



Executive Summary: Enrollment Trends

2018 Transitions Optical
*Employee Perceptions of Vision
Benefits Survey*

Transitions HEALTHY SIGHT
WORKING FOR YOU[®]

Overview

Since 2010, Transitions Optical has conducted consumer research to better understand employee perceptions, purchase decisions and usage of vision benefits.

Insights from the surveys have helped inform brokers and HR professionals on how to deliver vision plans that improve employee eye health, job satisfaction and overall productivity and well-being.



Methodology

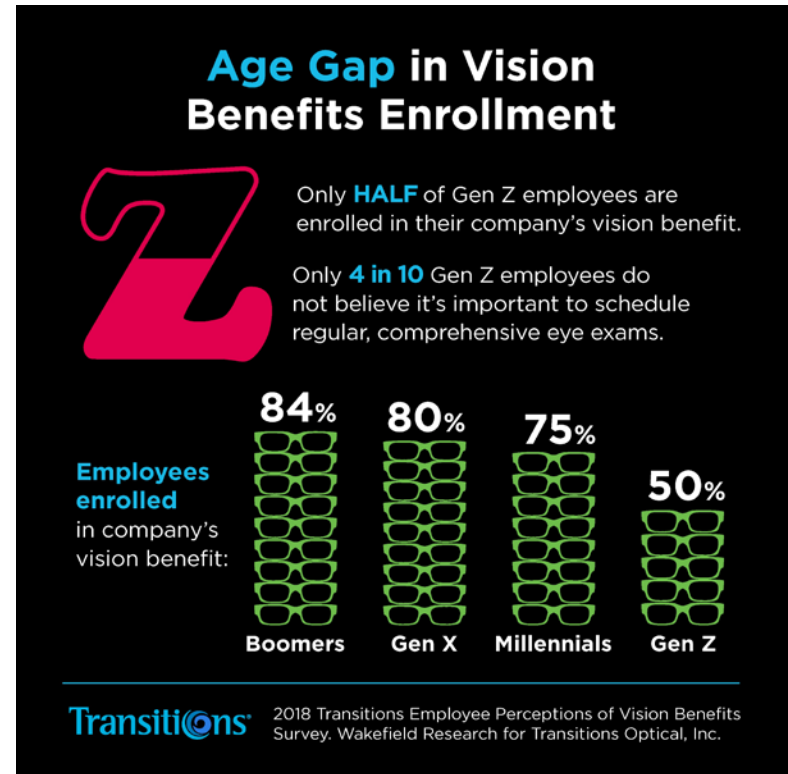
An online survey was conducted by Wakefield Research on behalf of Transitions Optical in December 2017 among 1,300 nationally representative U.S. adults, ages 18+, employed full- or part-time, whose employers offer vision benefits.



Key Takeaway 1: An Age Gap Exists in Vision Benefits Enrollment

Millennials and those in Gen Z are less likely to enroll in vision benefits.

- **Half of Gen Z employees** and **1 in 4 Millennial employees** are NOT enrolled in a vision benefit.
- **Four in 10 Gen Z employees** do NOT believe it's important to schedule regular, comprehensive eye exams.



Key Takeaway 1: An Age Gap Exists in Vision Benefits Enrollment

(Data breakdown by generation)

Which of the following health insurance plans or benefits are you enrolled in? (Of those whose employer offers a vision benefits plan)

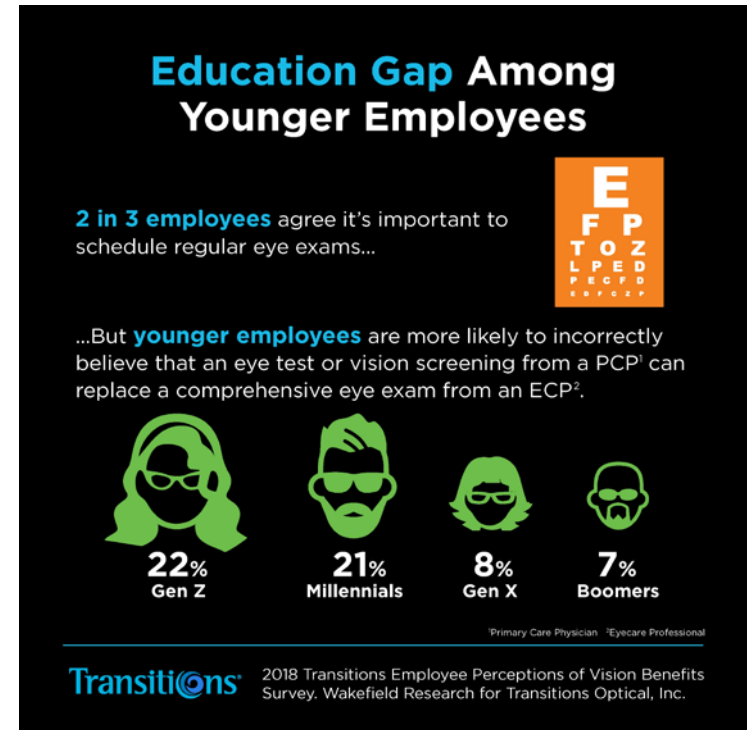
Response	Total	Gen Z	Millennial	Gen X	Boomer
Medical	84%	57%	82%	89%	91%
Dental	82%	55%	80%	86%	88%
Vision	76%	50%	75%	80%	84%
Life	64%	31%	61%	69%	74%



Key Takeaway 2: Younger Employees Are Less Educated About Eye Care

There is an education gap among younger employees.

- **2 in 3 employees** overall agree it's important to schedule regular eye exams...
- But younger **Millennial and Gen Z employees** are significantly more likely to incorrectly believe that a vision screening can replace a comprehensive eye exam.



Key Takeaway 2: Younger Employees Are Less Educated About Eye Care

(Data breakdown by generation)

Which of the following statements, if any, do you believe to be true?

Response	Total	Gen Z	Millennial	Gen X	Boomer
It is important to schedule regular, comprehensive eye exams with an eyecare professional	67%	60%	66%	67%	70%
Getting an annual medical physical exam is more important to me than getting an annual eye exam	43%	31% A	43%	46%	40%
Seeing a dentist is more important to me than seeing an eyecare professional	28%	29%	34%	28%	16%
If I receive an eye test from my primary care physician, I do not need to schedule an eye exam with an eyecare professional	13%	22%	21%	8%	7%
Any	95%	93%	96%	96%	93%



Key Takeaway 3: Education on what's covered by a vision plan is important

Educating employees about the importance of comprehensive eye exams and what's covered by their vision plans may increase enrollment.

- **Only half** of employees feel very confident in understanding what their vision plan covers.
- **96% of employees** say they'd be more likely to use their vision benefits if they better understood what their plan covers—reinforcing a need for education.
 - **Millennials** are the most likely to be “much more likely” to use vision benefits if they better understood them.



Key Takeaway 3: Education on what's covered by a vision plan is important

(Data breakdown by generation)

How much more or less likely would you be to use your vision benefits if you better understood what your plan covers? (Asked among those enrolled in vision insurance.)

Response	Total	Gen Z	Millennial	Gen X	Boomer
Much more likely	49%	48%	56%	48%	42%
Somewhat more likely	47%	42%	40%	49%	56%
Somewhat less likely	3%	8%	3%	3%	2%
Much less likely	1%	2%	1%	1%	-
More likely (net)	96%	90%	97%	97%	98%



Key Takeaway 4: Premium Eyewear May Help Increase Enrollment

Employees are more likely to enroll in a vision benefit covering premium lenses—even if it means paying more.

- **8 in 10 employees** are more likely to enroll in a plan that covers premium lens options.
- **85% of employees** say they'll pay more for a vision plan covering premium lens options.
- The majority of employees say it's important that their vision plan covers **authentic Transitions® lenses** vs. other photochromic brands.

Premium Eyewear Matters to Employees

8 in 10 employees would be more likely to enroll or keep enrolling in a vision plan that covers premium eyewear options...

Anti-reflective treatments Photochromic Transitions® lenses Harmful blue light protection UV protection

...and **85% of eyeglass wearers** would be **willing to pay more** for a plan that does!

Brand Name Matters
6 in 10 employees say it's important that their vision plan covers authentic **Transitions** lenses vs. any other photochromic brands.

Transitions® 2018 Transitions Employee Perceptions of Vision Benefits Survey. Wakefield Research for Transitions Optical, Inc.



Key Takeaway 4: Premium Eyewear May Help Increase Enrollment

(Data breakdown by generation)

Would you be more likely to enroll in or keep using a vision plan if it covered eyewear options like Transitions® lenses?

Response	Total	Gen Z	Millennial	Gen X	Boomer
Yes, even if there was a small increase in cost to me	40%	36%	41%	39%	43%
Yes, but only if there was no additional cost to me	39%	47%	37%	38%	38%
No	21%	17%	21%	23%	18%
Yes (net)	79%	83%	79%	77%	82%



Key Takeaway 4: Premium Eyewear May Help Increase Enrollment

(Data breakdown by generation)

How important or unimportant is it to you to have authentic, Transitions® brand lenses covered by your company's vision plan, as opposed to other photochromic lens brands?

Response	Total	Gen Z	Millennial	Gen X	Boomer
Very important	27%	23%	30%	25%	23%
Somewhat important	35%	37%	31%	36%	38%
Somewhat unimportant	22%	25%	21%	24%	20%
Very unimportant	16%	15%	18%	15%	18%
Important (net)	62%	60%	61%	62%	62%
Unimportant (net)	38%	40%	39%	38%	38%



About Transitions Healthy Sight Working for You®

- A public awareness and education initiative created to increase awareness of the **need for quality eye care and eyewear** through a vision benefit
- Content for benefits brokers, employers and employees
- Education and tools to show how using a vision benefit can:
 - Manage health care costs
 - Boost productivity
 - Increase employee satisfaction

Learn More: HealthySightWorkingforYou.org



Email HSWFY@Transitions.com
for additional inquiries on the survey
findings