



Our Members. Our Mission.

Winter 2009

Eye on Winter Sun Protection

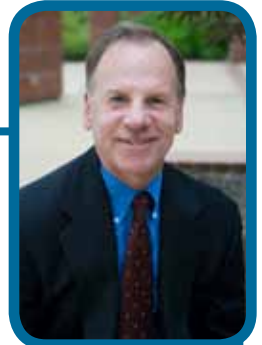
Did you know that nearly half of Americans say they never think about sun protection during the winter? Even though the warmth of the sun has been replaced with cooler weather and cloudier skies, you still need to think about protecting your skin - and eyes. Dangerous ultraviolet (UV) rays are present year-round and - unlike what many people believe - don't disappear on cloudy days. Plus, in snowy conditions, 85 percent of the sun's rays can be reflected upward toward the eyes - potentially causing glare, eyestrain, and fatigue, and contributing to long-term eye damage.

UV and glare protection for kids is especially important. That's because their developing eyes absorb three times the amount of UV as adults - and they spend more time outdoors, too - making them especially prone to harmful effects from the sun.

Just as you use sunblock to protect your skin, one option to protect your eyes is wearing photochromic lenses, such as Transitions® lenses. They automatically adjust from clear indoors to sunglass dark outdoors depending on the intensity of UV rays. These UV-blocking and glare-minimizing lenses can provide eye protection and comfort for you and your children during your everyday winter activities - so you can focus on your busy day and not your eyeglasses.

Are you taking advantage of eyecare and eyewear options through your Superior Vision plan to protect your eye health this winter? Learn more at HealthySightWorkingForYou.org, and EyeDidntKnowThat.com.

CEO Corner



Healthcare reform has captured the mindset of so many people across the country, in every walk of life. While much of the legislation surrounds medical plans, there is some language concerning vision plans that has us concerned. A provision in the current bill mandates that parents purchase vision benefits for their children through their medical carrier, and it does not allow stand-alone vision providers - such as Superior Vision - to be an option. Clearly this provision is not in the best interest of the children, and causes confusion and concern for parents looking for the best vision benefits for their children. We are taking the step to contact our Senators to allow children to be covered by stand-alone vision plans, and encourage you to do so also if you are interested. For more information, please click on the Healthcare Reform link within the News and Announcements section of our website. Keep expecting superior service for your children.



Want Your Vision Benefits Information?

Do you remember what your frame allowance is? Did you have a contact lens fitting exam last time you saw your eye care provider? When DID you and the kids last get your eye exam? It is nice to know we put all that information at your fingertips within the member portal on our website.

Go to www.superiorvision.com, click on Members and Future

Members, and then click on Secure Login. If you haven't registered yet, follow the directions in the New User section by clicking on New User right above the login information. Once you have established your username and password and get properly logged in, click on Benefit Coverage and your plan information is available right there. You can always call our Customer Service team if you have any questions, but isn't 24-hour access great?

Eye Safety Around Toys

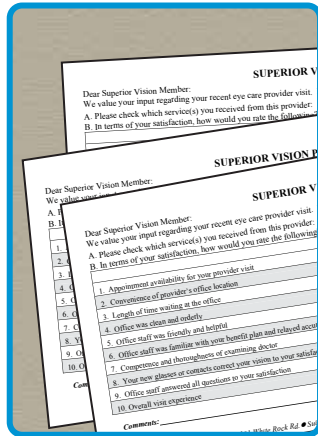
December is Safe Toys and Gifts Month, and Prevent Blindness America (PBA) has issued a Safe Toy Checklist to protect the ideas of children. Thousands of children each year suffer serious eye injuries, and even blindness, from toys. PBA notes that you should only buy children age-appropriate toys, show children the proper way to use them, and keep an eye on them when they play.

For more information and toy selection guidelines, visit www.preventblindness.org/children/safetoy.html.



Member Satisfaction Surveys

Every quarter, Superior Vision sends out customer satisfaction surveys to a random sampling of members who have utilized their vision benefit in that quarter. Our goal is to gather data and opinions not only on the ease-of-use and effectiveness of our benefit, but to better understand the interaction you all are having with our valued eye care providers. This feedback helps



us shape our interaction with our providers.

Questions in the survey ranged from convenience of office location

and hours, to office staff, to accuracy of new glasses or contacts.

Aggregate 2009 data shows that, on average across all questions, 96% of members rated their satisfaction Good, Very Good, or Excellent, while 88% rated it Very Good or Excellent. When asked to rate their "Overall Visit Experience", 97%

of members rated their satisfaction Good, Very Good, or Excellent, while 88% rated it Very Good or Excellent.

We are happy we can share with you these strong results, and we take joy in knowing that our provider network truly gives you superior service.

Your Eyes and Diabetes

Some 23 million Americans have diabetes, and projections from the Centers for Disease Control and Prevention show that this number may grow to 48 million in the next 40 years. This is relevant to you as patients with diabetes are at increased risk for developing eye diseases such as diabetic retinopathy, cataracts, and glaucoma. An eye exam may be one of the first steps in identifying the disease, and part of an ongoing overall wellness campaign. Please take the steps to educate yourself today.

Ask-An-Expert

Should I have my kindergartner get an eye check up beyond what they do at his school?

Vicky, Denver, CO

Catching a possible eye or vision problem early is crucial for the development of your child in so many areas. The American Optometric Association (AOA) states that infants should have their first comprehensive eye exam with an eye care provider at 6 months, then at 3 years old, and again at 5 or 6 years old. If no vision correction is needed, children should have exams every 2 years after that.

The AOA website (www.aoa.org) provides valuable exam guidelines and discussion specific to age brackets. Link to their website from our Vision Care Learning Center, or go directly to AOA's website and click on the "Good Vision Throughout Life" section located on the left side of their home page.



Superior Vision®

Superior Vision Services, Inc.
11101 White Rock Rd., Ste. 150
Rancho Cordova, CA 95670
800-507-3800

www.superiorvision.com

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