

# The windows to health:

Perceptions vs. reality of eye exams, vision wellness and holistic health

### Eyes are the windows to health.

That is why the American Optometric Association recommends a comprehensive eye exam at least once every two years—and more frequently, for those with risk factors of certain health complications.

## The good news is that many people are getting eye exams more often than that!

In fact, **54%** go at least once per year More than half say their household members get a routine eye exam at least once per year, according to the **Vision Wellness Study by Versant Health.**  The Vision Wellness Study explores how people view eye exams and their impact on overall health and wellness from the care they currently seek from eye doctors, to the services that would make them more likely to get an eye exam in the future.

So, what are the differences between the perceptions

### and reality of eye exams?

#### **EYE EXAMS EQUAL EARLY DETECTION**

Most people (72%) see eye doctors every one to two years, in line with doctors' orders, but they recognize eye exams as more than simply frames, lenses and contacts.



### In fact, routine eye exams are nearly as valuable as visits to primary care physicians and dentists, when it comes to controlling overall healthcare costs.

Methods that households regularly use to reduce overall healthcare costs:



## Leaders who create health insurance plans agree—eye exams have a positive impact on people's overall health.

Health plan executives say:



Access to vision care has a high impact on enhancing peoples' overall satisfaction with their total health



There would be a high return on investment in educating members about the role of vision in preventative care and early detection of chronic diseases

### THE PERCEPTIONS VS. REALITY OF EYE CARE

Despite understanding the value of eye exams beyond frames, almost two-thirds (61%) of people who have not seen an eye doctor in the past two years say it's because they have no vision problems.

Perceptions	Perspectives	Reality
Eye exams detect vision issues and chronic conditions found in the eye	Just 40% of people go to eye doctors for eye care services, plus additional care like treating the symptoms of chronic conditions found in the eye	More than 25 chronic health conditions—from diabetes to Graves Disease—can be identified through an eye exam
Diabetes is detected and diagnosed by primary care doctor or endocrinologist	About one-third (37%) of people have high confidence in eye doctors' ability to identify and detect diabetes early	20% of people first learn they are diabetic through an eye exam, according to <i>Population</i> <i>Health Management</i>
Cost is a significant barrier to getting an eye exam	39% of consumers say cost/ affordability is the reason why household members do not see an eye doctor as often as they would like to	Eye exams are the most cost-effective, least invasive method of looking inside a person's body to their overall health

### UNDERSTANDING EYE CARE ACROSS GENERATIONS

As people grow older, eye exams become more important to their understanding of their health and their parents' health, but routine eye care can have positive impacts on people of all ages.

People who have seen an eye doctor in the past two years:



#### Kids

**54%** of people with children under 18 years old in their household say those children have seen an eye doctor

### Millennials

77% of people under 40 years old have seen an eye doctor





**50%** of people between 40 and 59 years old say another adult in their household has seen an eye doctor

The Sandwich Generation



**85%** of people over 60 years old have seen an eye doctor

#### Methodology

The Vision Wellness Study by Versant Health conducted online surveys with 500 consumers over the age of 18, as well as 17 health plan executives between September 25 and October 5, 2019, on their opinions of routine eye care, access to eye exams, preventative health measures, overall care costs and other topics related to managed vision care.

