

Vision Insurance Satisfaction

May 11, 2022

Washington, D.C.

Methodology

- Global Strategy Group, on behalf of AHIP, conducted an online survey of 501 vision insurance beneficiaries who visited their optometrist, ophthalmologist, or optician within the past year.
- The survey was fielded from April 26 – May 1, 2022
- Surveyors took care to ensure that the geographic and demographic diversity of this population is properly represented by the survey's respondents.

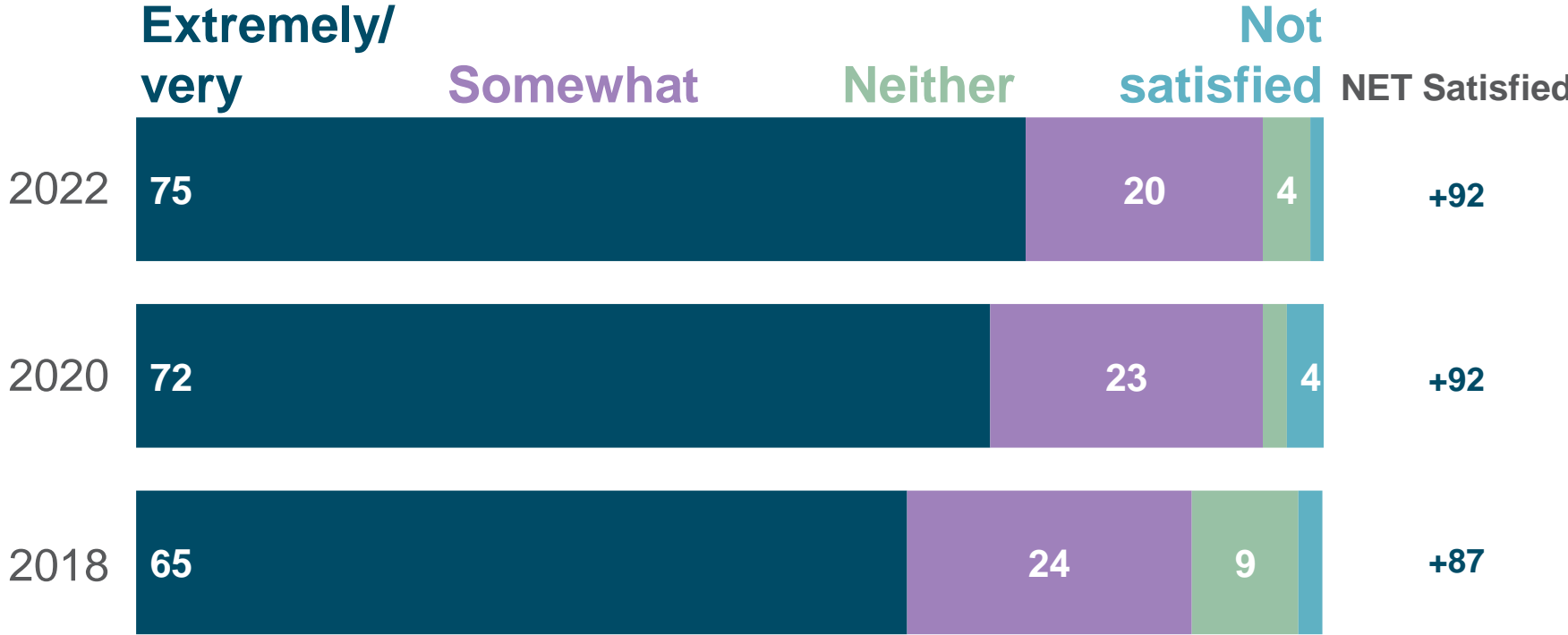
Key Findings

- Vision insurance beneficiaries continue to be overwhelmingly satisfied with their plans and rate them highly.
- Vision insurance plans provide exceptional value to beneficiaries: they are affordable and provide access to care and savings for high-quality vision services they would be less likely to pursue without their coverage.
- Customer service from vision insurance plans is strong, as beneficiaries feel their insurance providers communicate well, explain their plans clearly, and are easy to contact if they need assistance.

The Vision Insurance Beneficiary Experience

Beneficiaries continue to be overwhelmingly satisfied with their vision insurance provider

Overall, how satisfied are you with your vision insurance provider?



Beneficiaries are widely satisfied with their ability to access care

How would you rate your satisfaction with each of the following...



Please indicate whether or not you agree with the following statements...



Beneficiaries believe their plans give them access to high-quality care, preventive check-ups and flexibility when choosing a provider

Please indicate whether or not you agree with each statement...



Satisfaction among beneficiaries with vision conditions has steadily risen over the last four years

Please indicate whether or not you agree with each statement...



64% share wear eyeglasses, including reading glasses, 21% wear both eyeglasses and contact lenses, 8% wear contact lenses

Customer service is overwhelmingly viewed positively by beneficiaries

How would you rate your satisfaction with each of the following...



Please indicate whether or not you agree with the following statements...



The Savings and Value Vision Plans Provide

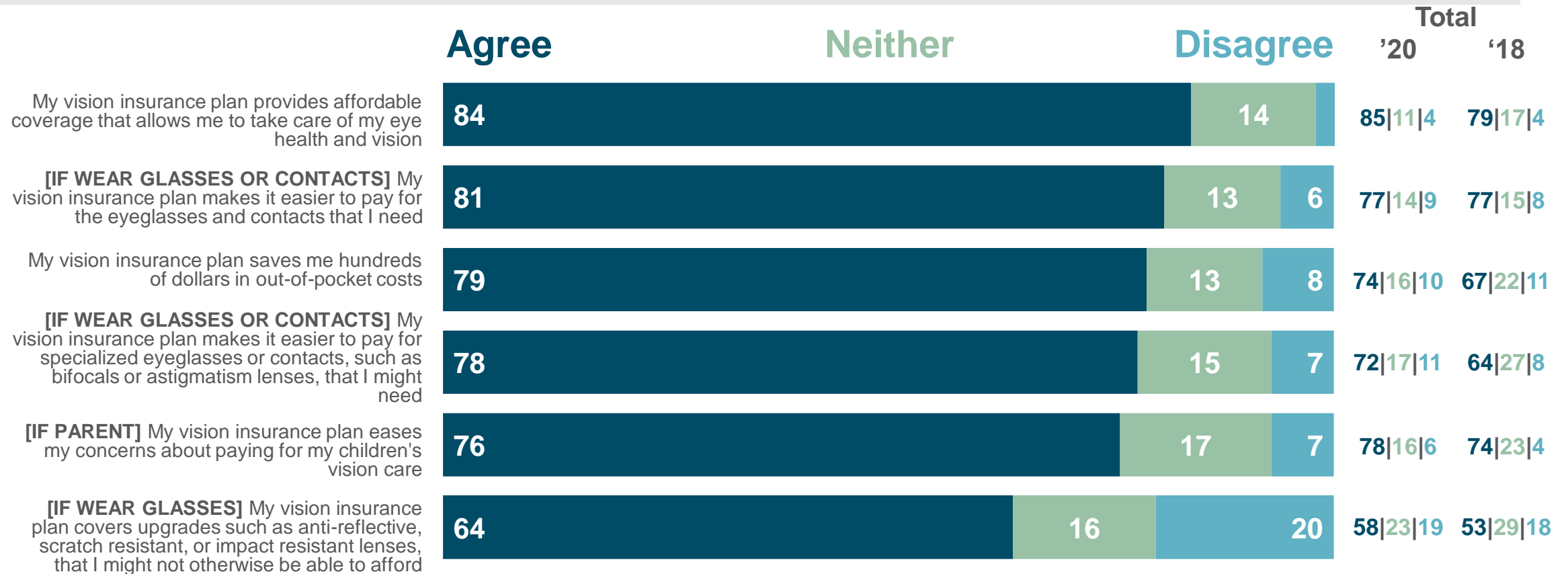
Beneficiaries have become increasingly satisfied with the value they receive for their premium

How would you rate your satisfaction with each of the following...



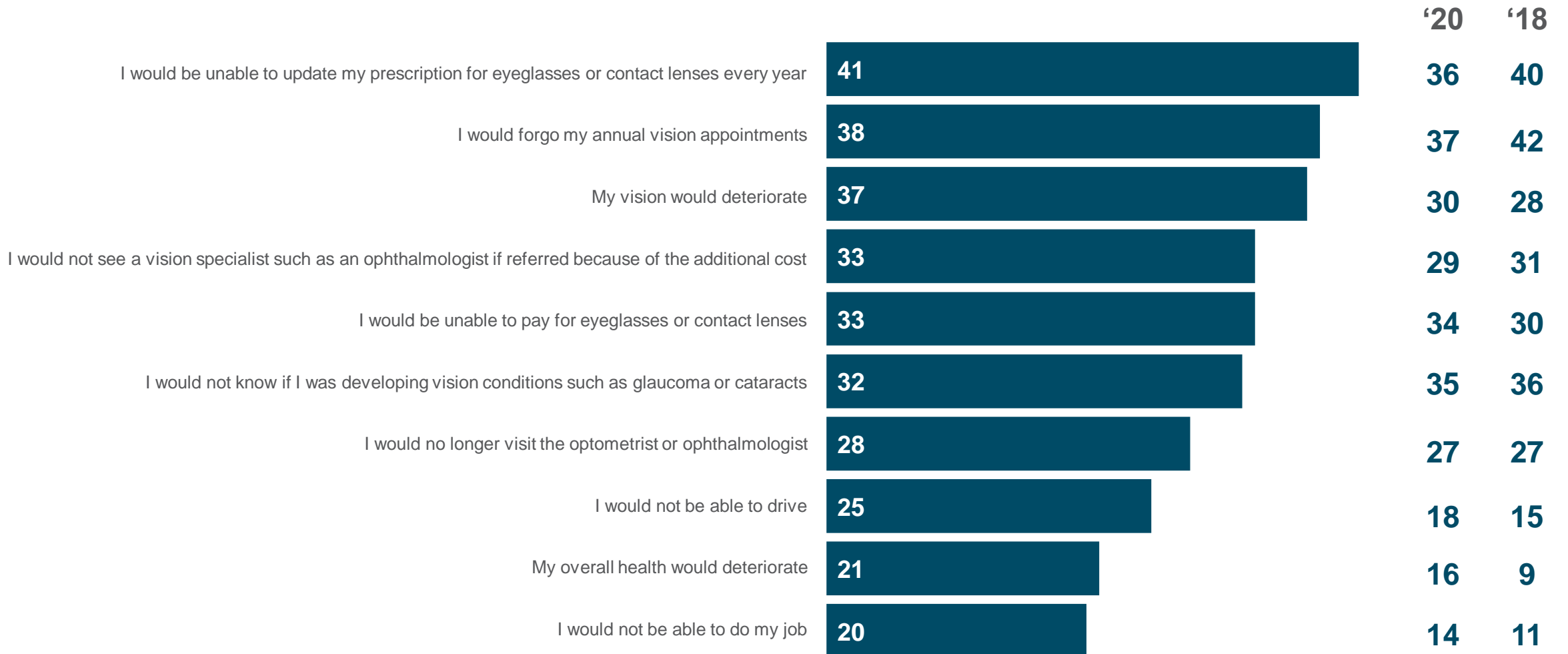
Beneficiaries see many financial benefits that come along with their vision insurance plans, including lens upgrades they might not otherwise be able to afford

Please indicate whether or not you agree with the following statements...



Without vision insurance, beneficiaries would have been forced to go without vision services

If you no longer had vision insurance, which of the following do you think you might experience?



Vision insurance discounts help most beneficiaries access regular care

Do your vision insurance discounts make you more or less likely to get regular vision care?



How, if at all, do the discounts your vision insurance plan offers impact your choice of vision care providers?

