Vision Health Alliance

Let’s Be Clear Consumer Campaign
We are on a mission to make eyecare an integral part of healthcare
Eye Health Exams Play An Essential Role in Overall Health

Comprehensive eye exams are a simple, painless way to detect some health conditions before you exhibit symptoms. Conditions like:

- High Blood Pressure
- Diabetes
- Cancer
- Heart Disease
- Rheumatoid Arthritis
- Thyroid Diseases
- Parkinson’s Disease

Comprehensive eye exams can detect eye conditions and diseases that can lead to vision impairment or vision loss.

- Glaucoma
- Diabetic Retinopathy
- Age-Related Macular Degeneration
- Myopia (especially in children)
- Cataracts
Studies show that only about 50% of adults schedule annual comprehensive eye exams. An estimated 16MM people delayed or cancelled eye exams during COVID-19.

Johnson & Johnson Vision, 2020
VSP, 2020
US Dept of Health & Human Services, 2017
Understanding Attitudes Around Eye Care and Eye Health

We conducted new consumer research to better understand healthcare and eyecare behaviors in adults who never or rarely received comprehensive eye exams.

Nearly all adults (95%) say that caring for their eye health is important

HOWEVER

Only 31% mention (in an unaided environment) attending exams as an action they take to care for their eye health or vision.
Research uncovers that people believe that eye exams are only necessary for problems with vision

- Only 14% of adults mention the prevention of other serious illnesses or conditions as a reason to get an eye exam.

- The primary reason for getting an eye exam was to address a vision problem – for those who had never or rarely received an eye exam.

- Those that receive regular eye exams (at least every 3 years) report they do so to maintain healthy vision.
Health Attitudes and Behaviors Show a Lack of Awareness and Action Related to Eyecare

- On average, annual physical exams rank highest in importance, followed by dental care, then eyecare. Individuals who had gone to the eye doctor in the last two years were the only group that ranked dental and eyecare equally.
- Dental was ranked higher than eyecare because respondents attribute their dental care to their overall health and well-being.
- Respondents were not aware that eye health should require a routine visit, regardless of self-perceived "good vision health."
Research Findings Show Differences in Attitudes and Behaviors Based on Age

- **Gen Z** – the youngest demographic – shows the **highest rejection attitudes** towards all health care.
- Those **ages 39 and under were the least aware** of the need for annual comprehensive eye exams, and perceived **relevance did not emerge until age 25**.
- Those **ages 55+ were most aware of the need, but also the most entrenched** in their habits and perceptions.
- Those in the **40-54 range** had a better understanding of the importance of eye exams but were concerned about cost.
Attitudes Toward Eyecare (Barriers and Drivers)

Barriers by Age Group

- I don't believe I need one
-眼检太贵了
-没觉得重要
-我的视力很好，或者我现有的矫正视力足以满足我的需求
-对自付费用的不确定性

<table>
<thead>
<tr>
<th>Attitudes</th>
<th>18-25</th>
<th>26-39</th>
<th>40-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don't believe I need one</td>
<td>23%</td>
<td>19%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Eye exam is too expensive</td>
<td>16%</td>
<td>16%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Didn't think it was a priority</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>My vision is fine, or the corrective vision I have is fine for my needs</td>
<td>16%</td>
<td>13%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Uncertainty about out-of-pocket costs</td>
<td>18%</td>
<td>15%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Drivers by Age Group

- More information on regular eye care and health implications
- Noticing a change in my vision
- My eyes bother me- stinging, soreness, pain
- Lower costs for eye exams
- Early-detection
- Fear of not being able to do the things I love/value
- Lower cost for glasses/contacts
- Understanding costs of potentially preventable eye diseases

18-25  26-39  40-54  55+
Let’s Be Clear…

We need a consumer-focused campaign that educates and empowers people to include comprehensive eye exams in their healthcare routine.
Digital Strategy to Address Drivers and Barriers

- Capture focus on return to work, return to school, and return to preventative health care to educate about eye health and eyecare.
- Deliver message that eyecare = healthcare
- Employ strategy that is scalable utilizing digital and PR, and leverage distribution channels of sponsor companies and strategic partners
- Target those who have never had an eye exam and those who have not had an exam in more than 5 years.
  - Further target with messages for key demographic groups identified through research
  - Utilize landing pages for messages that include a ‘schedule an eye exam’ call to action
Key Awareness Messages for 18-25

“Annual eye exams can help maintain quality of life, as your ability to drive and see the best things in life are tied to your eyes”

Normalize vision health as an important part of their overall health and as it relates to their quality of life.

Prepare their future selves to include this in their healthcare plans and as they start to take control of their healthcare appointments.

Change perception that comprehensive eye exams are not just for those who have vision problems or above age 40.

https://visionhealthalliance.org/lets-be-clear/genz/
“Early detection from annual eye exams can save you from unexpected vision loss and impairment that may result in higher healthcare costs.”

Normalize the annual comprehensive eye exam and the importance of routine eye care as it relates to your overall health specifically early detection of other serious illnesses.

Change the perception that only people with vision issues or over the age of 40 need an annual comprehensive eye exam.

Emphasize setting children up for success as they head back to school and make this part of your family’s overall healthcare routine.

https://visionhealthalliance.org/lets-be-clear/future/
Key Awareness Messaging for 40-54

“Annual eye exams may prevent your child from silently struggling at school by helping them to see information clearly.”

Most informed about the importance of eye exams and prioritized accordingly. Key messaging for this audience surrounds reinforcing the message that eye care must be part of your overall preventive health routine.

Motivate this audience to prioritize vision health for their entire family and educate them on the need for childhood vision exams as it can lead to further vision decline.

https://visionhealthalliance.org/lets-be-clear/family/
Key Awareness Messaging for 55+
“An annual eye exam can lead to early detection of not only issues with your vision, but your overall health and can identify conditions like heart disease and diabetes.”

Educate the 55+ target audience who do not prioritize vision health that comprehensive eye exams can be an early detector of dozens of health conditions and diseases.

Motivate this audience to prioritize vision health as part of their overall annual healthcare routine.

https://visionhealthalliance.org/lets-be-clear/life/
Improved Experience for Partners and ECP's

We are creating new resources to help you stay engaged and informed

✓ Dedicated partner web page where all resources can be found – updated monthly
✓ Monthly newsletter featuring campaign performance, research insights, and updates

https://visionhealthalliance.org/partner-resources/
How Can Partners Get Involved?

- Become a sponsor – Vision Health Alliance is 100% sponsor supported

- Share your expertise – Marketing, research, and advocacy - we need your input

- Help extend our reach through your own marketing channels and networks – Utilize our social media calendar and campaign assets to increase impressions, reach, and engagement

- Promote your support via your website, company LinkedIn page, internal communications, and social channels – The more people/companies who know about us, the broader our reach can become!
**VISION HEALTH ALLIANCE**

Made up of companies within the vision community and allied organizations who share our core beliefs, Vision Health Alliance is an initiative of The Vision Council’s Better Vision Institute – a 501(c)(3) organization. Vision Health Alliance’s Leadership Council provides strategic direction and input on programs and campaigns.

### SPONSORSHIP LEVELS

#### VISIONARY: $250,000+
- Member of Leadership Council
- Research reports/custom presentations
- Monthly updates
- Custom logo/Presenting Sponsor designation
- Dedicated web page with custom messaging
- Sponsor acknowledgement 4x year on social
- Ability to contribute branded content 4x year
- Recognition in print, digital and at events
- Priority for custom sponsorship opportunities

#### CHAMPION: $100,000+
- Member of Leadership Council
- Research reports
- Monthly updates
- Sponsor acknowledgement ‘ad’ on website (choice of page/content area)
- Sponsor acknowledgement 2x year on social
- Ability to contribute branded content 3x year
- Recognition in print, digital and at events

#### SUPPORTER: $50,000+
- Potential to be one of four sponsors in this category to serve on Leadership Council
- Research reports
- Monthly updates
- Sponsor acknowledgement 2x year on social
- Ability to contribute branded content 2x year
- Recognition in print, digital and at events

#### ADVOCATE: $25,000+
- Potential to be one of two sponsors in this category to serve on Leadership Council
- Research reports
- Monthly updates
- Sponsor acknowledgement 1x year on social
- Ability to contribute branded content 1x year
- Recognition in print, digital and at events

#### FRIEND: UP TO $25,000
- Potential to be representative of sponsors in this category to serve on Leadership Council
- Research reports
- Monthly updates
- Sponsor acknowledgement with all sponsors at this level 1x year on social
- Recognition in print, digital and at events
QUESTIONS? COMMENTS? SUGGESTIONS?

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