

# Member Communications Overview



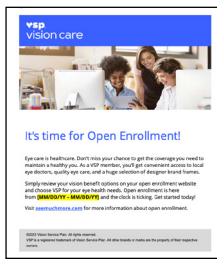
VSP® Vision Care helps you inform and educate employees with easy-to-use tools to drive enrollment. Higher enrollment is a smart way to promote healthier, more productive employees, while lowering your healthcare costs.



## Member Benefit Summary (MBS)

### Two-sided, concise overview of a member's benefits:

- Provides a detailed plan summary of VSP vision benefits, including copays, allowances, and frequencies
- Can include a chart that shows savings with VSP coverage
- Can be co-branded with your company's logo



## Pre-enrollment Email Template

### Client-specific email template that:

- Reminds employees to enroll
- Explains the benefits of enrolling in VSP
- A pre-enrollment flier and intranet article are also available



## Post-enrollment Flier

### Reminds members about their VSP benefits:

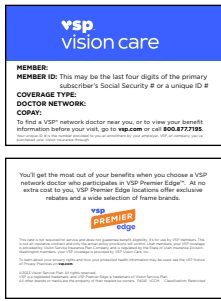
- Helps members understand how to use their benefits
- Directs members to **vsp.com** to create an account, find a VSP network doctor, and review personalized plan coverage



## vsp.com Member Site

### Mobile-responsive site where members can:

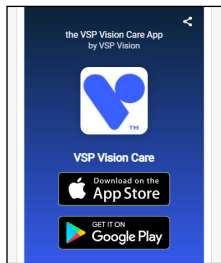
- View their benefit plan details, claim history, and Member ID card from their personalized dashboard
- Find a VSP network doctor based on location and preferences
- Get member-exclusive savings and special offers
- Shop eyewear, contacts, and individual plan coverage
- Learn about health and wellness, glasses, contacts, and laser vision correction



## Member Vision Card

On [vsp.com](https://vsp.com), members can find and print a Member Vision Card, which includes:

- Covered member’s name
- Coverage type
- Doctor network
- Copay information
- Member ID card not required to obtain services



## VSP Mobile App

Members can access [vsp.com](https://vsp.com) from their mobile device to:

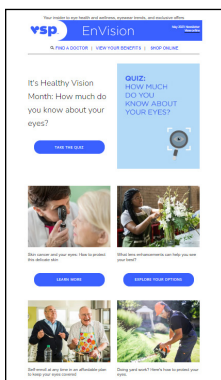
- View personalized benefit information
- Find a VSP network doctor
- Access their Member Vision Card
- Browse eyewear



## Personalized Vision Benefit Microsite

Customized website, built for your company:

- Co-branded with your company’s logo
- Lists open enrollment dates and provides a link to your organization’s enrollment website
- A personalized video reviewing your VSP vision benefits and specific coverage details for your company
- Enables members to find the right doctor for their needs by searching our national VSP network doctor directory
- Provides a link to your Member Benefit Summary
- Includes member savings comparison with VSP coverage, including your plan specific copays and without coverage



## EnVision Digital Newsletter

Subscribers to EnVision, an award-winning monthly eNewsletter, have early access to:

- The latest health and wellness info
- Top eye-related questions answered directly from VSP eye doctors
- Tips on fashion, beauty, and eyewear trends
- Exclusive savings and discounts on contacts, lenses, and frames
- Sweepstakes with great prizes

**Contact your VSP representative to learn how we can customize a member communications plan for your company.**