

Meeting every generation's needs

Strong plan design encourages members to choose eyewear that supports comfort and performance. When coverage aligns with member needs, it improves satisfaction, drives utilization and leads to better overall health.

Generational vision needs:

- **Gen Z:** Heavy screen use is leading to worsening eye health, with more than half reporting vision strain from long hours on devices.¹ Younger members expect digital-first experiences like online appointment scheduling and access to online providers. DeltaVision® has 10 online in-network providers, offering high-end brands, iconic performance frames and value-priced options.
- **Millennials:** Immersed in digital devices, this group faces growing risks of eye strain and long-term vision issues.² They value convenience and cost-effective solutions. DeltaVision® has a large network of providers, many with evening and weekend hours, to meet members' needs.
- **Gen X:** Often managing both children and aging parents, Gen X'ers are entering mid-life where presbyopia and the need for multifocal lenses become common.³ Regular exams are critical to maintaining productivity and wellness.
- **Baby Boomers:** As Boomers age, risks of cataracts, macular degeneration and low vision increase.⁴ They appreciate large provider networks, like DeltaVision®'s, that eliminate claims paperwork when staying in-network, and they value special offers layered on top of benefits for added savings and utility.



For benefit questions, contact customer service:

1-888-687-3641

Monday - Saturday: 7:00 a.m. - 10 p.m. CST

Sunday: 10 a.m. - 7 p.m. CST

INDEPENDENT
PROVIDER
NETWORK



LENSCRAFTERS®

PEARLE
VISION

OPTICAL

¹ "Taking a look back on Healthy Vision Month: Gen Z's screen time, new eye care initiatives"; Heallo, May 2024.

² "10 Ways Gen-Z and Millennials Can Protect Their Eyesight"; Medical Eye Center, August 2023.

³ "The Latest in Contact Lens Technology for Presbyopia"; Eyes On EyeCare; January 2024.

⁴ "Managing low vision in an aging population"; Optometry Times, January 2023.