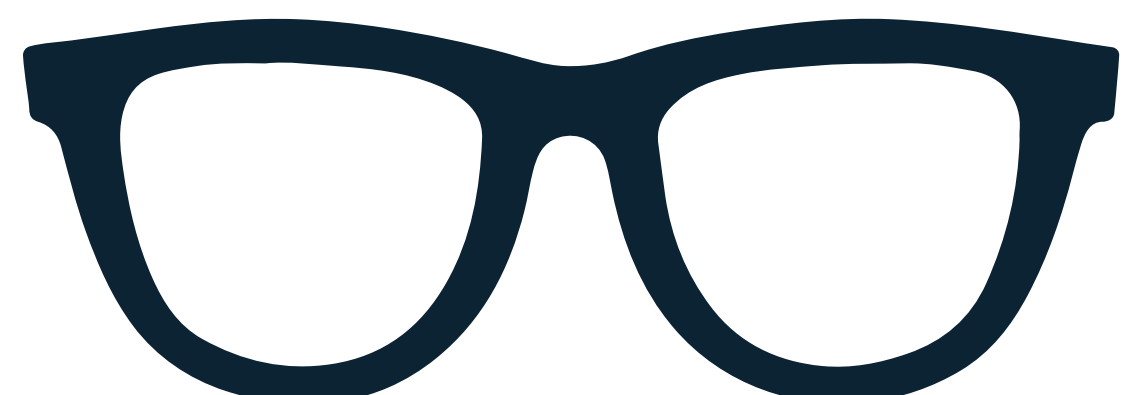


THE SENSE IN PROTECTING ONE OF YOUR MOST IMPORTANT SENSES

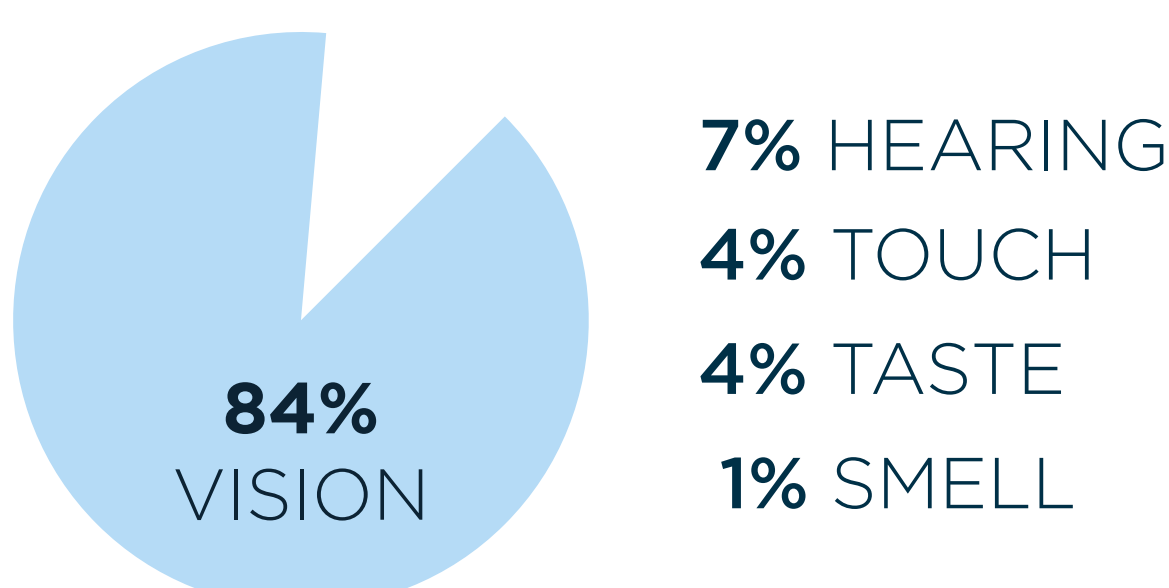
AN ANNUAL EYE EXAM KEEPS MORE THAN JUST YOUR EYES HEALTHY

Vision is, for many, the most cherished sense.



ABOUT **80%** of what we learn from the world around us is due to **perception, learning, cognition, and activities mediated through vision!**¹

HOWEVER, 84% of people rated **vision as the most important sense** in a recent survey

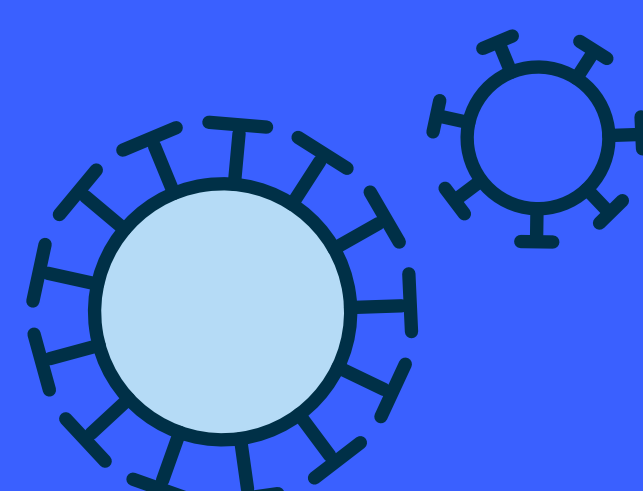


50% said they **skipped** their annual eye exam.

In another survey,



nearly **10%** of respondents said it had been **more than five years** since they've had an eye exam,



with 23% citing the pandemic as the reason for not having a recent appointment.²

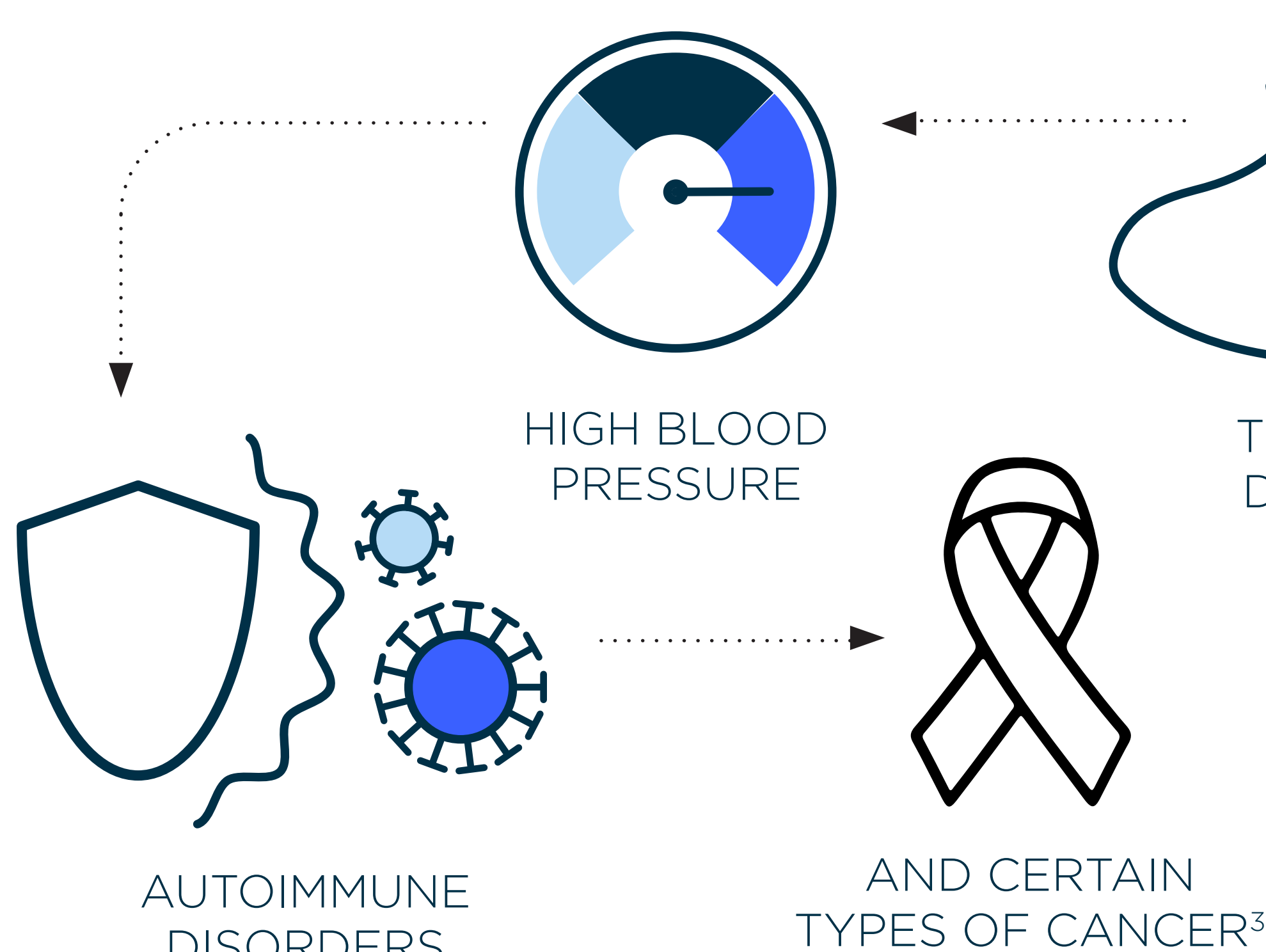
Others simply don't realize how affordable vision insurance coverage – that covers an annual exam – can be, and that there are customized vision plans available for everyone, from young parents to retirees.

Did you know?

Your eyes can be a window into your overall health. An annual eye exam can help catch eye-related conditions that otherwise show no obvious signs or symptoms early on. And it doesn't stop there.

ANNUAL EYE EXAMS TYPICALLY TAKE AN HOUR OR LESS

AND ALLOW EYE DOCTORS TO DETECT SIGNS OF



The proportion of people **age 65 and older** with visual impairments



18% AGE 65 AND OLDER

is three times greater than the proportion of people **under age 65**⁴



6% UNDER AGE 65

VERSUS

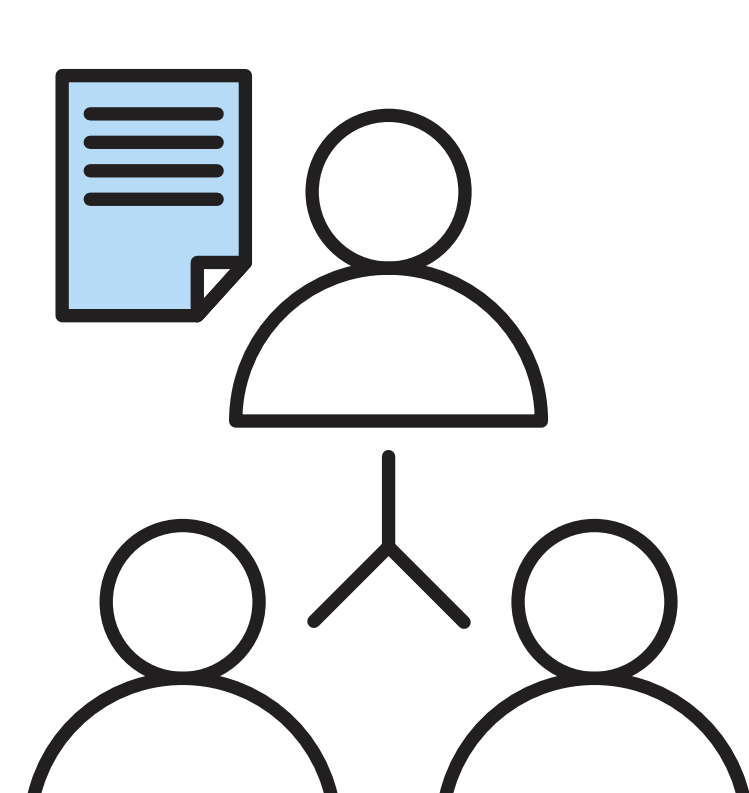
THE OLDER YOU GET, THE MORE IMPORTANT IT IS TO STAY ON TOP OF YOUR ANNUAL EYE EXAMS!

The good news is...

...there are simple solutions if you're not covered – or to complement your current insurance specifically for eye care – such as **VSP® Individual Vision Plans**.



These flexible, convenient, affordable vision plans start as low as \$13/mo, and plans cover your annual eye exam **and offer a generous frame allowance**.



You can **enroll at any time**, and can even cover yourself and other family members under the same plan. Best of all, your **benefits can begin the same day** you buy a plan and can complement existing Medicare coverage.⁵

Don't wait until you experience vision issues to schedule an eye exam; it's one of the easiest things you can do to take care of your eye health and your overall health. **See VSP Individual Vision Plan options available in your state at VSPDirect.com.**

¹VSP Vision Care | Vision Insurance. VSP Vision Care, 2018, <https://www.vsp.com/eyewear-wellness/eye-health/eye-health-survey-results>.

²NVISION. "Study: 1 in 10 Americans Have Not Had An Eye Exam In Five Years Or More - Eyewire+." Eyewire+, Eyewire+, 11 Oct. 2021, <https://eyewire.news/news/study-1-in-10-americans-have-not-had-an-eye-exam-in-five-years-or-more?c4src=article:infinite-scroll>.

³Vision Loss: A Public Health Problem | CDC. Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 19 Dec. 2022, https://www.cdc.gov/visionhealth/basic_information/vision_loss.htm.

⁴Salman, Craig, and Lee Shirey. "Visual Impairments | Health Policy Institute | Georgetown University." Georgetown University Health Policy Institute, Georgetown University Health Policy Institute, 2002, <https://hpi.georgetown.edu/visual/#:-text=Visual%20impairments%20are%20associated%20with%20aging&text=The%20proportion%20of%20people%20age,under%20age%2065%20%E2%80%94%20percent>.

⁵Check your Medicare Plan to see if your vision care needs are covered and/or if a VSP Individual Vision Plan is right for you. VSP Vision Care does not coordinate benefits with Medicare.