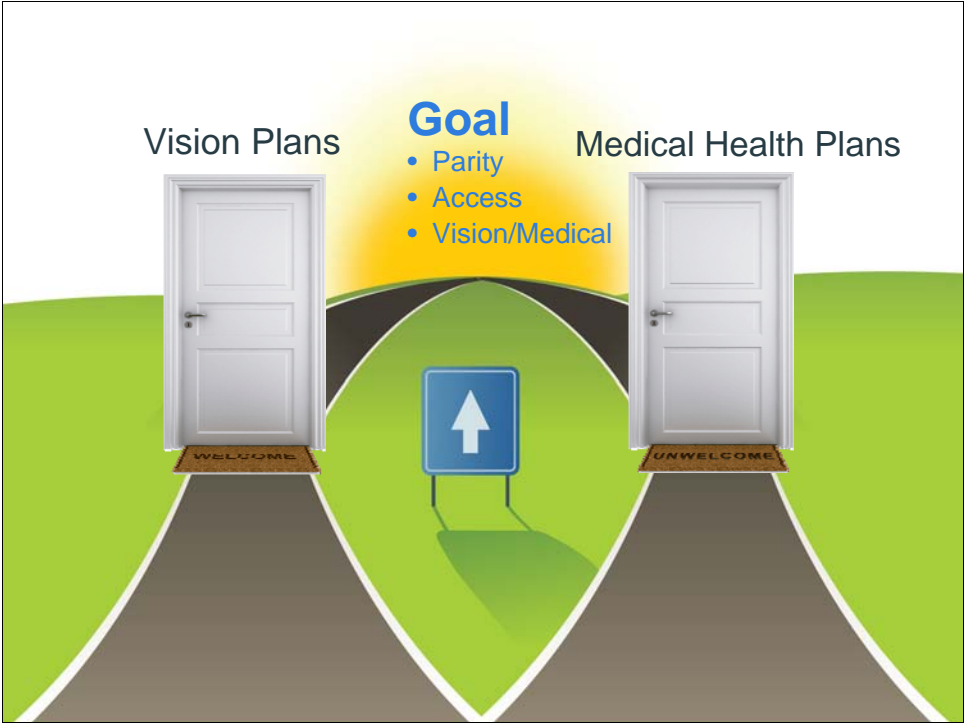




Opening Doors for Optometry

The View from
VSP® Vision Care

Tim Jankowski, O.D., F.A.A.O.
Board Chairman



Vision Plans

Goal

- Parity
- Access
- Vision/Medical

Medical Health Plans

WELCOME



UNWELCOME



Three-point Plan

- Access through vision plans
- Access through health plans
- Advocacy for the profession



Access through Vision Plans

- Millions of patients
- Your gateway to medical
- Patient education is crucial

Educated Patient



Patient enters to see OD.

Healthcare Continuum

Patient meets with primary care doctor as an informed patient.





Access through Health Plans

- Another critical patient channel
- Address the risks
- Work together to broaden opportunities



Advocacy for the profession

- **Recognized as physicians**
- **Eliminate discrimination**
- **No “gatekeeper” limits**



**We believe vision plans
are important to keep
optometry in the game.**

