



EyeMed Vision Care Website Goes Mobile by Offering Convenient Member Accessibility

Easily accessible vision care is a hallmark of EyeMed Vision Care. That's why EyeMed has launched a mobile version of its member website www.eyemedvisioncare.com to provide consumers with even greater convenience.

EyeMed is known throughout the managed vision care industry for making vision care accessible with a robust network of eye care professionals, both independent and retail, many of whom offer evening and weekend hours. Independent studies have shown that many consumers prefer to utilize their vision benefits on evening and weekends.

EyeMed now gives members access to vision care benefit self-service tools that are available anytime and anywhere using their mobile device to access the website. Members can access the site by visiting www.eyemedvisioncare.com using their iPhone®, Android™, BlackBerry® or similar mobile device, whether at work, at home or on the road.

Key features of the mobile website for members are noted below:

- View benefits including vision exam copays, eyewear allowances, eligibility, the last date of service and the next date available for using exam and glasses or contact lens benefits.
- Locate providers near a specific location, a street address or zip code with access to point-to-point directions via Google Maps™ mapping service.
- View the EyeMed Vision Care identification card.
- Access "Help" tools such as frequently asked questions and contact information for further assistance.

"We know from independent studies and our own research that members want convenience when it comes to using their vision benefits," said Kevin Hilst, senior vice president, sales and service, EyeMed Vision Care. "Our focus on lifestyle accessibility means our members can choose vision care where, when and how they want it. Now, with a smartphone, members can gain instant access through our mobile-enhanced website to online resources that make managing and using their vision benefits easy and convenient."

Members can easily access the mobile-enhanced www.eyemedvisioncare.com by simply entering the Web address into the Internet browser on their smartphone. The website automatically brings them to the mobile-optimized site.

For questions please contact the Customer Care Center at 1-855-259-0490

