

# Two VSP® plans are better than one.

When it comes to vision benefits, are you giving your employees choices? If not, you could be missing out on an opportunity to improve satisfaction, productivity, and loyalty with dual choice plans.

## Dual choice plans are easy wins for you and your employees.



### Higher enrollment

When VSP customers switch to dual choice plans, more than 50% of employees choose the Premium plan and total enrollment increases by 13%.<sup>1</sup>



### Increased satisfaction and loyalty

Our Standard and Premium plans allows employees to choose a more valuable benefit with options they want.



### Improved productivity and lower healthcare costs

Research shows that higher enrollment leads to cost savings in improved productivity and reduced medical expense from earlier detection of chronic conditions. In fact, you'll see a \$1.45 return on every VSP WellVision Exam® you pay for.<sup>2</sup>

## Options for Every Lifestyle

Lifestyle Upgrades: Simply select one or more Premium plan options based on your employees' lifestyle:



### Style Conscious

Increased Frame Allowances: Covers more of the latest designer frames.



### Active

Lens Technologies: Protective coatings, sun care, laser vision, or photochromic lenses.



### Digital World

Screen Protection: Minimize digital device-related vision symptoms and blue light exposure.

Improve productivity and loyalty with a dual choice plan.



50%  
OF EMPLOYEES  
CHOOSE PREMIUM PLANS

13%  
INCREASE IN  
ENROLLMENT WITH  
DUAL CHOICE PLANS

1. VSP enrollment data

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