

# Elevate Your Medicare Business



By offering a traditional allowance plan with your Medicare products, you could be missing out on a key opportunity to differentiate your health plan and grow your business.

CMS filing screens seem to be set up just for allowance plans. But, did you know that with help from VSP® Vision Care, you have the flexibility to file a better, more comprehensive vision plan that can increase member satisfaction and improve HEDIS scores?

## Business as Usual Can Be Costly

Allowance plan members are three to four times less likely to get an eye exam than those with a comprehensive vision plan. When members miss critical preventive care, it can significantly drive up claim costs, and adversely impact your HEDIS scores.

File a better  
vision plan

---

We can help.



Half the Medicare-aged population is facing prediabetes.



A member with untreated or undetected diabetes will cost a health plan nearly \$2,900 per year.



VSP network doctors are the first to detect signs of diabetes 34% of the time.<sup>1</sup>

## Create Opportunities with a Better Vision Plan

- Integrate vision data electronically with your medical claims.
- Deliver more value—increasing member satisfaction, utilization, and HEDIS/Star Ratings.
- Attract and retain more enrollees with a comprehensive plan members are accustomed to seeing from employers.

## Less Hassle, More Results

- Filing a comprehensive vision plan is not difficult—we'll provide assistance and walk you through the filing screens.
- Implement the right vision plan to increase enrollment and member satisfaction.
- Get continuous support from a dedicated team of trusted advisors.

**It's easy to switch to a comprehensive vision plan.**

1. Data based on Human Capital Management Services, Inc. 2013 study on behalf of VSP.