

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Reminder to Complete Your Session Evaluations!

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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Financial Disclosure

- Kelly Rosemann is an employee of Horizons Optical.
- All relevant relationships have been mitigated.

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Objectives

1. Understand the fundamentals of Managed Vision Care
2. Review benefits of premium lens products for your patients and practice
3. Recognize the revenue impact of incorporating MVC into your practice

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Fundamentals of Managed Vision Care

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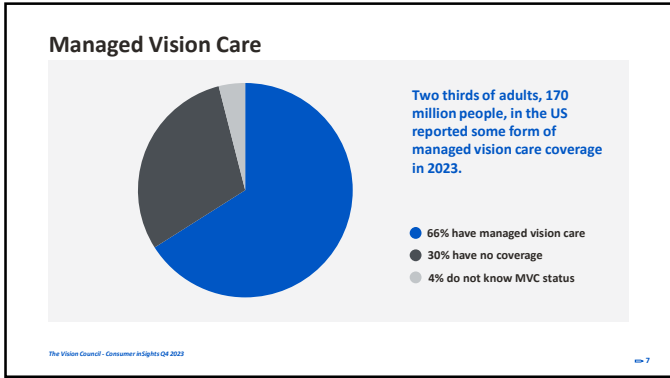
Managed Vision Care



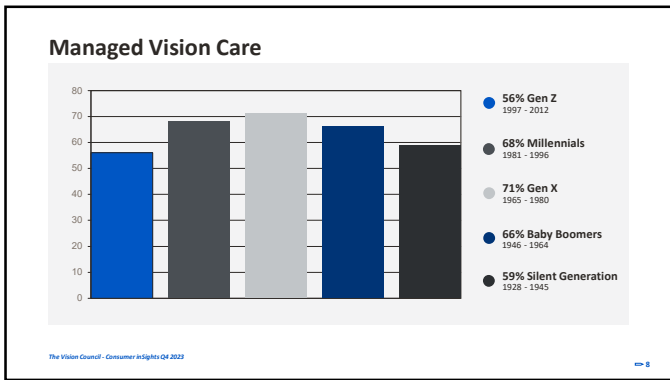
Of course, I know your vision benefits, even though you don't have your card or the faintest idea about the name of your plan.

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Managed Vision Care

Value of Vision Insurance

- Almost 75% of patients choose their optometrist based on insurance network providers
- Vision insurance is instrumental in ensuring regular eye exams

The Vision Council - Consumer Insights Q2 2022

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Managed Vision Care

Term	Definition
Member	Patient
Provider	Practice/Doctor
Premium	Amount employe pays monthly – drafted from paycheck usually
Co-Pay	Amount the insured pays for services or products
Charge Back	Fee deducted from co-pay to cover cost of lab bill for lenses
Service Fee	Profit that ECP keeps – difference between copay & charge back
Formulary	Menu of lenses/treatments available through vision plan

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Managed Vision Care

Lens Enhancement Chart

- Co-pay
- Service Fee
- Lab Allocation = Charge Back

Effective September 1, 2025

Charge patients the listed copay or 80% of your usual and customary fee (U&C), whichever is lower.

Code	Lens Enhancement Description	Lab Allocation	Service Fee	Patient Copay
DF	Custom Measurements (see Eligible Progressive R or OJ Lenses)	\$0	\$0	\$0
ME	Progressive R - Basic	\$65	\$65	\$0
MA +B	Progressive R - High Index Plastic 1.53-1.60/True	\$75	\$75	\$75 + 147
MA +B	Progressive R - High Index Plastic 1.60-1.67	\$85	\$85	\$75 + 135
MA +B	Progressive R - High Index Plastic 1.67 and Above	\$17	\$48	\$75 + 105
MA +B	Progressive R - Polycarbonate	\$5	\$30	\$75 + 105
MA +B	Progressive R - Chromatic	\$5	\$30	\$75 + 105
DA	Progressive D - Plastic	\$70	\$70	\$70
DA +B	Progressive D - High Index Plastic 1.53-1.60/True	\$75	\$75	\$75 + 147
DA +B	Progressive D - High Index Plastic 1.60-1.67	\$85	\$85	\$75 + 135
DA +B	Progressive D - High Index Plastic 1.67 and Above	\$17	\$48	\$75 + 105
DA +B	Progressive D - Polycarbonate	\$5	\$30	\$75 + 105
DA +B	Progressive D - Chromatic	\$5	\$30	\$75 + 105
FA	Progressive F - Plastic	\$54	\$51	\$75
FA +B	Progressive F - High Index Plastic 1.53-1.60/True	\$65	\$65	\$75 + 147
FA +B	Progressive F - High Index Plastic 1.60-1.67	\$75	\$75	\$75 + 135
FA +B	Progressive F - High Index Plastic 1.67 and Above	\$17	\$48	\$75 + 105
FA +B	Progressive F - Polycarbonate	\$5	\$30	\$75 + 105
FA +B	Progressive F - Chromatic	\$5	\$30	\$75 + 105
JE	Progressive J - Basic/High Index Glass (Clear)	\$69	\$69	\$69
JK	Progressive J - Plastic	\$45	\$45	\$51
JK +B	Progressive J - High Index Plastic 1.53-1.60/True	\$55	\$55	\$75 + 147
JK +B	Progressive J - High Index Plastic 1.60-1.67	\$65	\$65	\$75 + 135
JK +B	Progressive J - High Index Plastic 1.67 and Above	\$17	\$48	\$75 + 105
JK +B	Progressive J - Polycarbonate	\$5	\$30	\$75 + 105
JK +B	Progressive J - Chromatic	\$5	\$30	\$75 + 105
JE	Progressive J - Basic/High Index Glass (Clear)	\$70	\$69	\$75
KA	Progressive K - Plastic	\$70	\$70	\$75
KA +B	Progressive K - High Index Plastic 1.53-1.60/True	\$75	\$75	\$75 + 147
KA +B	Progressive K - High Index Plastic 1.60-1.67	\$85	\$85	\$75 + 135
KA +B	Progressive K - High Index Plastic 1.67 and Above	\$17	\$48	\$75 + 105
KA +B	Progressive K - Polycarbonate	\$5	\$30	\$75 + 105
KA +B	Progressive K - Chromatic	\$5	\$30	\$75 + 105
KE	Progressive K - Basic/High Index Glass (Clear)	\$71	\$71	\$75

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Managed Vision Care

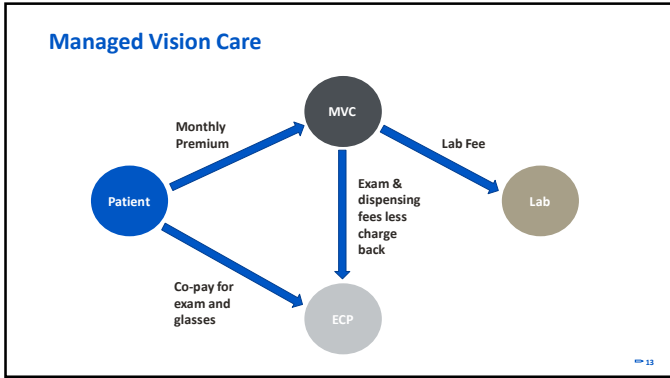
Charge Back Schedule

- Lab Charge
- Collected to pay lab bill
- Tiers can have different lab charge

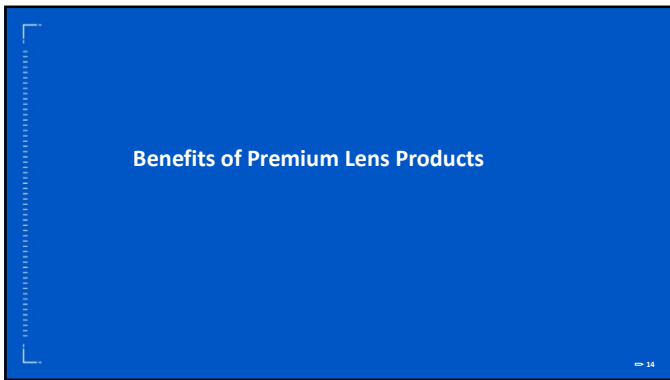
Lens and option charge back schedule
Updated June 2023

Service	Lab Charge	Service	Lab Charge
Non-Aspheric - SV		Non-Aspheric - MF	
Mid Index 1.53 - 1.59 B	\$28.00	Mid Index 1.53 - 1.59 B	\$28.00
Trivex	\$28.00	Trivex	\$28.00
High Index 1.60	\$42.00	High Index 1.60	\$42.00
High Index 1.67	\$65.00	High Index 1.67	\$65.00
High Index 1.70 - 1.74 +	\$80.00	High Index 1.70 - 1.74	\$80.00
Polycarbonate <19	\$16.00	Polycarbonate <19	\$16.00
Polycarbonate	\$16.00	Polycarbonate	\$16.00
Clear	\$70.00	Clear	\$70.00
Aspheric - SV		Aspheric - MF	
Plastic (1.5)	\$28.00	Plastic (1.5)	\$28.00
Mid Index 1.53 - 1.59 B	\$28.00	Mid Index 1.53 - 1.59 B	\$28.00
Trivex	\$28.00	Trivex	\$28.00
High Index 1.60	\$42.00	High Index 1.60	\$42.00
High Index 1.67	\$65.00	High Index 1.67	\$65.00
High Index 1.70 - 1.74 +	\$80.00	High Index 1.70 - 1.74	\$80.00
Polycarbonate <19	\$16.00	Polycarbonate <19	\$16.00
Polycarbonate	\$16.00	Polycarbonate	\$16.00
Clear	\$70.00	Clear	\$70.00
Single Vision		Progressive	
SV Digital Lab Group U	\$19.00	Progressive-Lab Group S	\$38.00
SV Digital Lab Group Y	\$24.00	Progressive-Lab Group D	\$48.00
SV Digital Lab Group C	\$29.00	H	\$56.00
SV Tech Indoor	\$32.00	Progressive-Lab Group H	\$76.00
SV Tech 1.56 Indoor	\$32.00	Progressive-Lab Group D	\$80.00
Contrast Enhancement	\$28.00	Progressive-Lab Group A	\$109.00
		Progressive-Lab Group W	\$118.00
		Progressive-Lab Group L	\$128.00
		Progressive-Lab Group E	\$128.00
		Progressive-Lab Group Z	\$128.00

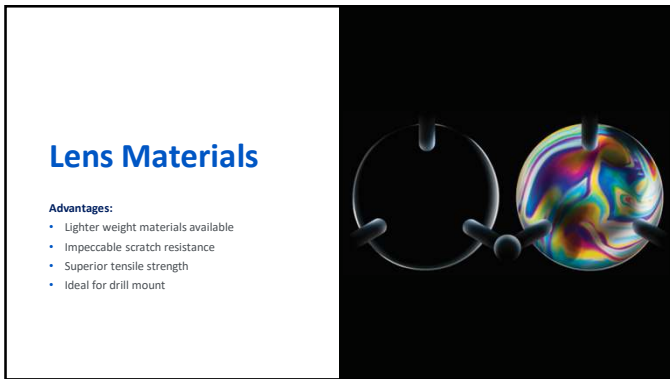
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Digital SV

Advantages:

- Provides enhanced peripheral views
- Prescription precision up to 0.01 diopters
- Compensated free form designs create visual comfort
- Boost SV designs relieve digital eye strain due to over accommodation




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Premium PALs

Advantages:

- Dual sided technology utilizes front & back to maximize the field of view, minimized distortion & reduced eye rotation
- Binocular technologies create more comfortable near & intermediate zones when the right & left eye prescriptions are different
- Position of wear measurements allows for compensation of lenses based on frame fit




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Anti-reflective

Advantages:

- Front & back UV protection with low reflective properties
- Sharper, more comfortable vision reducing reflections
- Improved durability creates ultimate clarity
- Resists fingerprints, water, dirt, & smudges




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Light Adaptive

Advantages:

- 100% protection against UV rays
- Indoor & outdoor blue light protection
- Outstanding contrast & glare reduction
- Wide variety of performance features




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Reputation

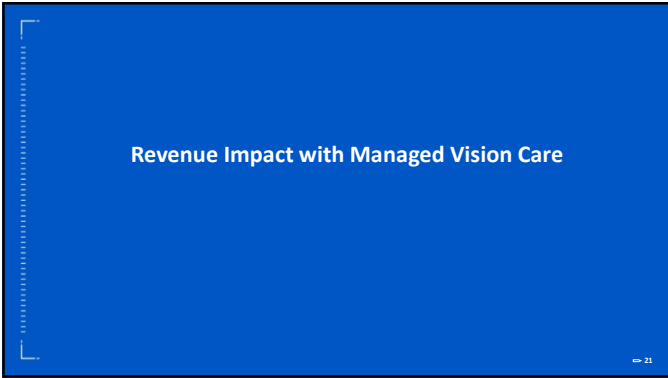
Competing is about:

- Expertise
- Strengths & advantages
- Quality of product
- Level of service
- Office reviews



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Revenue Impact with Managed Vision Care



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