



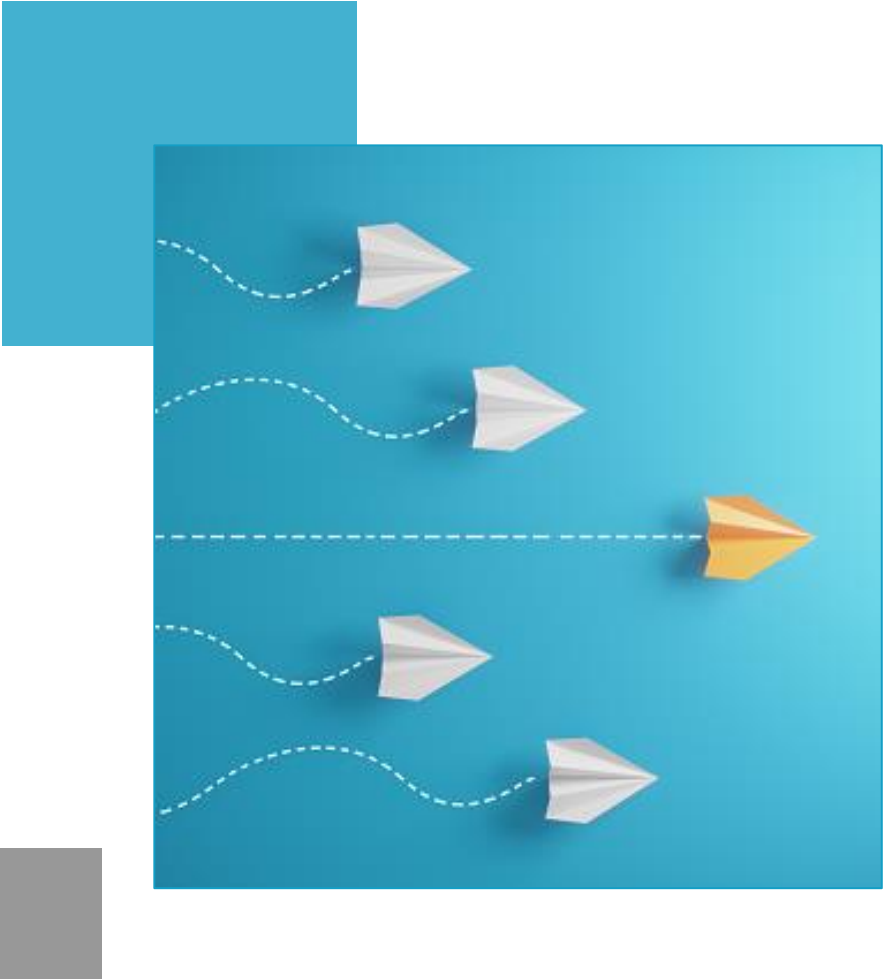
competiscan  
**TREND REPORT**  
**Vision Insurance**  
**Overview**  
Q2 2023

# Contents

**Key Takeaways**

**Producer Communications**

**Consumer Communications**





## Cigna transitioning from VSP to EyeMed

Cigna communicated during Q2 that they would be transitioning their vision benefits administration from VSP to EyeMed. Cigna described the change as a win for members by way of delivering more provider access, more opportunities for savings, and more plan options. VSP communicated to producers that their clients might experience increased costs and inferior service due to the administrative change.

## BlueShield of California transitioning to new vendor

BlueShield of California announced during Q2 that EyeMed would be taking over the administration of MES Vision benefits for their groups and members in 2024. For more than a year, EyeMed and MES have been working together to ensure a smooth transition. Most providers have been contracted by EyeMed to minimize member disruption. BlueShield of California communicated that more details would be released in the coming months.

Competiscan anticipates that we will continue to see administrative changes in vision benefits as companies seek to enhance their offerings and provide greater value to the plan's members.

## Key Takeaways

What you need to know





# Producer Communications





# Product Updates

Vision insurers made significant product announcements during Q2 2023. Notably, Cigna changed administrators from VSP to EyeMed, while UnitedHealthcare announced that they would be launching enhanced vision products.

## Cigna

Cigna Healthcare has enhanced its vision plan to deliver even more savings



2023-06-29-1125

## UnitedHealthcare

New enhanced Dental and Vision products launching June 23



2023-06-19-1337

## VSP

Do your clients have Cigna Vision? Their benefits will change to a new administrator at renewal



2023-04-26-1536

## VSP

We're giving you even more vision plan options to choose from when you're requesting a quote



2023-04-25-1692

## BlueShield of California

Our 2024 new vision vendor is EyeMed



2023-07-07-1446

## Humana

You can now offer dual choice for vision benefits



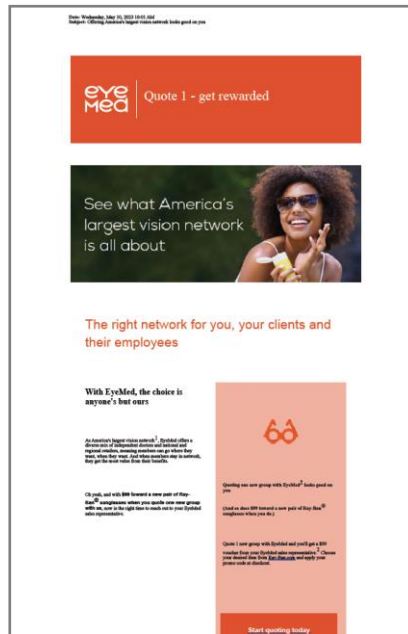
2023-05-23-1381

# Bonuses/Incentives

Companies offered several generous incentives to producers to spur vision sales in Q2. EyeMed and Solstice offered incentives for group vision sales, while BlueShield of California offered incentives for individual vision sales.

## EyeMed

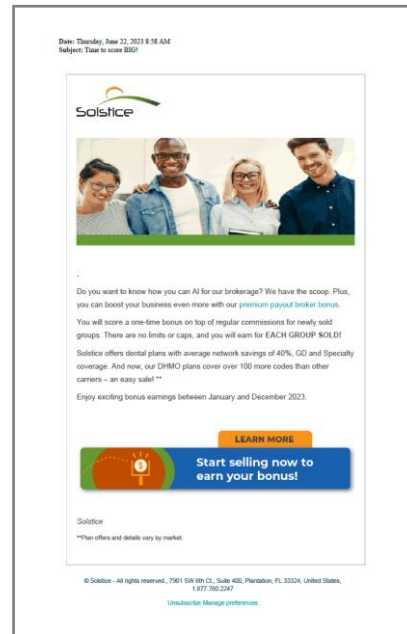
Quote 1 new group with EyeMed and you'll get a \$99 voucher from your EyeMed sales representative



2023-05-10-1275

## Solstice

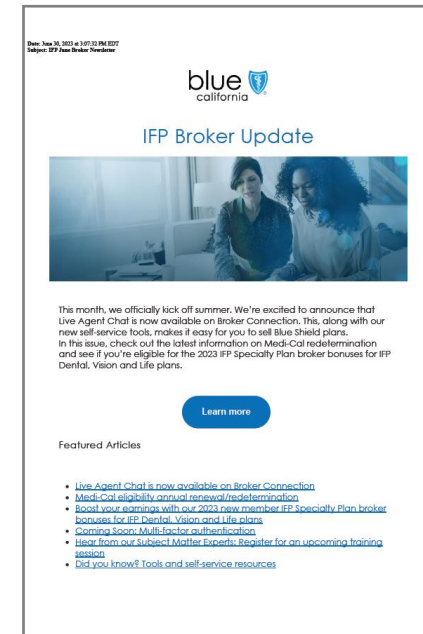
Take advantage of our premium payout broker bonus. A one-time bonus on top of regular commissions



2023-06-22-768

## BlueShield of California

Boost your earnings with our 2023 new member IFP Specialty Plan broker bonuses for Vision



2023-06-30-3897

# Vision Marketing

Insurers marketed their vision products to producers during Q2. Notably, EyeMed promoted their Eye360 product which advertises that when members visit PLUS Provider, they save more than 89% versus retail on an eye exam and a first pair of prescription glasses.

## EyeMed

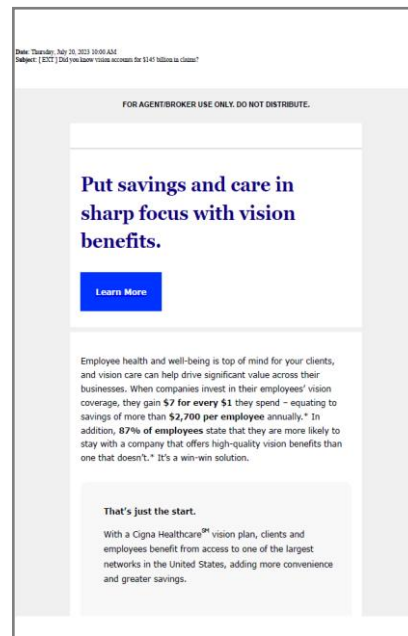
Members get more, save more and are more satisfied with Eye360



2023-07-12-1695

## Cigna

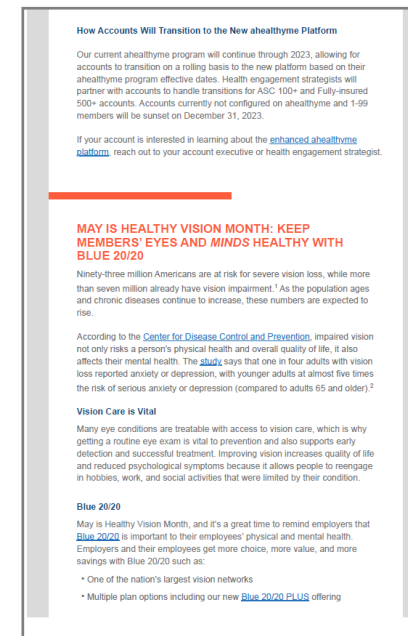
With a Cigna Healthcare vision plan, clients and employees benefit with more convenience and greater savings



2023-07-20-1017

## BlueCross BlueShield of Massachusetts

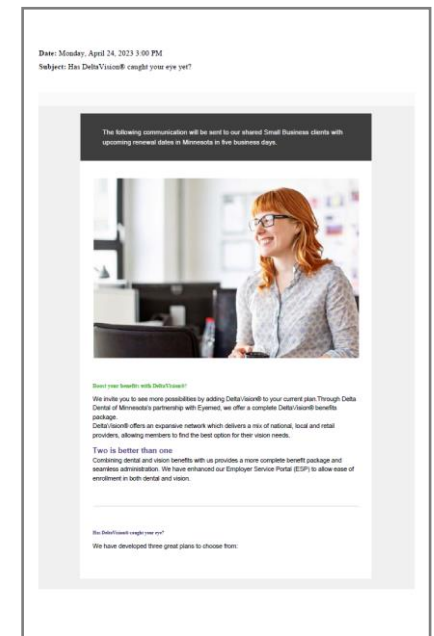
Blue 20/20 is important to their employees' physical and mental health



2023-05-05-813

## Delta Dental of Minnesota

Has DeltaVision caught your eye yet?



2023-04-24-1578



# Consumer Communications

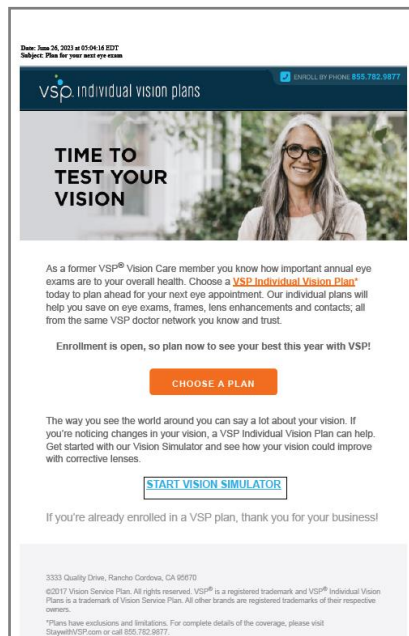


# Vision Marketing

Vision insurers marketed their products and capabilities to consumers in Q2. Notably, VSP sent former customers a Vision Simulator to show them how their vision could improve with corrective lenses, while Aetna educated members on the benefits a yearly eye exam could have on their overall health.

## VSP

Choose a VSP Individual Vision Plan today to plan ahead for your next eye appointment



2023-06-26-563

## Aetna

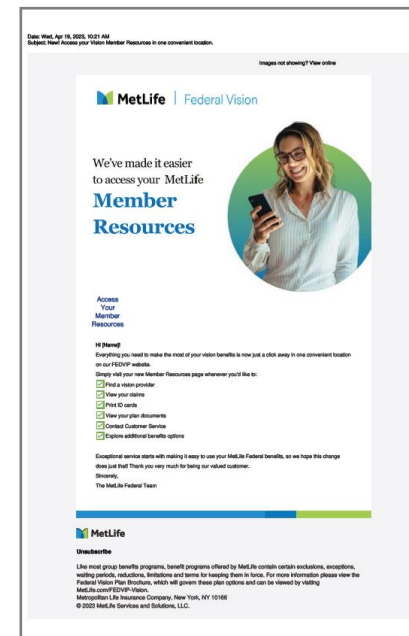
A yearly eye exam can help track health conditions. Take caring of your eyes to a new level with Aetna Vision Preferred



2023-05-27-1985

## MetLife

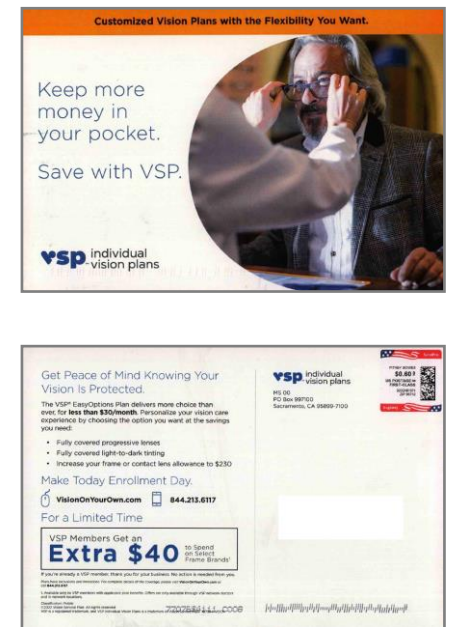
Access your Vision Member Resources in one convenient location



2023-04-19-4962

## VSP

The VSP EasyOptions Plan delivers more choice than ever, for less than \$30/month



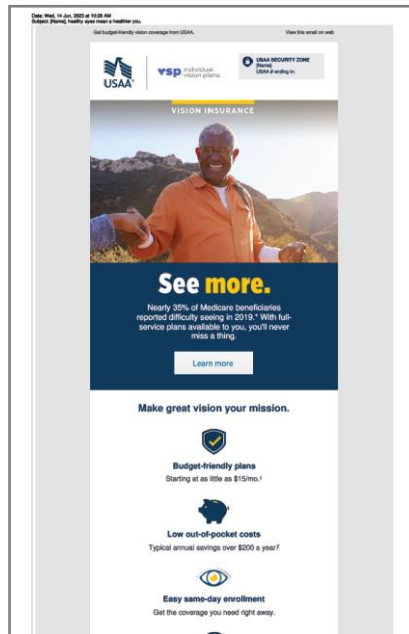
2023-06-01-4840

# Affinity Marketing

Companies partnered with affinity organizations to spread their reach during Q2. VSP partnered with both USAA and Union Plus, while Versant Health targeted retired government employees.

## VSP/USAA

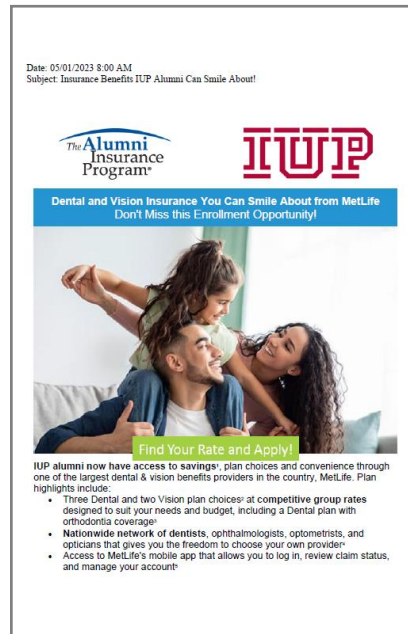
Get budget-friendly vision coverage from USAA. Healthy eyes mean a healthier you



2023-06-14-3741

## MetLife/IUP Alumni

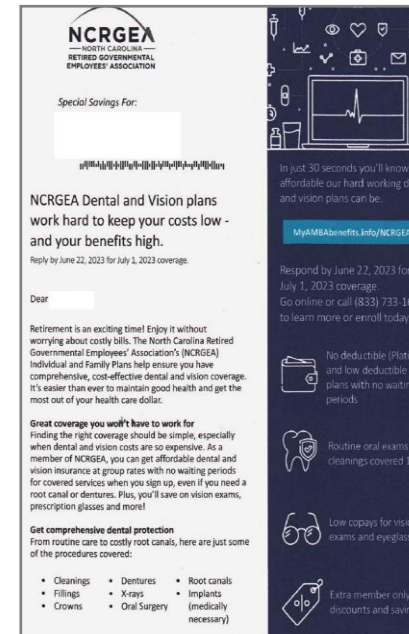
IUP alumni now have access to savings, plan choices and convenience through one of the largest dental & vision



2023-05-01-3920

## Versant Health/NCRGEEA

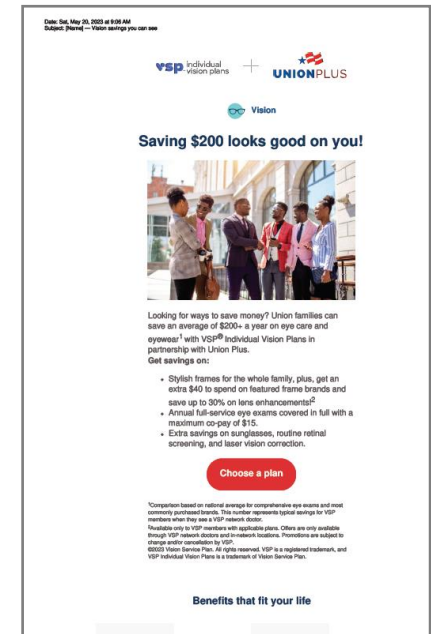
Superior Vision Insurance has developed a wonderful insurance plan for NCRGEEA members



2023-05-08-4770

## VSP/Union Plus

Union families can save an average of \$200+ a year on eye care and eyewear with VSP Individual Vision Plans



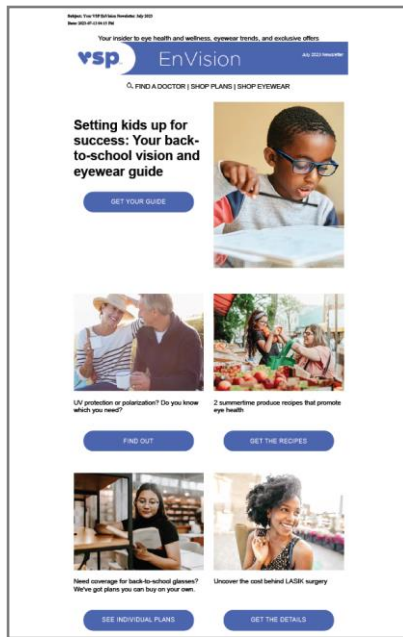
2023-05-20-1353

# Member Newsletters

Vision insurers distributed newsletters to educate members on vision health during Q2. VSP discussed the importance of eye exams for students returning to school in the fall, while BlueCross BlueShield of Massachusetts spoke about the vision loss and the impact it has on mental health.

## VSP

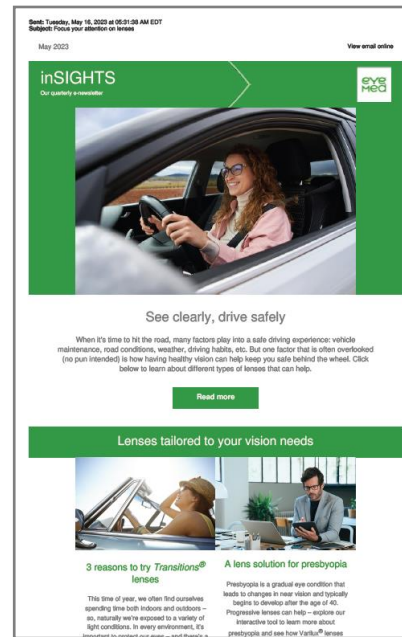
Envision July 2023: Setting kids up for success: Your back-to-school vision and eyewear guide



2023-07-13-1787

## EyeMed

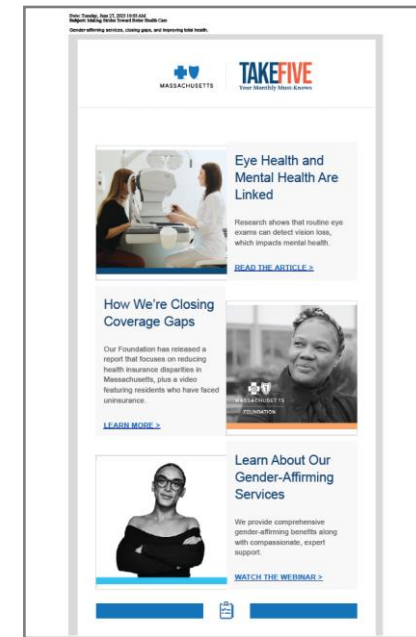
inSIGHTS May 2023: Before hitting the road, ensure your vision is as clear and healthy as possible by taking a few simple step



2023-05-16-2780

## BlueCross BlueShield of Massachusetts

Research shows that routine eye exams can detect vision loss, which impacts mental health



2023-06-27-1398

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*Insights*

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