of the most popular vision treatments, including:
 - Negotiated savings on popular lens options and treatments.
 - 40% off extra pairs of glasses anytime, from any network provider.
 - And 20% off accessories and lens upgrades, including most nonprescription sunglasses.

Independent eye doctors and retail optical stores



LENSCRAFTERS[®]



Online

GLASSES[®]

contactsdirect

1800contacts[®]

LENSCRAFTERS[®]

OPTICAL



Anthem Whole Health ConnectionSM

Only Anthem paves the way for two-way communication between eye doctors and primary care doctors. We help them work together, share information and coordinate care all through one company. That's something standalone vision carriers can't provide. So your employees benefit from an approach that makes the eye exam far less routine.

We get claims and clinical data from vision care and medical providers. For our members with vision and medical plans, we're able to create more complete health profiles that we can share with their providers. The collected data helps us identify gaps in care, while helping providers deliver better, more informed care.

Anthem's vision and health plans together provide:

- Simplified administration from enrollment through claims processing to help take the hassle out of managing your company's benefits. You'll even have one account team.
- Care alerts to help employees manage ongoing health problems like diabetes and heart disease.
- Nurses who act as coaches to help employees manage their conditions.

At Anthem, we help connect the information — and all of our network providers — so they can all see eye to eye on our members' care.

No room in your budget to spend any more on benefits?

With our employee-paid option, you can offer vision coverage to your employees at no cost to your business.



* All About Vision website: *Why are eye exams important?* (February 2014), allaboutvision.com.

Laws in some states may prohibit network providers from discounting products and services that are not covered benefits under the plan. Discounts don't apply to frames for which a manufacturer has imposed a no-discount policy.

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. Copies of Colorado network access plans are available on request from member services or can be obtained by going to anthem.com/co/networkaccess. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE[®] Managed Care, Inc. (RIT), Healthy Alliance[®] Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare Health Services Insurance Corporation (CompCare) or Wisconsin Collaborative Insurance Corporation (WCIC). CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc.