

**\*\* IMPORTANT NOTICE REGARDING YOUR BENEFITS \*\***

To all of our valued patients who currently have a vision discount plan administered by EyeMed:


The past few years have impacted all of us. It's a rhetorical statement, but true. Another truth is that our country is wrestling with levels of inflation that many of us have never experienced before. While eyecare products such as eyeglasses and contact lenses have not been immune to these pressures, we have not seen as much change in our sector of the economy as in others.

As good as that is, our staff are still faced with all the other rising costs like everyone else. And the pressure on us as doctors and practice owners to make sure our staff receive a fair wage for their service has risen accordingly.


Vision discount plans, like EyeMed, have not kept up with even normal cost of living increases over the years.


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The number of **years** we have been on the EyeMed panel **without an increase** in exam reimbursement



Many of our patients have been surprised to learn that their vision plan does not pay the full amount of their fees. For example, with a charge of \$200, you may pay a \$10 copay which leaves a balance of \$190. EyeMed then pays us \$30 - not the whole \$190 balance. In today's world, it has become impossible to absorb that kind of loss and still fairly pay our staff.





**19.5%**

The amount of our customary **exam fees** received when billing EyeMed


Over the past few months we have attempted to renegotiate our contract with EyeMed. They have not been willing to increase our reimbursements. Going forward, we will still be your eye care providers of choice with an out of network status.


<b>February 1 2023</b>	The date that we become out of network providers for EyeMed
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**We will still take care of all your vision and eye health needs!** Many of you have told us that you have never had the kind of care you receive from us anywhere else. **That won't change!** For many of you, due to eye health issues, we already submit your service fees to your medical insurance. **That won't change!**

Additionally, you still have special out of network benefits available to you from EyeMed. Because we have the experience, we will make it easy for you to collect those benefits.

Not only are we going to make it easy for you to get your benefits, we are going to make your health care dollars go farther with these vision service and eyewear discounts.

<b>25%</b> <b>Your</b> out of network <b>discount</b> on special custom eyewear packages for every prescription	
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<b>10%</b> <b>Your</b> out of network <b>discount</b> on our personalized routine vision services	
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So we know you will ask the question (we did, too). *What is the difference between my out of pocket cost now and what it will be out of network?* Factoring in our discounts and what EyeMed pays you for seeing us, we think you will be surprised at how little the difference is likely to be.

<b>3%</b> Estimated <b>difference</b> between your total cost out of network vs in network*
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*\* Includes exam, frame, and no line lenses with Transitions. Individual plans may vary.*

We know eyes. More importantly, we know YOUR eyes! You are like family to us. You have always been our focus and our priority which is why we address your eye and vision concerns with competency and caring. We have the technology to ensure you have the best eye care around. Furthermore, we make sure you receive quality products, because family deserves the best!

With warm wishes for a beautiful holiday season,



Janelle J Brown, OD



Sasha L Radford, OD



Terri Rieger, OD



Bryan M Stoller, OD