



Exploring Beneficiaries' Satisfaction with their Vision Insurance Plans

Methodology

- Global Strategy Group, on behalf of AHIP, conducted an online survey among **502 vision insurance beneficiaries** who have visited their optometrist, ophthalmologist, or optician within the last year.
- The survey was fielded from **January 24th – 30th, 2018**.
- Care has been taken to ensure that the **geographic** and **demographic makeup** of this population are **properly represented** by the survey's respondents.

Key Findings

- Vision insurance beneficiaries are **highly satisfied** with their insurance provider and the care they receive from their plans.
- This is largely because beneficiaries find their **plans straight-forward and easy to use**.
- These plans also deliver **important preventive care** that allows beneficiaries to take care of their eyesight and health.
- Not only do these plans deliver crucial – and high-quality – care, they do so at an **affordable price**.

The Vision Insurance Experience



Beneficiaries are overwhelmingly satisfied with their vision insurance providers

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

Extremely/Very satisfied

Somewhat

Neither

Dissatisfied



Total Satisfied
89

This broad satisfaction stems from beneficiaries' ability to access the care they need, when they need it



Thinking about your vision insurance provider, how would you rate your satisfaction with...

Satisfied **Neither** **Dissatisfied**

The ability to quickly get a vision appointment with an in-network provider



The ability to find an in-network optometrist or ophthalmologist in my area



Thinking about your own vision insurance plan, please indicate whether or not you agree with...

Agree **Neither** **Disagree**

My vision insurance plan makes it easy for me to get vision appointments in a timely fashion



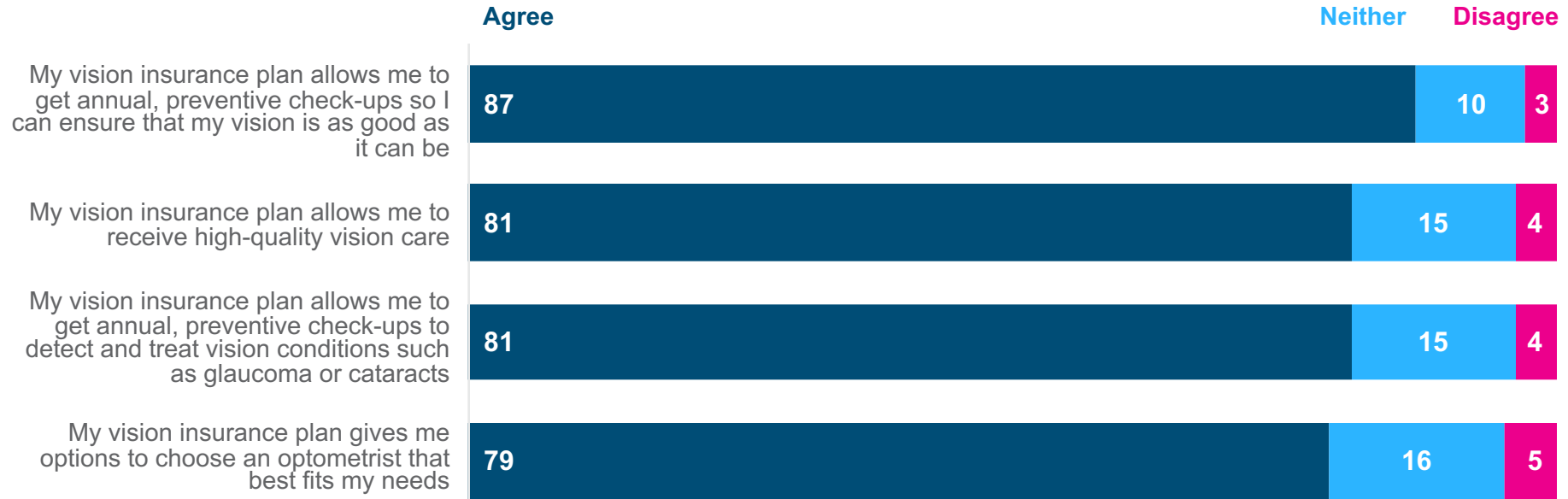
My vision insurance benefits are simple and straight-forward to use



These plans also deliver high-quality care that allows beneficiaries to maintain their eye and vision health



Thinking about your own vision insurance plan, please indicate whether or not you agree with....



This is particularly important for those with vision conditions who rely on their plans to cover the additional services they need

Thinking about your own vision insurance plan, please indicate whether or not you agree with....



86% of vision insurance beneficiaries rely on vision corrective services such as **eyeglasses or contact lenses**.

Over half (52%) have been diagnosed with a **vision condition** such as astigmatism or cataracts.

And throughout the process, vision insurance providers are there to help beneficiaries understand their plans and coverage



Thinking about your vision insurance provider, how would you rate your satisfaction with...



Thinking about your own vision insurance plan, please indicate whether or not you agree with...



The Savings And Value Vision Plans Provide

For most, the high-quality care their plans deliver comes at an affordable price



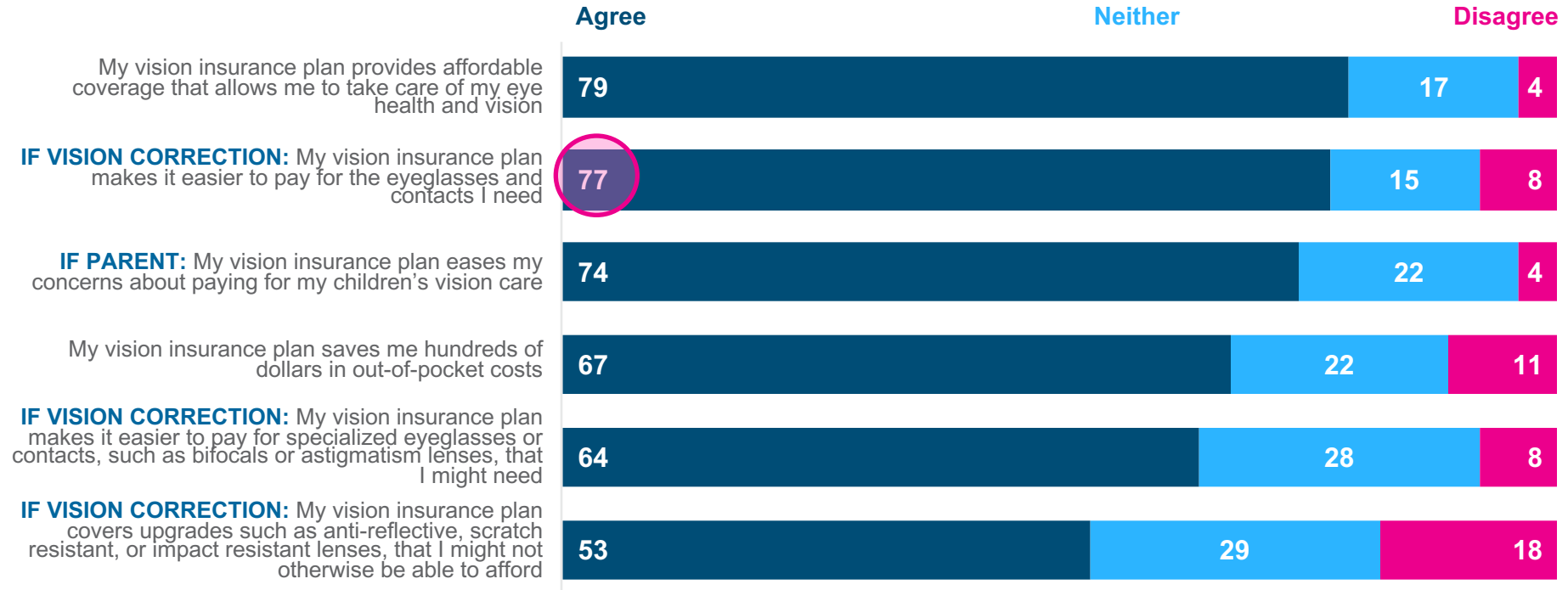
Thinking about your vision insurance provider, how would you rate your satisfaction with...



This affordable coverage allows beneficiaries to get all the care they need, from preventive check-ups to specialized services

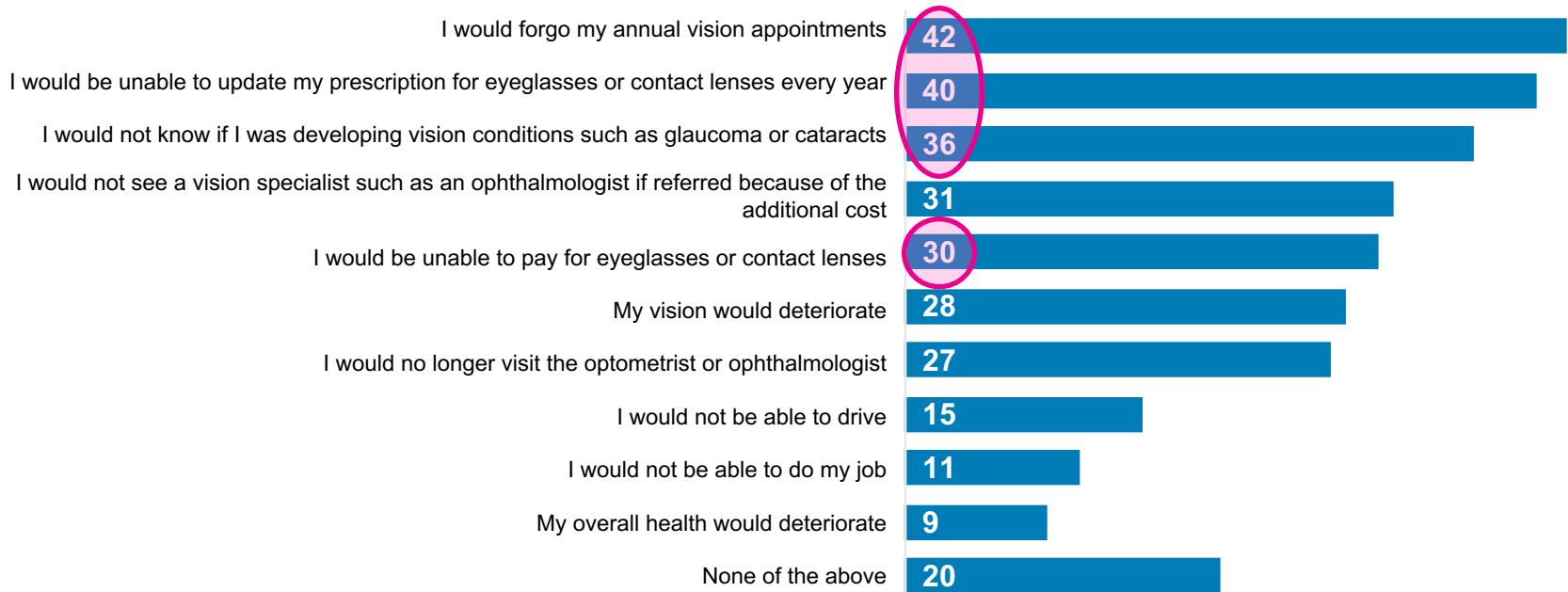


Thinking about your own vision insurance plan, please indicate whether or not you agree with....



Without their plans, many would be unable to access these essential services

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



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