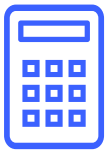


# Recruitment, Retention, and Vision Benefits

The staffing landscape remains a challenge to navigate. Employers need to stand out in the eyes of current and prospective workers to build and sustain a thriving workforce. Excellent vision benefits can help them do just that.

## The High Cost of Turnover



Replacing an employee can cost up to

**4X**

their salary<sup>1</sup>



\$75k  
X 4

**\$300k**



Employees Value Their Vision

**9/10**

93% employees say vision benefits are important to them.<sup>2</sup>

**3/4**

77% of employees would be more likely to take a job with vision benefits.<sup>2</sup>

**2/3**

Nearly two-thirds (63%) of employees are considering finding a job with vision benefits.<sup>2</sup>

## Putting Vision Benefits to Work



### Attract

Offer benefits with features people want

1. **Easy** to understand, use, and manage
2. **Personalized** through choice and customization
3. **Exceptional** eye care, eyewear, and customer support



### Engage

Get employees using their vision benefits

1. **Educate** on the value of vision care
2. **Communicate** more often (beyond open enrollment)
3. **Incentivize** for utilization and positive behavior



### Delight

Ensure employees are happy with their vision benefits

1. **Ask** what employees think through surveys
2. **Monitor** utilization reports
3. **Pivot** based on insights

## The Bottom Line:



Vision benefits can work like a magnet for attracting top talent and ensuring they stick around to help your company grow.

## Go Deeper!

Get more insights from employees and HR professionals on the state of vision health in the workforce and the value of vision benefits to your organization.

Grab your free copy of the 2025 VSP® Vision Care Workplace Vision Health Report today!