

Supersize their savings



Any frame, any brand at any price point for no out-of-pocket expense – a special offer for your employees from Target® Optical and Sears® Optical.* Plus, members also get \$20 off their contacts purchase (and free shipping) from ContactsDirect.com.

HOW IT WORKS – SAVINGS ON FRAMES

Your employees will simply go to their local Target Optical or Sears Optical store, find their frame (ANY available frame!) and they'll incur no cost.* And that means they have the freedom to find a great frame that matches their style and personality, while keeping money in their pocket.

HOW IT WORKS – SAVINGS ON CONTACT LENSES

When members visit ContactsDirect.com to purchase contact lenses, they simply create an account and register their vision benefits. The \$20 savings will then automatically apply in their cart during checkout.

WHAT IT INCLUDES

With this special offer from Target Optical, Sears Optical and ContactsDirect, your employees can choose from a wide selection of frame and contact lens brands, including:



* A special offer from Target Optical and Sears Optical. Valid only on complete pairs of glasses, for each year of the initial contract term and in-store only at Target Optical and Sears Optical. Offer not valid at Sears Optical stores affiliated with US Vision. Member is still responsible for lenses, which are covered based on benefits outlined in the vision benefits and may include an additional copay. ** EyeMed analysis of business results, before and after offering Freedom Pass from Target Optical and Sears Optical, 2017.

WITH THE
FREEDOM PASS OFFER:**



Utilization goes up



Member out-of-pocket
costs go down




Members get up to
\$80 of added value each
year on frames



Members get \$20
of added value each year
on contact lenses




SEE THE VALUE

 <p>Coach HC6091B</p>	Retail cost of Coach frame	\$230
	Member frame cost without Freedom Pass <small>(\$130 frame allowance + 20% standard additional discount)</small>	\$80
	Member cost with Freedom Pass	\$0
	Overall that's up to \$80 of added value for employees each year	

 <p>12 pack (6 pack supply)</p>	Retail cost of Acuvue Oasys	\$144
	Member contact lens cost without Freedom Pass <small>(\$130 contact lens allowance)</small>	\$14
	Member cost with Freedom Pass	\$0
	Overall that's up to \$20 of added value for employees each year	

WHERE MEMBERS SAVE

Target Optical, Sears Optical and ContactDirect offer plenty of chances to use the Freedom Pass:

	Locations	Selection
	More than 350 nationwide	About 700 frames, per location
	Nearly 600 nationwide	About 900 frames, per location
	Always available online	Many top-selling contact lens brands



HELPING MEMBERS FEEL FREE

Freedom Pass makes it even better. The combination of great style, with a guarantee of no additional out-of-pocket cost on preferred, quality brands – it's a game changer.

– Internet services company, Scottsdale AZ

**on average

Give your employees more freedom than ever –
Contact your EyeMed rep or visit starthere.eyemed.com

