

# Top 5 reasons to sell Blue Shield vision plans

By selling Blue Shield specialty products, not only will you earn more, but you'll also help your clients create a healthier, happier workforce. Here are the advantages you and your clients will enjoy when you offer Blue Shield vision plans.

## Vision plan advantages

1. **New vision portfolio** with \$0 eye exam copayment for all vision plans, effective July 1, 2009.
2. **Superior network** – With over 5,600 providers in California and nearly 18,000 nationally<sup>3</sup>, members have access to one of the largest vision networks in the industry.
3. **Retail providers** – Our vision plans offer access to major retail chains including: Wal-Mart, LensCrafters, Target Optical, Sears, Pearle Vision, Site for Sore Eyes, and For Eyes Optical with convenient evening and weekend hours.
4. **Rich benefit for lenses and frames** – Our plans with a \$130 frame allowance also include coverage for: progressive lenses, photochromic lenses, and anti-reflective coating. All our vision plans also offer coverage for standard lenses every 12 months with a qualified prescription change.
5. **Easy access to materials** – All our network vision providers are required to be dispensing providers, which means the provider has materials in stock at the office. So members have the option to fill their script at their provider's office and receive their materials the same day.

## Complete your clients' health coverage package with specialty products and help them save with Benefit Solutions!

Available to groups with 51 to 299 eligible employees, Benefit Solutions provides rate guarantees and a 1% medical rate savings<sup>2</sup> for every specialty product that's added to an employer group with Blue Shield medical coverage. Your employer groups will receive a two-year specialty product rate guarantee when they add two new specialty products, or a three-year rate guarantee when they add three new specialty products.

Give your clients a total benefit solution with our medical, dental, vision and life insurance<sup>1</sup> plans – all add up to a complete wellness package. Please contact your Blue Shield sales representative or call Producer Services at **(800) 559-5905** for more information.

<sup>1</sup> Life insurance is underwritten by Blue Shield of California Life & Health Insurance Company (Blue Shield Life).

<sup>2</sup> Rate guarantee is through Blue Shield's Benefit Solutions program and is available to all new and existing health clients with [51 to 299] eligible employees who purchase new, non-voluntary Blue Shield specialty products. Rate savings only apply to medical rates and are passed on due to increased Blue Shield efficiencies by administering medical and specialty products together on a group's behalf. No savings apply to any riders, including but not limited to prescription drugs, inpatient psychiatric, chiropractic, acupuncture, or infertility. Rate savings are subject to change at Blue Shield's discretion. Groups enrolled in the Access Baja® HMO or Access Baja® Dependent plans are not eligible to participate in the Benefit Solutions program. Rate savings and rate guarantees don't apply to clients with existing specialty products that do not purchase new specialty products. Applicable Specialty product rate guarantees will continue to apply to group contract if medical coverage is not selected at next enrollment period.

<sup>3</sup> Vision providers nationwide, including in California, are available by arrangement through our vision plan administrator.