



**73%**  
**of brokers**  
**think online,**  
in-network options  
are of high value  
to their clients.<sup>1</sup>

## Our vision is changing reality

Buying online isn't just for clothes and gadgets anymore – it's for eyewear, too. Did you know that online purchases of prescription glasses is projected to increase by 15% over the next 10 years?<sup>2</sup> That's why we're changing the way vision benefits work. As one of the only networks to offer **Glasses.com** and **ContactsDirect**, members can go online to buy glasses and contacts anytime, from anywhere. Plus, both are in-network so they can use their benefits on both sites.

Learn more about...

### **GLASSES**.com

- Members can find a pair they love from thousands of name-brand frames
- Snap and send a picture of the prescription
- Lenses available for just about any prescription (including progressives and multifocals)
- Orders fulfilled and available to ship the following day – and it's free!
- All supported by the award-winning<sup>3</sup> photorealistic and geometrically accurate 3D virtual "try-on" technology

### **contactsdirect**

- Wide selection of top-selling brands like Acuvue® and Air Optix®
- User-friendly experience allows members to view their eligibility and available allowance (with application directly in their shopping cart)
- Easy prescription verification
- Orders ship free as soon as the prescription is verified – typically the same day



**In-network now means online**

**Visit Glasses.com or ContactsDirect.com to learn more**

<sup>1</sup> Internal EyeMed research initiative, 2014.

<sup>2</sup> Estin & Co, 2013 estimates and analysis; Essilor International

<sup>3</sup> 2014 Cannes Lions Festival, Bronze Award for "Creative Use of Technology"



ONLINE EYEWEAR PROVIDERS

**eye**  
**Med**