

Vision benefits with better access shine new light on employee health

Better delivery and access to vision care can change the health, wellness, and lives of employees, especially in at-risk populations. Eye health has a clear connection to a person's overall health, and can be linked to conditions such as diabetes and high blood pressure, making regular eye exams and access to care so critical. Employers that integrate vision benefits into healthcare offerings make it easier for employees across socio-economic levels to take control of their eye health and live better, more productive lives, inside and outside of work.



New technology

Today, the rise in online tools and telehealth is changing the way in which employees manage and access their vision care, making eye exams and needed treatment more accessible, affordable, and convenient. Digital innovations are not slowing down as they continue to change the face and ease of eye care.



Telehealth

Overall, telehealth visits jumped over 150% at the onset of the pandemic, according to the Centers for Disease Control and Prevention (CDC). Many employees, particularly millennials, are now embracing, and even prefer, this type of interaction. Similarly, more and more patients are opting for virtual eye doctor visits and online exams¹ as well. More than two-thirds of all workers, and nearly three-quarters of those under 40, say having access to technology and tools for virtual visits would make them more likely to schedule a routine eye exam, according to the 2020 Vision Wellness study.



Online tools

Eye-related apps and online purchasing also make it easy and convenient for consumers to take control of their vision care. In between visits to the eye doctor, some patients are turning to eye health apps that help with vision testing, screening, and managing ongoing eye conditions. (These apps don't replace a comprehensive eye exam.) Virtual "try-ons" that allow consumers to visualize their eyewear before they purchase are also becoming commonplace. Consumers' purchases of glasses and contacts online are on the rise, reaching more than \$2.1 billion in 2018, according to the VisionWatch internet influence study, and are continuing to trend up.



Population support

Directly connecting better, more convenient vision care to employees is key for overcoming treatment obstacles and promoting health equity. Educating and supporting at-risk populations about eye disease, vision loss, and the need for eye health and vision care services are also vital for better organizational health. The more information and resources that employees have on hand, the better both their vision and overall health will be.



Integrating vision benefits

Employers should integrate high-quality vision benefits that feature useful new technologies into their overall health plans. Online enrollment, portals, and mobile apps improve employee education and engagement, and ultimately drive better outcomes. As the workforce continues to shift to remote work, more flexible and innovative vision benefits will help employers attract and retain top talent, as well as cut costs and boost a healthy and more productive workplace.



**For more information on the latest vision trends,
talk to an Anthem representative.**

¹ Online eye exams consist of a refraction or eye chart test and are not a replacement for a comprehensive eye exam to test eye pressure and diagnose eye disease.

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