

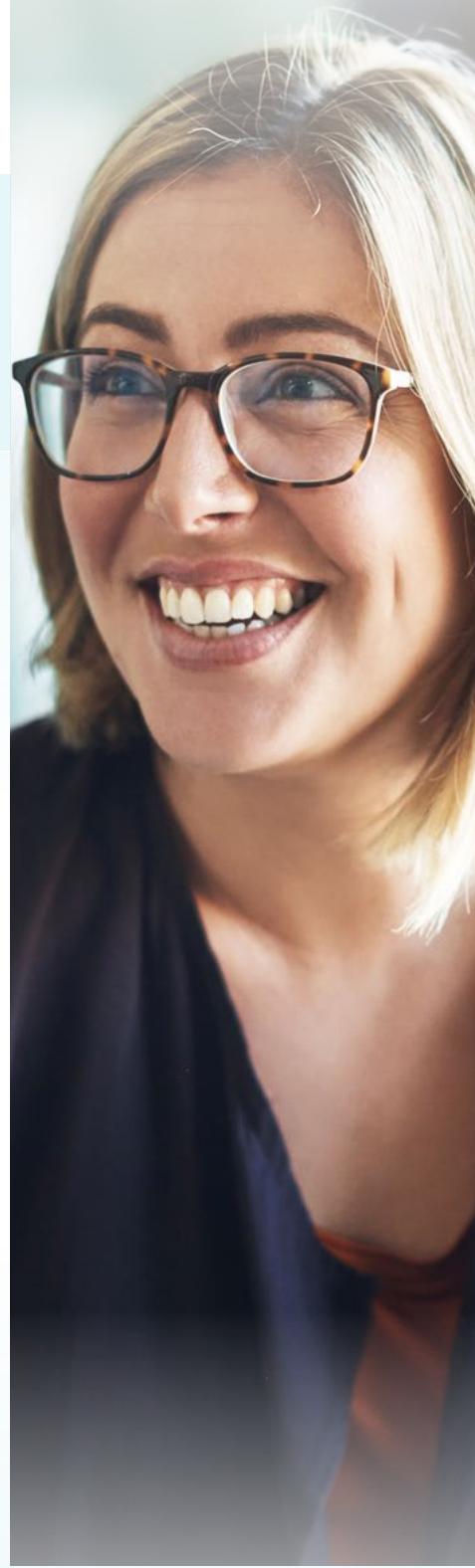


## Meeting every generation's needs

**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.<sup>1</sup> 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.<sup>2</sup> 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.<sup>3</sup> Regular exams are critical to maintaining productivity and wellness.
- **Baby Boomers:** As Boomers age, risks of cataracts, macular degeneration and low vision increase.<sup>4</sup> 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**

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

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

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

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