

The Real Cost of Vision Care

While it's important to look at premium costs, you shouldn't lose sight of out-of-pocket costs—**#1 priority** in a vision plan.¹



Could your vision plan be taking money out of your

National retail pricing research demonstrated that the same glasses cost substantially less with VSP[®] than with other vision coverage.

#1 PRIORITY
in a vision plan is low out-of-pocket costs.

RayBan[®]



Model: RX5245

Varilux[®] Comfort Progressive
Crizal[®] Alize[®] Anti-reflective Coating with UV
\$150 Retail Frame Allowance



*Including select Pearle Vision locations

The research² conducted by Service Excellence Group, Inc. compared the same, popular, eyeglasses at independent doctors and retail chains.

Vogue[®]

Model: VO2647



Up to **\$594** more than VSP at national retail chains.

See chart on back.

Coach[®]

Model: HC6011



Up to **\$579** more than VSP at national retail chains.

See chart on back.

Look beyond the premium and see the real cost of vision.

Vogue®



Model: VO2647
 Varilux® Comfort Progressive
 Crizal® Alize® Anti-reflective Coating with UV
 \$150 Retail Frame Allowance

Up to
\$594
 more than VSP
 at national retail chains.

Up to
\$89
 more than VSP
 at independent provider locations.



*Including select Pearle Vision locations

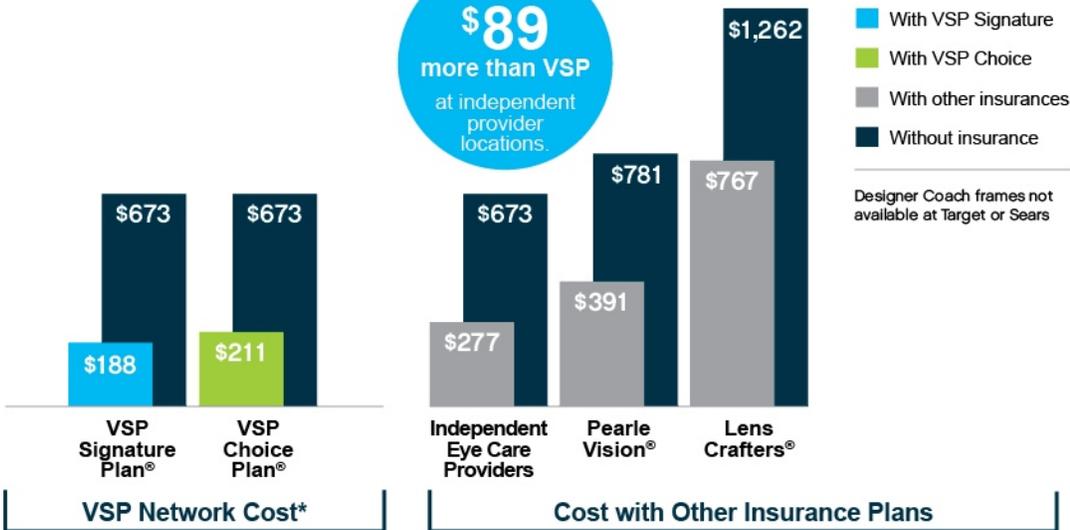
Coach



Model: HC6011
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Designer Coach frames not available at Target or Sears

*Including select Pearle Vision locations

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1. Jobson's 2012 Consumer Perceptions of Managed Vision Care 2. Study was commissioned by VSP and conducted from November to December 2012. Study sample consisted of randomly selected, geographically representative shops—nearly 850 private-practice independent doctor locations and nearly 450 retail chain locations.

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