



The road to  
**well-being**

A close-up, profile photograph of a woman with long, light brown hair, looking thoughtfully towards the right. Her eyes are blue. The background is a soft, out-of-focus grey.

Vision Care

## Dear Employer,

Are you ready to lead your employees on the road to well-being? One way to do it is by focusing on vision care for the next four months. We're giving you this vision care kit to make your job easier.

### **Yearly eye exams are vital to vision health as well as overall health.**

Regular eye exams can help diagnose diseases like glaucoma, macular degeneration and cataracts in their early stages, along with other diseases.<sup>1</sup> So we give you tools to motivate your employees to make yearly checkups part of their vision care.

### **With this vision care kit, you'll find a four-month communication plan that includes:**

- Monthly emails to educate your employees about vision health
- A poster to persuade your employees to go for an annual eye exam
- Flyers about preventing vision problems

**Use the tools in this kit to launch an informative, interactive campaign to help change behavior in your employees.** Here's what we've provided for each month:

#### **Month 1 —**

**Touch 1:** An employee email introducing the vision care program.

**Touch 2:** An educational poster for your office.

**Touch 3:** A flyer about foods that are healthy for eyes.

#### **Month 2 —**

A second email about medical conditions that can affect eyesight.

#### **Month 3 —**

**Touch 1:** A third email about eye safety.

**Touch 2:** A flyer that covers ways to protect children's eyesight.

#### **Month 4 —**

The final email about drugs, vitamins and vision care.

We hope this kit will be a roadmap to help you lead your employees toward better vision care.

<sup>1</sup>[www.aoa.org/patients-and-public?ss0=y](http://www.aoa.org/patients-and-public?ss0=y) (Accessed October 24, 2014)



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Launch an educational and engaging vision care program for your employees with these easy-to-use tools and resources:

### An email for employees

This introduces the campaign and gets your employees engaged with the program. Each email has three or four links that are based on the theme of the month. For example, in the first email, the links focus on vision care basics and preventive care. They feature:

- [An intriguing question to get employees to click on the healthy eyes slideshow](#)
- [Delicious recipes to tempt employees to eat foods that are good for their eyes](#)
- [A link about smoking and eye health](#)

Send this communication to your employees on the first day of the month to introduce the program.

### A poster for your office

This [poster](#) will educate employees about the importance of yearly eye exams. Just print and post it wherever your employees gather.

### A flyer

This [flyer](#) will give employees tips on eye-healthy eating.

### 24/7 NurseLine

Anthem Blue Cross and Blue Shield (Anthem) health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

### The Vision Resource Center

All employees can visit [anthem.com/eyehealth](#) and get helpful advice anytime.

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# At Anthem, we respect your time. That's why we designed this vision care program to be easy to use.

Start with an email to employees with links to three educational pages: a prevention slideshow, a collection of eye-healthy recipes, and a page about smoking and vision. There are also links to a poster for your office and an appetizing flyer.

[Click to download](#)



▲ The first email focuses on vision care basics.

[Slideshow: Top Tips for Healthier Eyes](#)



▲ A prevention slideshow about healthier eyes.

[Click to download](#)



▲ A link about smoking and vision.



▲ A link filled with eye-healthy, delicious recipes.

[Click to download](#)



▲ An educational poster about the importance of yearly checkups.



▲ A flyer about foods that are good for your eyes.

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## Month 2: Medical conditions and eyesight

Keep employees engaged in the vision care program with the tools below:

### An email for employees

This [email](#) has five links that are based on the theme of the month: medical conditions and eyesight.

- [How diabetes can impact your eyesight](#)
- [An article about heart disease, hypertension and their eyesight implications](#)
- [Employees can learn how to help avoid cataracts](#)
- [How to stop glaucoma in its early stages](#)
- [Thyroid eye disease and its history](#)

Send this communication to your employees on the first day of the month.

### Medical condition kits

Find other helpful kits on diabetes, hypertension and heart disease on [anthem.com/timewellspent](#).

### 24/7 NurseLine

Anthem health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

### The Vision Resource Center

All employees can visit [anthem.com/eyehealth](#) and get helpful advice anytime.

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# It's Month 2 of your educational vision care program. Make sure the posters are still up to encourage your employees to go for their yearly eye exams.

This month we have an email with five links to medical conditions and their impact on eyesight. And we have a link to the other medical condition kits you might find helpful.

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[Click to download](#)



▲ This email focuses on medical conditions and eyesight.



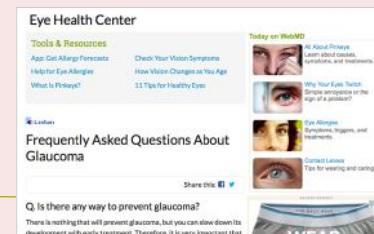
▲ How diabetes can impact your eyesight.



▲ Heart disease and hypertension have eyesight implications.



▲ This helpful link teaches how to avoid cataracts.



▲ This link talks about early detection of glaucoma.



▲ This link offers other medical condition kits.



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## Month 3: The importance of eye safety

Protecting children's eyes from UV sun damage and sport injuries is the focus this month. Of course, we give adults some healthy reminders, too.

### An email for employees

This [email](#) has four links: one about protecting children from UV rays, another about adult protection, a third about buying the right sunglasses and the fourth about preventing eye injuries in children.

- [Ways to protect children's eyes from UV exposure](#)
- [Tips for adults about protecting their vision](#)
- [Suggestions for buying the right sunglasses](#)
- [How to prevent eye injuries in children](#)

Send this communication to your employees on the first day of the month.

### Flyers

This [flyer](#) covers ways to protect children's eye health.

### 24/7 NurseLine

Anthem health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

### The Vision Resource Center

All employees can visit [anthem.com/eyehealth](http://anthem.com/eyehealth) and get helpful advice anytime.



**This month's email highlights a worrisome statistic: 80% of all UV exposure occurs before the age of 18.**

Our email has four helpful links: one about protection for children, one about protection for adults, a third about buying sunglasses and a fourth about preventing children's sports eye injuries. Plus there's a flyer that discusses all the ways to protect children's eyesight.

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[Click to download](#)



- ▲ This email focuses on eye safety.

[Click to download](#)



## ► Suggestions for buying the right sunglasses



- Ways to protect children's eyes from UV rays.



- ▲ Protecting adult eyes from UV sun damage



## ► Preventing eye injuries in children.



- ▲ A flyer that covers all the ways to protect children's eye health.

## Month 4: Drugs, vitamins and vision



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Wrap up the vision care program with an email about drugs, vitamins and vision. Here are your links and resources.

### An email for employees

This [email](#) has three links:

- [This link discusses medications that can cause vision problems](#)
- [Which vitamins are good for your eyes? This link will tell you.](#)
- [When it comes to eye drops, which work best?](#)

Make sure to send this communication to your employees on the first day of the month.

### 24/7 NurseLine

Anthem health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

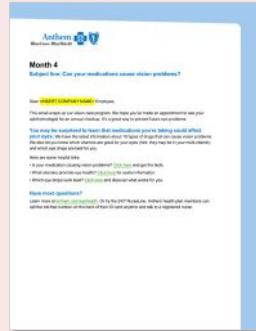
### The Vision Resource Center

All employees can visit [anthem.com/eyehealth](http://anthem.com/eyehealth) and get helpful advice anytime.

## It's surprising that many medications may impact eyesight.

The email highlights those medications, discusses vitamins and offers advice on eye drops. There is also a link to the Vision Resource Center.

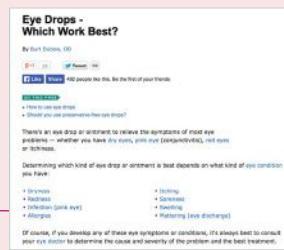
[Click to download](#)



- ▲ The fourth email focuses on drugs, vitamins and vision.

- ▲ Ten medications that can cause vision problems.

- ▲ These vitamins are good for your eyes.



- ▲ How to choose the best eye drops.

- ▲ The Vision Resource Center.

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