

In Plain Sight:

What's Driving America's Eye Health Disconnect — And How to Shift the View

As screen time increases and the population ages, proactive vision care has never been more important. Yet, Americans lack a sense of urgency.

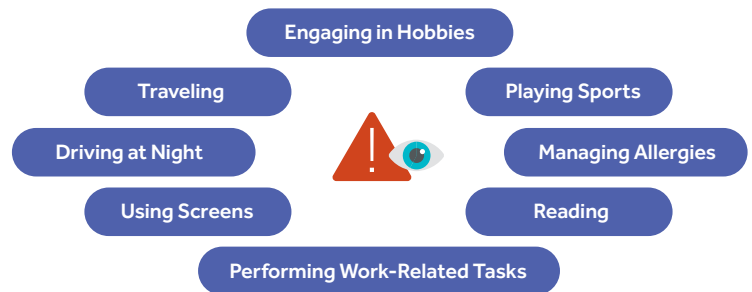
Versant Health's 4th Annual Vision Wellness Study reveals how increasing awareness of the connection between eye health and overall health can shift mindsets, drive action, and elevate the role of vision benefits in whole-person care.

Eye Health Under Strain

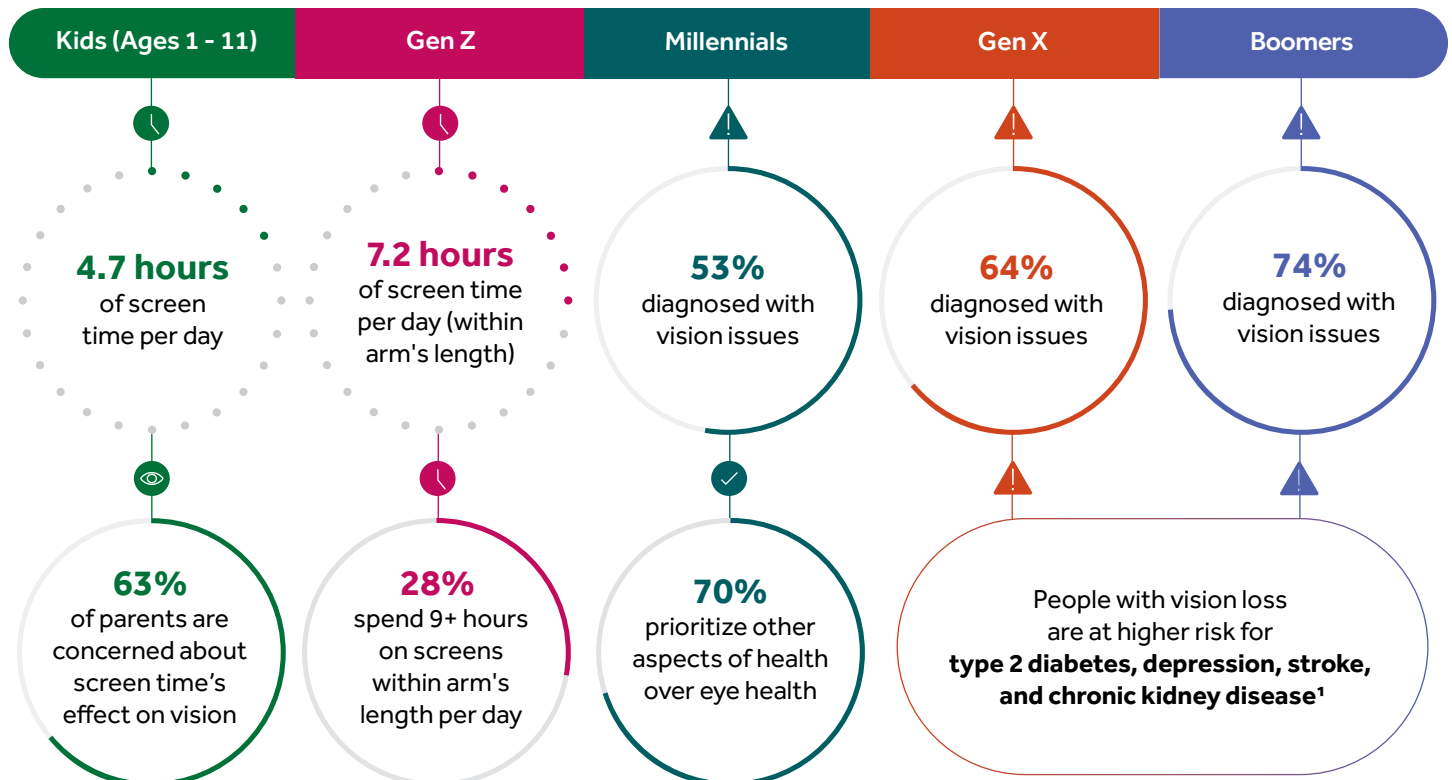


3 in 4

U.S. adults experience disruptions due to poor eyesight or eye health when performing one or more activities



At Risk: All Eyes, All Ages



Eye Health: More Than Meets the Eye

54%

of Americans delay or avoid eye care because it doesn't "feel urgent"

66%

view deteriorating eye health as an unpreventable part of aging



Connecting to
Overall Health Makes
a Big Difference

9 in 10

people are more likely to schedule an eye exam when they understand how eye exams can detect serious medical conditions early.

Examples of conditions include: diabetes, cancers, and cardiovascular disease.²

Vision Benefits: A Catalyst to Care

Barriers



53%

of people who get their eyes tested less often than every two years cite costs or lack of vision benefits as the primary reasons why.

Enrollment

Among people with access to vision benefits:



67%

say the value of the vision plan hasn't been clearly explained, or it's confusing to select the right plan.

Engagement and Utilization



4 in 5

would be more likely to use their vision benefits if their employer or vision carrier provided more information about managing eye health and its connection to overall well-being.



Benefit carriers have credibility

75%

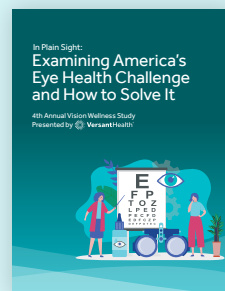
of people say they're likely to seek advice about eye health from vision or health care carriers.

Vision Care Matters More Than Ever

Health plans, employers, and vision providers are poised to lead the way in reframing how eye health and vision benefits are communicated to the people who need them most.

Explore the complete research findings, including six actions to help turn the insights into increased engagement and better outcomes.

Visit VersantHealth.com/vision-wellness-study to download the research report.



All data from Versant Health's 4th Annual Vision Wellness Study unless otherwise noted.

1 Looking Ahead: Improving Our Vision for the Future, Centers for Disease Control (CDC), May 2024.

2 Systemic Conditions with Ocular and Visual Manifestations, American Optometric Association, December 2014.

Versant Health, Inc., part of the MetLife family of companies, is one of the nation's leading administrators of managed vision care, serving 35 million of our client's members nationwide. Our purpose is to make healthy vision a reality for everyone by improving access to care and education in the communities we serve. Fueled by our mission to improve members' lives with easy-to-use vision solutions rooted in choice, value, and care, Versant Health believes that everyone has the power to become anything they set their sights on. Contact your Versant Health representative for more information about our products and services.

