

A woman with long dark hair and glasses, wearing a white knit sweater, is sitting at a desk. She is looking down at a tablet device she is holding. On the desk, there is a laptop and a pen holder with several pens. In the background, there is a window with a plant and a sign that says "FLOWERS".

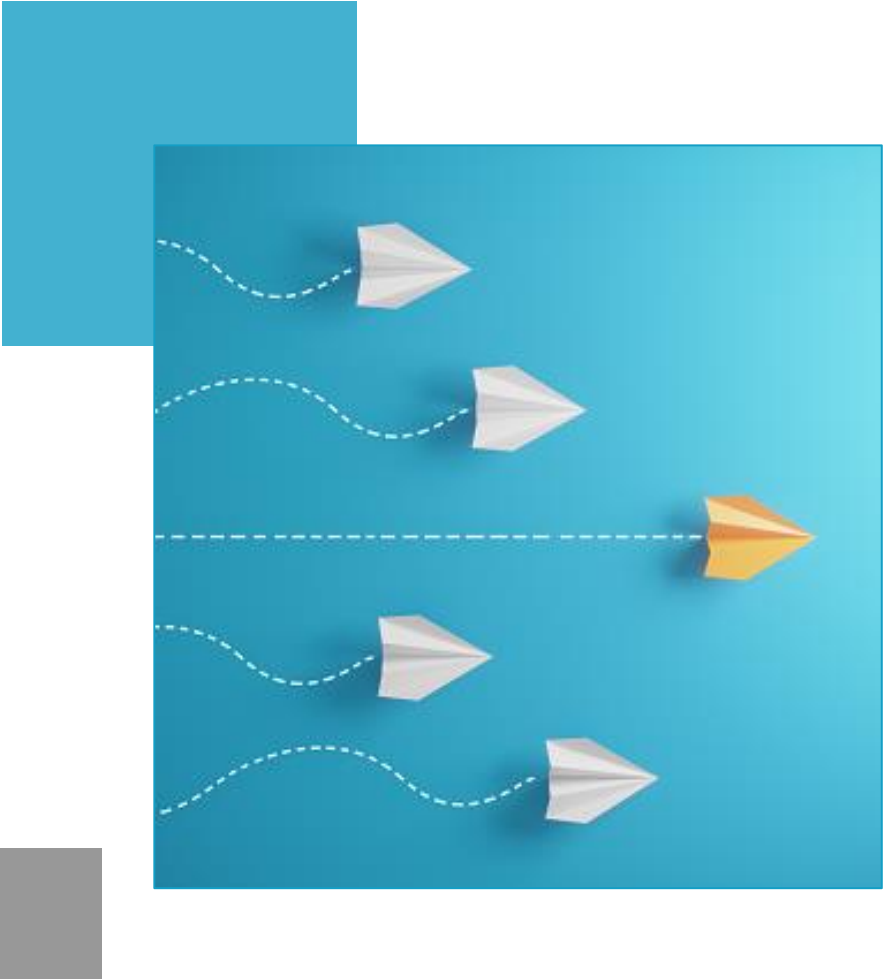
competiscan  
**TREND REPORT**  
**Vision Insurance**  
**Overview**  
Q1 2023

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Key Takeaways

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## Key Takeaways

What you need to know



### DeltaVision Updates

In Q1 of 2023, multiple carriers promoted their vision rate changes. Notably, Delta Dental of Minnesota marketed their reduced DeltaVision rates to producers starting April 1, 2023 for individual and family plans. Additionally, Delta Dental of Illinois carrier announced that Illinois residents are now eligible to access quality eye care and eyewear at low out-of-pocket costs from Delta Dental of Illinois for individual and family plans.

### Aetna Eye Surgery Coverage

At the start of Q1 2023, Aetna promoted that Vision Preferred members can get up to \$1,200 off LASIK eye surgery (\$600 per eye) at LasikPlus Vision Centers, TLC Laser Eye Centers, or The LASIK Vision Institute. This offer expires on May 31st, 2023. Customers can find a LASIK provider and schedule an eye exam at no additional cost.



# Producer Communications



# Product Updates

Vision insurers made important product announcements in Q1 of 2023. Notably, VSP promoted its broker enhancements to its website with more options, faster quotes, and easier enrollment. Delta Dental of Minnesota rates have also been reduced as of April 1.

## VSP

Broker enhancements are coming to vsp.com



2023-04-05-2637

## Delta Dental of New Jersey

New vision line created with VSP, the nation's leading vision benefits carrier



2023-03-08-1689

## Delta Dental of Minnesota

As of April 1, 2023, DeltaVision rates have been reduced



2023-03-30-1872

## SureBridge

Update on DVH rate increases for existing business



23-02-23-1233

## Delta Dental of New Jersey

Why DeltaVision is your partner of choice, with large networks, innovative programs, and lots of extras like LASIK discounts



2023-02-02-2051

## UnitedHealthcare

New Express Exam



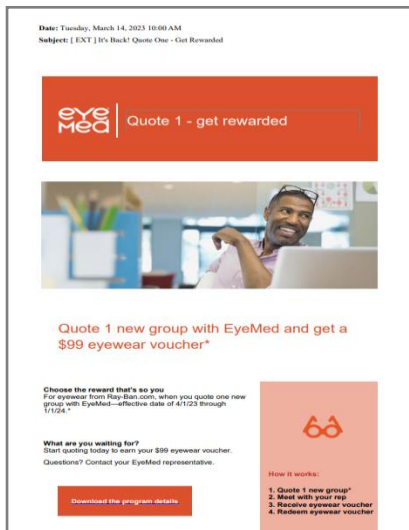
2023-04-04-4317

# Bonuses/Incentives

Companies offered generous incentives to increase vision insurance sales during Q1. Beam Benefits introduced its 2023 broker bonus program with bigger payouts, more bonus opportunities, and expanded eligibility.

## EyeMed

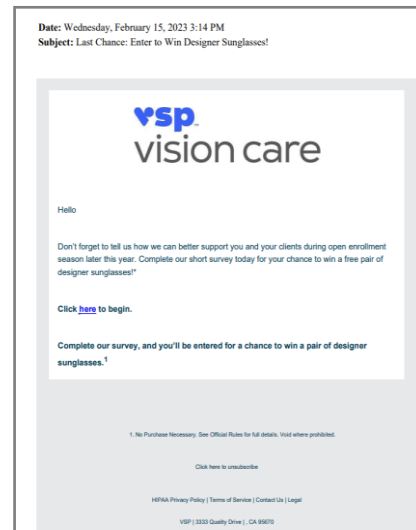
Quote 1 new group with EyeMed and get a \$99 eyewear voucher



2023-03-14-2328

## VSP

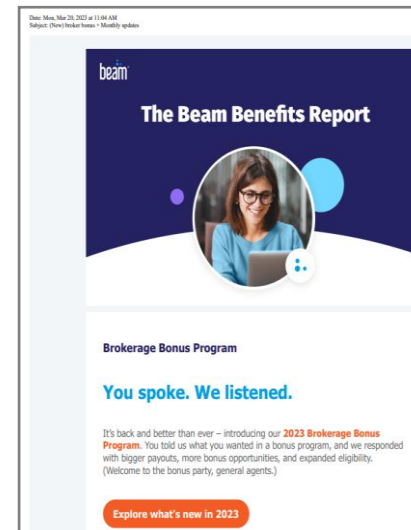
Complete our short survey today for your chance to win a free pair of designer sunglasses



2023-02-15-1504

## Beam Benefits

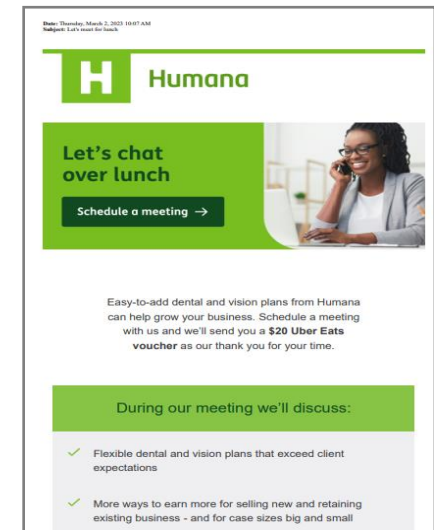
Introducing our 2023 brokerage bonus program



2023-03-20-1752

## Humana

Easy-to-add dental and vision plans from Humana can help grow your business



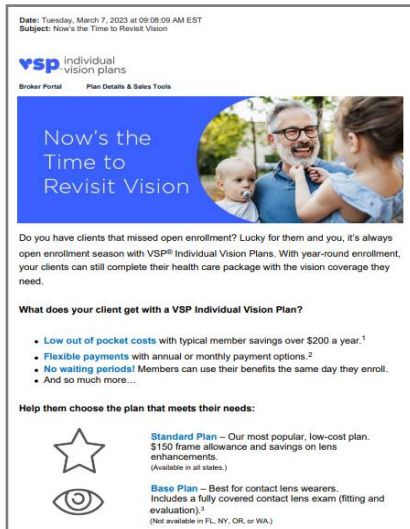
2023-03-02-1171

# Vision Marketing

Multiple companies marketed their products to producers in Q1 of 2023. Notably, VSP promoted that clients who missed open enrollment have year-round enrollment opportunities with VSP Individual Vision Plans. Additionally, BlueShield of California communicated that small business employees living outside of California have access to the largest vision network in the United States.

## VSP

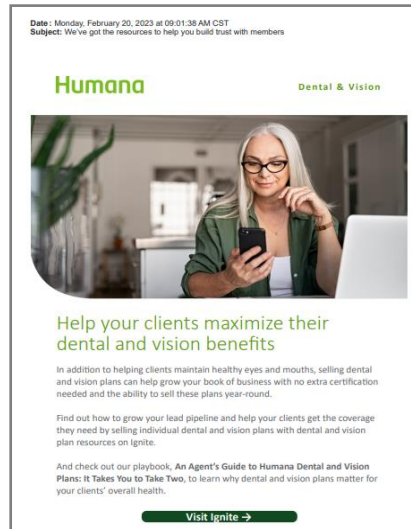
Lucky for them and you, it's always open enrollment season with VSP individual vision plans



2023-03-07-1933

## Humana

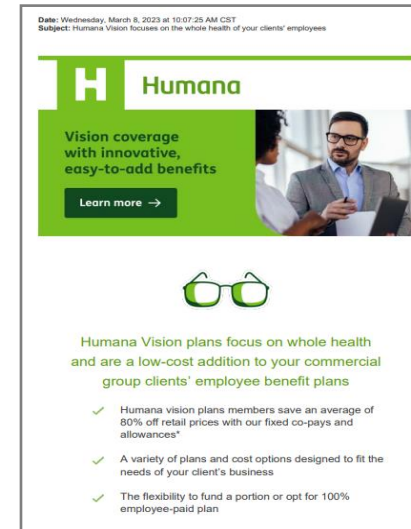
Selling individual dental and vision plans with dental and vision plan resources on Ignite



2023-02-20-515

## Humana

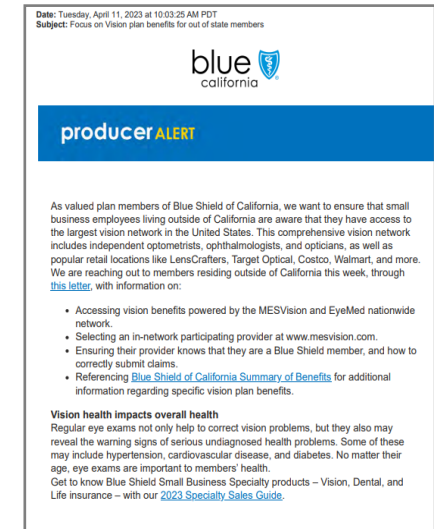
Vision plans for whole health and are a low-cost addition to your commercial group clients' employee benefit plans



2023-03-08-208

## BlueShield of California

Focus on vision plans for out-of-state members



2023-04-11-1865



# Consumer Communications

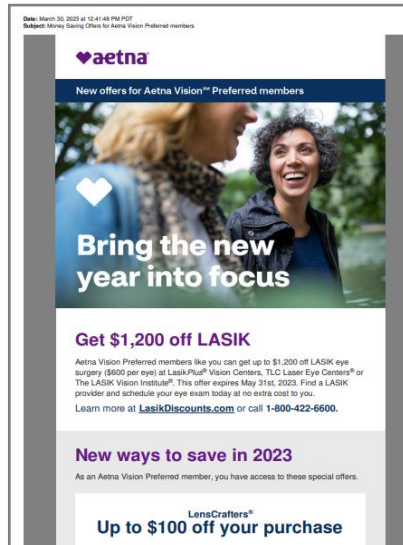


# Vision Marketing

Multiple companies marketed their products to current customers in Q1. Notably, Aetna Vision Preferred members can get up to \$1,200 off LASIK eye surgery at LasikPlus Vision Centers, TLC Laser Eye Centers or The LASIK Vision Institute.

## Aetna

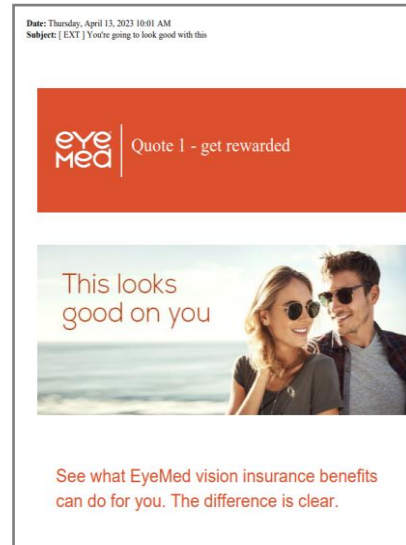
Aetna Vision Preferred members like you can get up to \$1,200 off LASIK eye surgery



2023-03-30-3368

## EyeMed

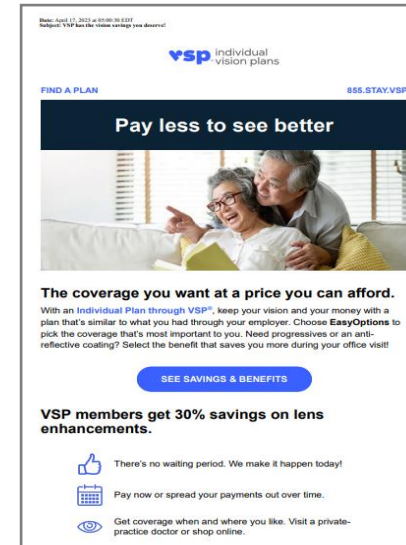
See what EyeMed vision insurance benefits can do for you. The difference is clear



2023-04-13-1864

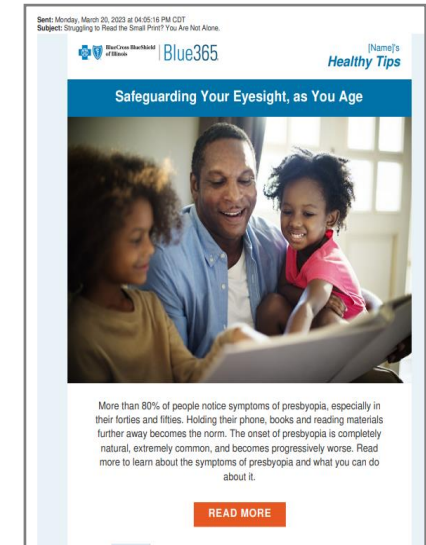
## VSP

Vision coverage you want at a price you can afford



2023-04-17-1432

BlueCross BlueShield of Illinois  
Safeguarding your eyesight, as you age



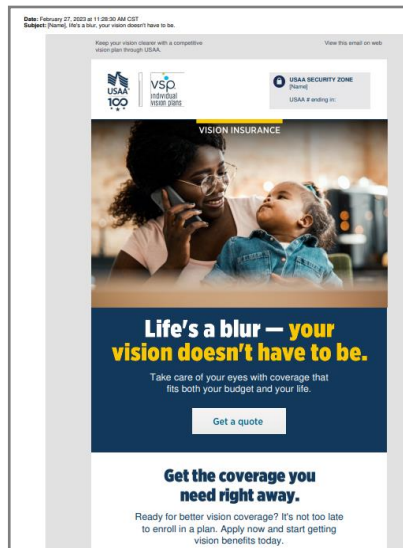
2023-03-20-3662

# Affinity Marketing

Companies partnered with affinity groups to market their plans to consumers in Q1. Notably, VSP partnered with USAA to promote affordable vision plans that fit customers' lifestyles during Q1.

## VSP/USAA

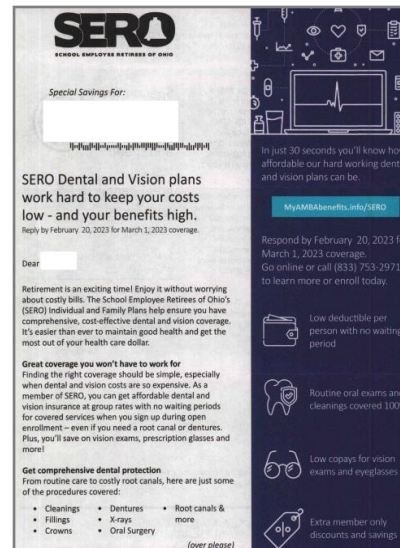
Life's a blur, your vision doesn't have to be



2023-02-27-2604

## VSP/SERO

SERO works hard to keep your vision costs low and your benefits high



2023-01-05-3648

## MetLife/USI

Two Vision plan choices two at competitive group rates



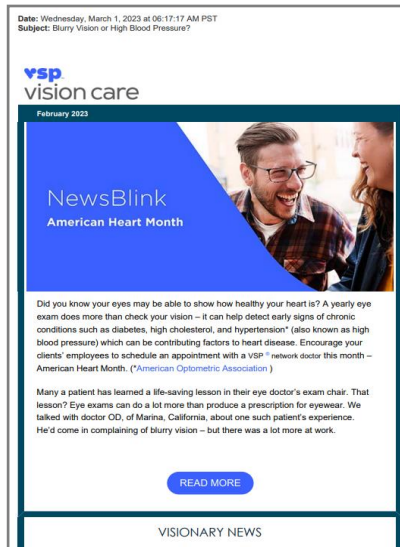
2023-01-30-1651

# Consumer Newsletters

Vision insurers distributed newsletters to communicate with consumers in Q1. VSP discussed vision complications in relation to high blood pressure and the next steps customers can take to ensure eye health.

## VSP

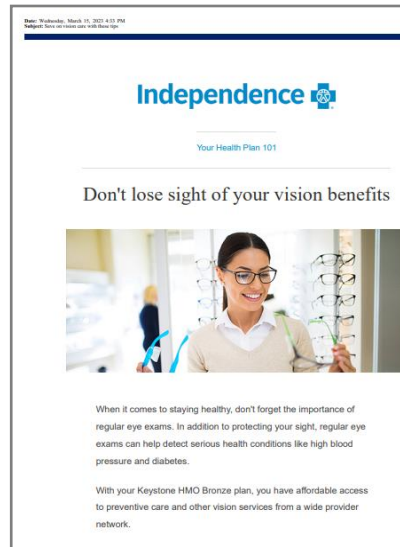
Blurry vision or high blood pressure?



2023-03-01-1995

## Independence BlueCross

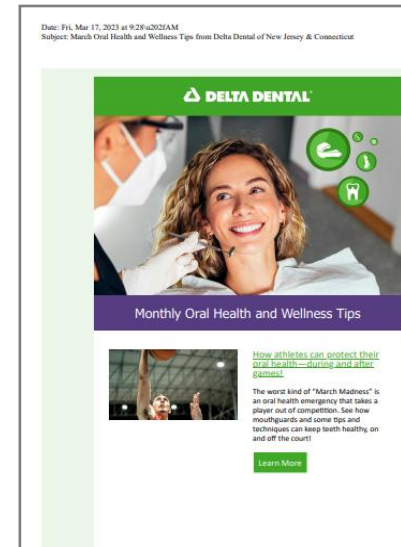
Don't lose sight of your vision benefits



2023-03-15-2910

## Delta Dental of New Jersey

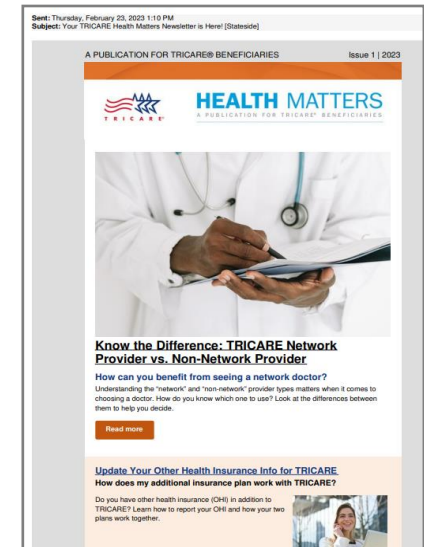
Optometrist vs. Ophthalmologist: what is the difference?



2023-03-17-1578

## TRICARE

Make your vision a year-round priority



2023-02-23-3078

# Consumer Direct Mail

In Q1, multiple carriers promoted direct mail marketing material to customers, including affordable vision coverage and options that support customers.

## VSP

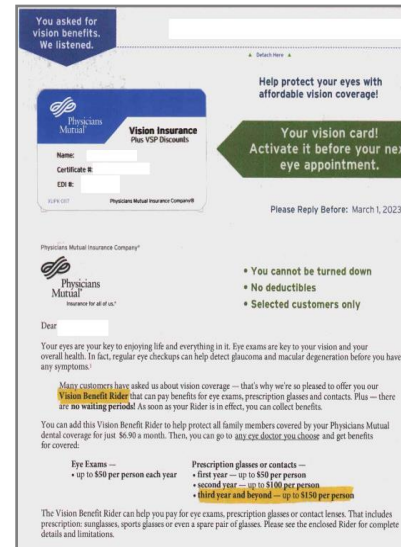
Vision coverage as Individual as you



2023-01-17-4082

## Physicians Mutual

Help protect your eyes with affordable vision coverage!



2023-01-14-2908

## UnitedHealthcare

Your work supports a larger vision, let us support yours



2023-02-10-2442

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*Insights*

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