

A background image showing a business meeting. Two people are seated at a desk with laptops and documents. One person is pointing at a laptop screen displaying a bar chart, while the other is holding a pen over a document. The scene is brightly lit, suggesting an office environment.

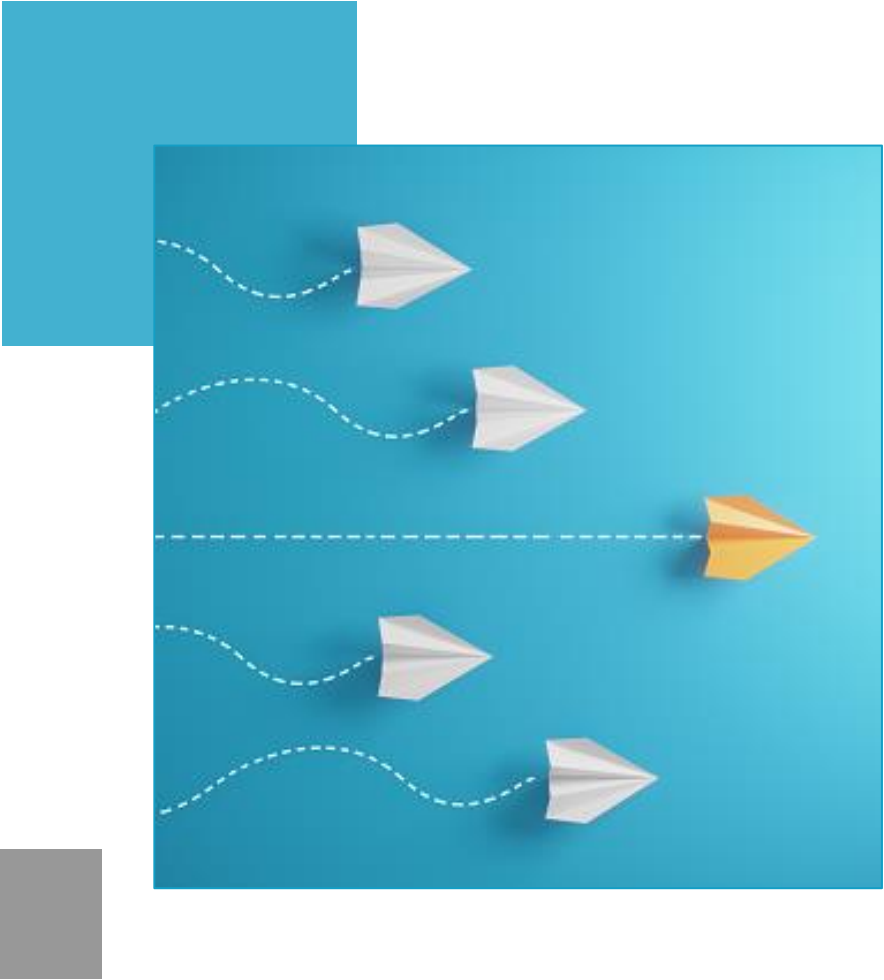
competiscan
TREND REPORT
Vision Insurance
Overview
Q3 2023

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Key Takeaways

What you need to know



The Hartford's new Vision offering, powered by Beam Benefits

During Q3 The Hartford announced their Vision offering, powered by Beam Benefits. The plan is specifically designed for employers with fewer than 100 employees. Coverage will be available through The Hartford's state-of-the-art self service quoting platform (RTQi) for policies with effective dates of October 1, 2023, and beyond.

Competiscan anticipates that we will see insurers continue to innovate in the vision worksite insurance sector as employees have expressed a desire to acquire these benefits in the workplace.

DVH Product Expansion

Insurers expanded their Dental, Vision, Hearing plans to new states during Q3. Cigna expanded their coverage to North Carolina and Oregon, while UnitedHealthcare expanded coverage to 14 new states including California, Florida, Illinois, Ohio, Pennsylvania, and Texas.

Competiscan anticipates that state expansion will continue as insurers look for additional sales opportunities that can be made year-round with such ancillary benefits as vision insurance.



Producer Communications





Product Updates

Vision insurers announced new products as well as product enhancements and expansions during Q3. EyeMed announced that beginning January 2024 they would add \$100 of additional prescription glasses allowance, while The Hartford announced a new vision offering for small groups in partnership with Beam Benefits. Cigna and UnitedHealthcare both announced their DVH plans would be expanding to new states.

EyeMed

Eye360 just got better - by 2. Eye360 now provides a \$100 additional pair allowance



2023-08-08-3011

The Hartford

We are thrilled to announce The Hartford's new Dental and Vision offering, powered by Beam Benefits



2023-10-17-639

UnitedHealthcare

Now is the time to start selling the new Dental, Vision, Hearing Plans (DVH) in these states



2023-10-05-1288

Cigna

Flexible Choice DVH is available to sell in North Carolina and Oregon



2023-09-11-844

BlueCross BlueShield of Massachusetts

Introducing Blue 20/20 Plus



2023-07-18-1607

Delta Dental of Wisconsin

Vision product enhancements: annual maximums and Oakley.com



2023-10-19-810



Bonuses/Incentives

Companies offered several incentives to producers during Q3 to increase vision insurance sales. VSP offered a \$100 gift card for every five individual enrollments, while EyeMed offered a \$150 eyewear voucher for selling a new group and a \$99 eyewear voucher for quoting a new group.

VSP

\$100 Tango gift card for every five new VSP Individual Vision Plan enrollments



2023-10-03-2526

EyeMed

Sell a new group with EyeMed and get a \$150 eyewear voucher



2023-09-29-423

EyeMed

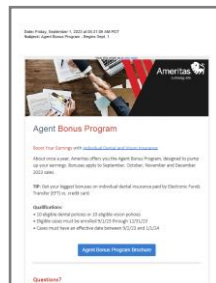
Get a \$99 voucher from EyeMed. All you need to do is quote one new group



2023-08-01-1899

Ameritas

Short-term incentive program for individual vision sales. \$5 for each eligible individual vision case



2023-09-01-919

Solstice

Add Vision and receive an additional \$50 bonus



2023-10-02-616



Vision Marketing

Insurers marketed their vision products during Q3. EyeMed advertised ease of placing new business and supporting clients for 1/1 coverage, while VSP promoted their plan details and sales tools page which offers freshly branded versions of everything an agent needs.

EyeMed

There's still time – place your 1/1 clients with EyeMed



2023-10-18-1207

Guardian

The Role of Vision Benefits and Eye Care in Health & Wellness



2023-09-21-1035

VSP

Visit the plan details and sales tools page, you'll find freshly branded versions of everything you need



2023-09-26-1239

Humana

Capture more business with individual vision



2023-08-24-1660

Cigna

Put savings and care in sharp focus with vision benefits



2023-07-20-1017

VSP

Help your clients' employees see their best during open enrollment



2023-09-26-1239



Consumer Communications



Vision Marketing

Vision insurers marketed their products to consumers in Q3. VSP promoted their individual plan as a plan that's like what a customer may have had through a past employer, while MetLife contacted a group customer informing them that their vision benefits would now be referred to as Superior Vision by MetLife, although the change should not impact their benefits.

VSP

VSP has the vision savings you deserve! The coverage you want at a price you can afford

2023-10-10-2945

MetLife

Beginning January 1st, you may see your new Vision benefits referred to as Superior Vision by MetLife

2023-07-27-4216

Delta Dental of Illinois

Get more benefits to protect your eye health - and more savings – with a new DeltaVision Plan

2023-08-14-3932

VSP

Did you know it costs as little as 61 cents per day for quality vision coverage?

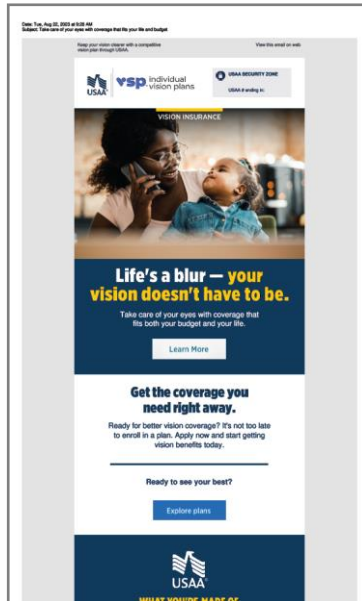
2023-07-27-4181

Affinity Marketing

Companies partnered with affinity organizations to spread their reach during Q3. VSP partnered with both USAA and a teachers association, while MetLife partnered with an alumni association.

VSP/USAA

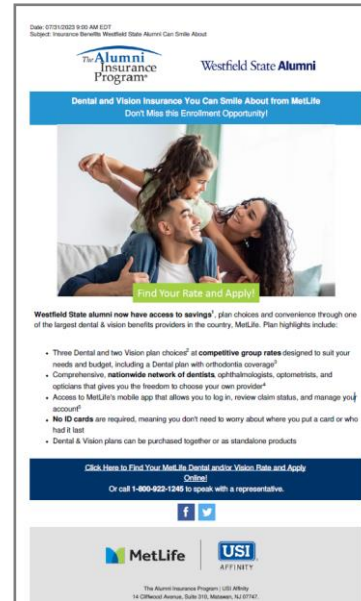
Life's a blur – your vision doesn't have to be. Take care of your eyes with coverage that fits both your budget and your life



2023-08-22-3257

MetLife/Alumni Association

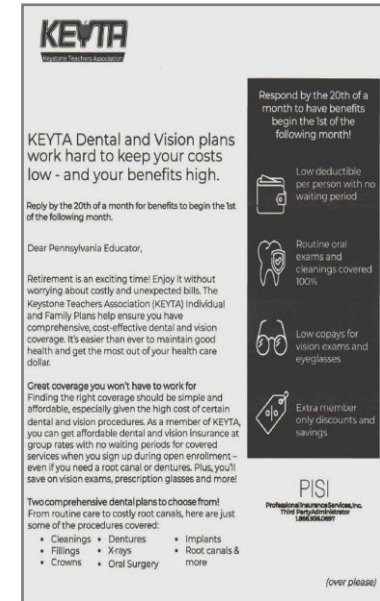
Alumni now have access to savings, plan choices and convenience through one of the largest vision benefits providers in the country, MetLife



2023-07-31-2803

VSP/Teachers Association

Vision plans work hard to keep your costs low - and your benefits high. Low copays for vision exams and eyeglasses



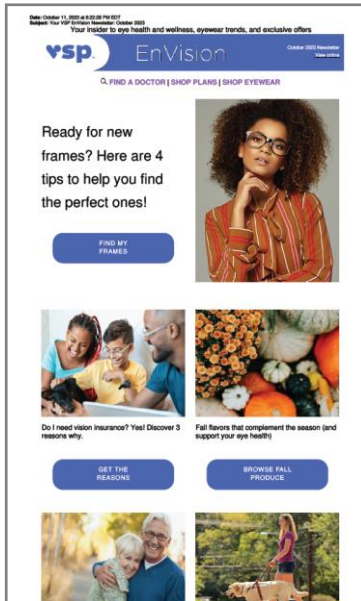
2023-08-15-3854

Member Newsletters

Vision insurers distributed newsletters to educate members on vision health during Q3. EyeMed and BlueCross BlueShield of Massachusetts discussed how the beginning of a new school year was the perfect time to have a child's vision checked, while BlueShield of California promoted members getting their eyes checked during National Eye Exam Month.

VSP

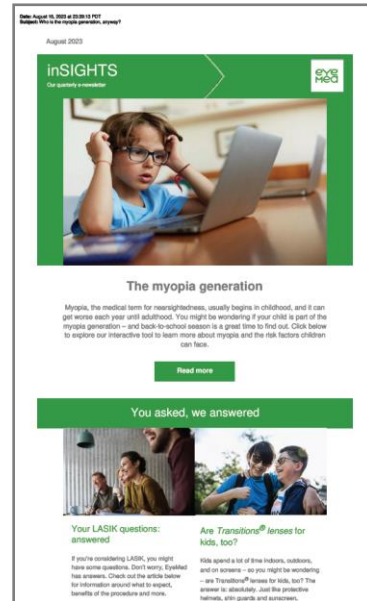
VSP EnVision Newsletter: October 2023
- It's Blindness Awareness Month: Learn more about blindness and low vision



2023-10-11-2292

EyeMed

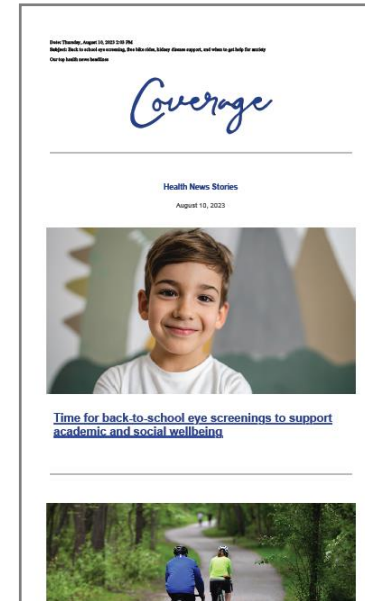
You might be wondering if your child is part of the myopia generation – and back-to-school season is a great time to find out



2023-08-16-1797

BlueCross BlueShield of Massachusetts

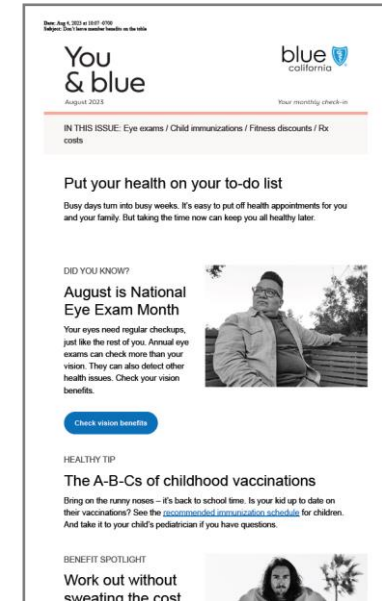
As the start of a new school year approaches, it's the perfect time for kids to have their vision checked



2023-08-10-1082

BlueShield of California

August is National Eye Exam Month. Your eyes need regular checkups, just like the rest of you



2023-08-04-3435

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