

2019 VISION HEALTH RESOURCE CALENDAR



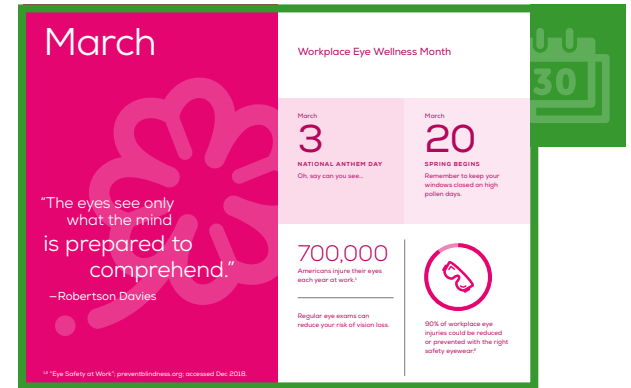
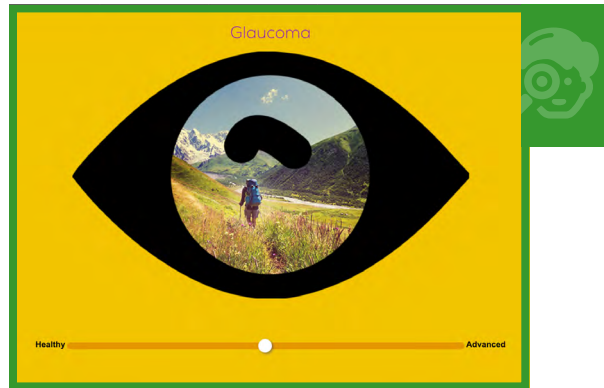
There's something to see all year long



January

It's a new year. It's a new you.

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to access each resource*



More people are taking a break from digital devices to avoid blue light and reduce eye strain. Here are some eyewear tips for reducing your exposure to blue light.

Ever wonder what it's like to live with glaucoma or cataracts? Try a vision simulation of common eye diseases and learn a few new habits to help prevent them.

Eye health is important every day—not just at exam time. Make it a priority all year long with a calendar that commemorates days, weeks and months that focus on vision.


February

The ins and outs of vision benefits

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Premium advice on vision insurance: How to use your benefits



Imagine this scenario. You're flipping through your email. You see you were tagged in a Facebook post but several emails down you also received a link to check out what's new with your vision benefits plan.

Which will you read first?


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no time.


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What to bring to the eye doctor – a checklist of 10 must-haves



Before arriving at your eye doctor appointment, don't discount the value of what's in your hands.¹

In fact, people are four times more likely to get an eye exam than a physical.¹ When the time comes for you to go for that eye exam, you should apply the same rule as

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You probably don't spend a lot of time thinking or learning about vision benefits. That's okay. If you simply know these 10 things, you'll be on your way to being a vision virtuoso.

Technology has left consumers with more choice—sometimes more confusion—than ever. Check out this handy guide and explore the many advances of today's eyewear lenses.

You can't really study for an eye exam—but you can definitely prepare. The right paperwork and a few important items give your eye doctor a clearer picture and get you in and out faster.

March

Protect those hard-working peepers

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Put Vision Safety to Work

No matter what you do, protecting your eyes is an important part of your job.

No matter where you work—in a factory, laboratory, construction site or office—workplace eye injuries can and do occur. Every day, more than 2,000 American workers suffer an eye injury that requires medical attention.¹ And nearly a million Americans have lost some of their sight due to an eye injury.² According to the Bureau of Labor Statistics, these injuries account for more than \$300 million in lost time, medical expenses and worker compensation.³ The good news is that most workplace eye injuries are preventable. But different types of jobs call for different ways to protect your eyes. It's important to know what works best for your occupation.


It's estimated 90 percent of workplace injuries could be avoided with the proper use of safety eyewear.

Source: Prevent Blindness America, "Workplace Eye Safety," 2010.



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When dust gets in your eyes – a to-do list for workplace vision safety



We've heard of taking the red-eye home from a business trip. But for roughly 2,000 people every day, red-eye can be a regular work floor occurrence.

That's roughly the number of U.S. workers who sustain daily job-related eye injuries that require medical attention, according to the National Institute for Occupational Safety and Health.¹ The causes of these injuries can range from flying wood chips to infections, or be as typical as dust. If you've ever had so much as an eyelash in

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[Put Vision Safety to Work](#)
A sport-by-sport guide to protecting your eyes
[Make a Date for Eye Exams](#)



BEST FOR THE WEARY



20-20-20 Vision Challenge

Give your tired eyes a regular break from screen time with this easy challenge. It literally takes seconds to do.

WHY	WHERE	HOW
To keep your eyes strong, vision experts suggest looking up from your computer every 20 minutes at something 20 feet away for 20 seconds. 20-20-20. Simple, right?	"Monitor" your screen starting by taping this tracking sheet to the side of your computer monitor—it makes a great reminder, too.	Every time you do a 20-20-20 move, just mark the sheet. When it's full, start another one. How many can you collect?

20 MINUTES
20 FEET
20 SECONDS



Every day, 2,000 American workers suffer an eye injury—and most of them are preventable.¹ When hazards are part of the job, it helps to know how to best protect your eyes.

Flying wood chips, infections, dust and moving objects all pose a risk to eyes at work. Explore 10 ways to keep yours safe, including what to wear and how vision benefits can help.

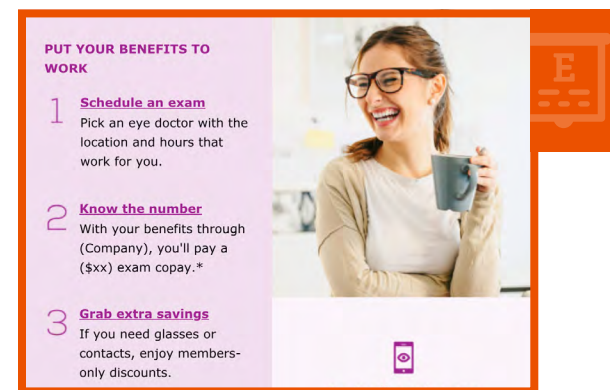
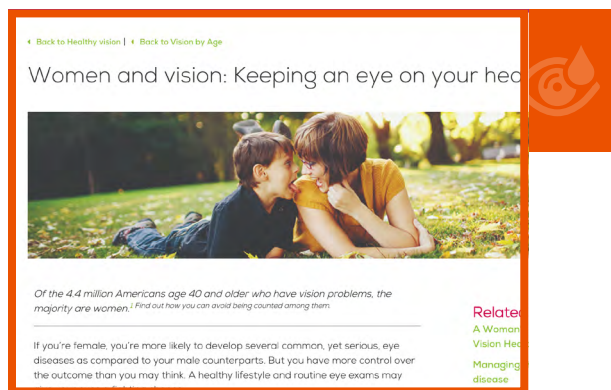
Low maintenance, easy to do, and motivating—everything you'd want in a workplace vision challenge. One simple concept helps you build long-term healthy vision habits at your own pace.

¹American Optometric Association. <http://www.aoa.org/patients-and-public/caring-for-your-vision/protecting-your-vision?sso=y>

April

Women's health takes center stage

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Women are more likely than men to develop many common, but serious eye diseases. Knowing what to look for and a healthy lifestyle can give your eyes a fighting chance.²

Your choice of eyewear says a lot about you. Are you quiet and intelligent or creative and romantic? Or all four? Take our quiz to see which style of eyewear matches your personality profile.

Everyone should get an eye exam every year—even if things seem just fine. This email explains why, and gives you a quick how-to on using benefits to make it happen.

**We have plenty of email templates to get the word out. Connect with your account manager for details.*

² "More Women than Men Have Eye Disease", PreventBlindness.com


May

Better nutrition for better vision

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Feast Your Eyes on Antioxidants



Enjoy a healthy helping of these eye-friendly nutrients.

Antioxidants. The magical, mysterious molecules are said to enhance the quality of life. Imagine antioxidants are like air. We can't see them, but they are always there and if there is a shortage, our bodies can be adversely affected.

We are told to eat foods chock-full of antioxidants such as leafy greens, legumes,

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SERVES 3-4
TIME 30 min
DIFFICULTY Easy
EYE-FRIENDLY
INGREDIENTS
Carrots, Kale



Holly jolly holiday wreath platter

A carrot-sprinkled dip, infused with beta carotene and encircled in a potpourri of fresh vegetables.

1. Fill a large pot with water and bring to a boil. Next to the stove, prepare an ice bath.
2. In boiling water, blanch broccoli for 2-3 minutes, remove with a draining spoon and chill in the ice bath. Repeat with Brussels sprouts, green beans and snap peas.
3. Once all blanched veggies are chilled, set them aside and let dry.
4. On the platter, arrange kale in a full circle around the edges, with the stems pointing in.
5. Top the kale with broccoli in a full circle, followed by the Brussels sprouts, green beans, snap peas and cauliflower.
6. Use the grape tomatoes to create small garnishes that resemble holly.

WATCH VIDEO

*American Optometric Association. Lutein and Zeaxanthin – Eye Friends. Accessed June 1, 2018. *US National Library of Medicine National Institutes of Health. Carotenoids. Accessed June 1, 2018. *US National Library of Medicine National Institutes of Health. Vitamin C. Accessed June 1, 2018.

Did you know that antioxidants are good for vision while they help prevent diseases like cancer or heart disease? See how 6 eye-friendly nutrients can help you see well and live well.

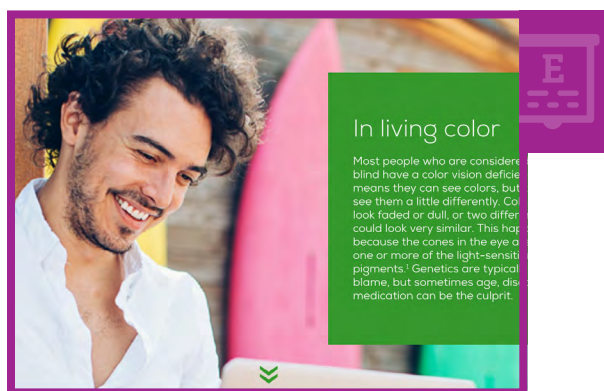
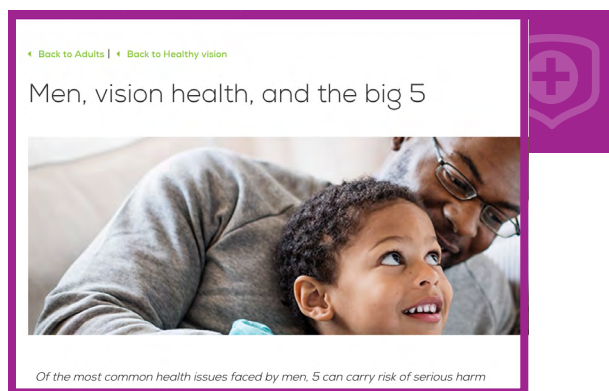
Treat yourself to a special breakfast that not only tastes good, but is good for your eye health. Try this easy recipe that's full of vitamin C and antioxidants—ready in 20 minutes.

Celebrate Healthy Vision Month with a collection of greatest hits from our vision-boosting recipe files. Delicious and nutritious, simple and snappy—eat for eye health all month long.

June

Setting your sights on men's health

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Five of the most common health issues men face could impact your vision, too. Learn how eyesight can be damaged by these diseases and what you can do to avoid them.

Men are 5 times more likely than women to have the most common form of color blindness. Take a quick screening test and see what color deficiency looks like.³

Put an eye exam back on the to-do list. It might spot early signs of serious health problems. Here's a little extra nudge to make an appointment.

³ "Facts About Color Blindness", National Eye Institute.


July

Protecting your vision is no game

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See Your Way to Sharper Sports Performance



Want to play better? Focus on your vision skills.

Good vision skills are necessary for a lot of sports, both competitive and non-competitive. Even at practice, it's important to see well to get the best results from your hard work.

Don't underestimate a visual problem, even if you think it's of little importance. Your

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[Inevitable](#)
[Kid-Friendly](#)
[But Vision](#)

History of sunglasses

Sunglasses protect our eyes. Make us look cool. And help us make a fashion statement.

But do you know anything about their history? Join us as we travel back in time and take a closer look at the evolution of sunglasses.

P.S. Don't forget to pack your shades!



Original Ray-Ban®

Shedding light on the history of sunglasses.

Eye safety checklist

For sports of all sorts

Athletes in all sports, on all levels, of all ages depend on their eyesight to perform. But you never know which way that crazy ball is gonna bounce. Knowing how to protect your eyes can help you enjoy the game—and the vision—you love so much.

	CAUTION	PROTECTION	SKILL BUILDING DRILLS
Baseball	Wild pitches, thrown bats, pop flies	Face guard, eye guard	Tape words to a bouncing ball and see if you can read them (dynamic acuity).
Basketball	Elbows, fingers, basketballs	Eye guards	Watch TV with your head turned to one side (peripheral vision).
Football	Fingers, loose equipment	Eye guards, face guard	Play a kid's memory matching game and focus on improving your speed

Nearly every sport has one thing in common—to play it well, you need to see well. But each sport uses different types of vision. Discover the differences and what they can add to your game.

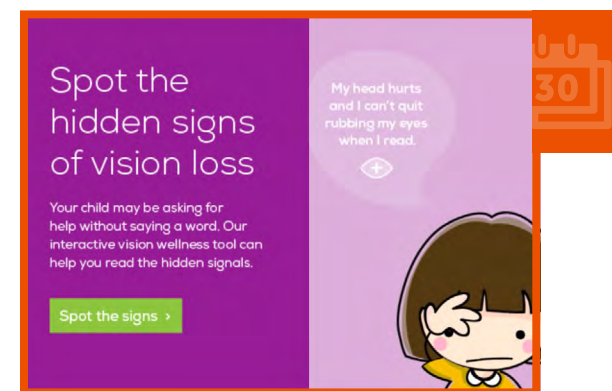
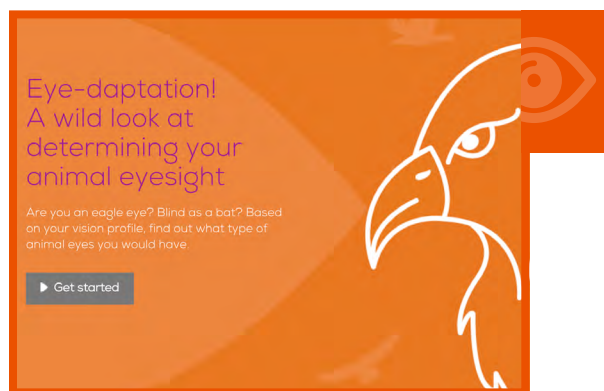
Eye protection. Fashion statement. Coolness badge. Our shades are a central part of our lives. But where did they come from? Take a closer look at the evolution of sunglasses.

Athletes of all ages are focusing on safety these days. Eye safety should be part of the picture. Next time you hit the field or gym, make sure you check these boxes.

August

Back to school eye health

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80% of learning comes through the eyes, but 1 in 4 children have a vision problem. Make sure they're ready to see success with this back to school checklist.⁴

Are you blind as a bat? Can you see as sharply as an eagle? Find out how your vision matches up with the animal kingdom in this fun interactive quiz.

Your kid's vision can change a lot while they're growing up—and it's not always obvious. You can spot the signs if you know what to look for. This is the perfect time to start reading the signals.

**We have plenty of email templates to get the word out. Connect with your account manager for details.*

⁴ "Children's Vision and Eye Health: A Snapshot of Current National Issues"; National Center for Children's Vision & Eye Health; accessed July 2017.


September

It's open enrollment season

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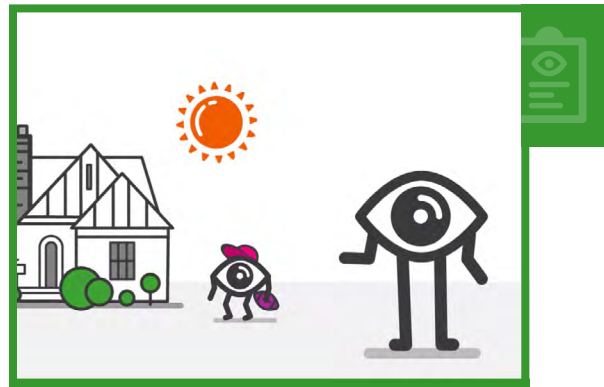
Ask the doctor

At EyeMed, we are listening to your concerns. That is why we decided to take some of the most common questions we receive and ask our doctors directly. Questions like, when should your children have their first eye exam? Or, how can an eye doctor see other health concerns by just looking into your eyes? If you don't see your question in any of the videos, look below for other frequently asked questions.



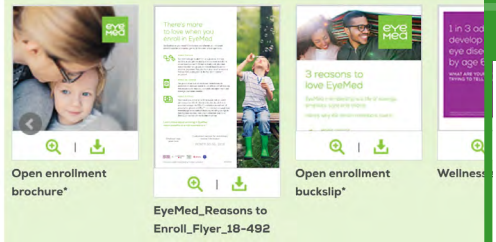
Video transcript Video transcript Video transcript

What is a doctor looking for during an eye exam? What can a doctor see when he or she looks into a patient's eyes? Why is it important to wear sunglasses?



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Open enrollment brochure* EyeMed_Reasons to Enroll_Flyer_18-492 Open enrollment buckslip* Wellness

There's value for everyone in vision benefits, even for those who don't need prescription eyewear. Our Ask the Doctor video series explains how to save money and stay healthy.

Let LevEye, our vision benefits concierge, help you see things more clearly with a quick quiz that gets to the heart of whether vision benefits may be right for you and your family.

Employer exclusive: Use any (or all) of our self-service resources to promote vision benefits and make open enrollment a breeze. Choose from customizable Templates, ready-to-go materials and sharable videos.


October

Seeing life to the fullest

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◀ Back to Caring for your eyes

Eye care travel tips



Easy ways to avoid common mishaps
Wait a minute. Is that the Eiffel Tower or a cell phone tower?

There's little point in sight-seeing if it's like looking through the smeared-up window of a tour bus. Yet every year, this becomes a reality for many travelers who are

See Life to the Fullest Quiz

See if you have a keen insight into these visionary legends' minds by challenging yourself with our See Life to the Fullest Quiz.

Drag and place the famous name to his or her quote.

“
It's not what you look at that matters, it's what you see.”

Henry David Thoreau
Theodore

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Click on special offers to get your sun savings code to use in store or online or pull up the offer on your

On the road, in the air, or on the high seas, strange things can happen to your eyes or eyewear while traveling. Check out these tips and don't let an avoidable mishap derail your trip.

The giants of history knew the value of great vision. Challenge yourself and see if you can match the quote to the legendary speaker.

Protecting your eyes from the sun looks cool in any season. You'll have it made in the shade with this members-only offer from Sunglass Hut®.

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November

Early detection is key

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Managing your vision while managing



If you're one of the more than 29 million Americans with diabetes,⁵ you know how important it is to take good care of yourself—monitoring your blood sugar, watching your diet, taking your medication, exercising. But if you haven't yet added an annual eye exam to your routine, you should.


Diabetics are at greater risk for eye problems. In fact, diabetes is the leading cause of blindness in adults ages 20–74.² However, proper eye care can lead to the early

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Find an eye doctor near you at eyemed.com.



If you're one of 29 million Americans with diabetes, you're at higher risk for eye problems.⁵ Learn how an annual eye exam can detect changes in vision and why it should be added to your care plan.

Anyone with diabetes knows how important it is to take good care of yourself. Vision care is part of that, even if you're just at risk. This video shows how eye exams can help.

Eye exams are about so much more than focusing on a big letter E. They can help detect signs of a long list of serious health problems. Now is the right time to talk to your eye doctor and make sure.

⁵ "2017 National Diabetes Statistics Report"; National Center for Chronic Disease Prevention and Health Promotion; Division of Diabetes; 2017.


December

See better, hear better, feel better

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Social sense: When vision and hearing make it hard to connect



Close your eyes and think of your favorite holiday. Let it sink in. Chances are you can recall specific sights, sounds, tastes and smells. It's a sensory feast. But, what if one of your senses has changed? What if you notice it's harder to see in candlelight? Or, maybe you can't hear the entire conversation at the end of the dinner table. Sometimes the evolution is slow, so we don't notice differences in how

Relate
A Woman
Vision Hec

Not being able to see or hear clearly can get in the way of a full life. What if one or more of your senses are changing? Learn a few strategies for making communication easier.

Quiz: What is your hearing age?

Never 1-2 3-5 6+


4→ How difficult is it to understand conversations in restaurants?*

1	2	3	4	5
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Not Difficult Very Difficult

5→ How would those around you rate the volume you listen to television?*

Hopefully, you've had an eye exam this year—what about a hearing test? This simple quiz will tell you whether you should think about making an appointment.



We want to help you hear your best. Sound good?

Your total health and wellness is our top priority. That's why EyeMed has teamed up with Amplifon - the nation's largest independent hearing discount network - to add affordable hearing care to your vision benefits package at **no extra cost** to you.

Your hearing discount through Amplifon includes:

- 40% off hearing exams at thousands of convenient locations nationwide

1 in 9 Americans has hearing loss¹

Believe it or not, what you hear can actually affect what you see. We want you to see and hear your best. Here's a members-only discount for hearing care and a free hearing test.

**We have plenty of email templates to get the word out. Connect with your account manager for details.*