

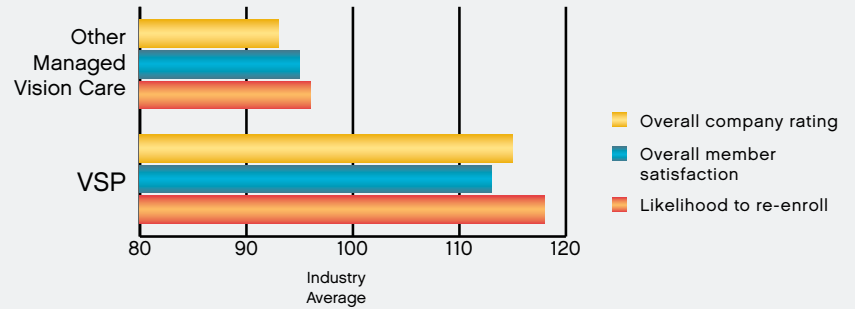
Synovate Surveys Members of National Vision Plans: VSP® Vision Care Ranks Highest Overall

Synovate surveyed 1,662 vision plan members to find out what was most important to them and how four national vision plans compare.

Key findings:

- VSP ranks highest in overall member satisfaction.
- VSP members are more likely to re-enroll than members of other vision plans.
- VSP receives high marks from members for their selection of doctors, convenient doctor appointment times and personalized eye care.

VSP Leads the Industry in Member Satisfaction



Study participants were asked to rate their vision plan on 28 qualities. Here are the 10 most important qualities to members and how VSP compares to other managed vision care.

Ratings Legend*:

- ★★★★★ **The Best** = Category Leader or 115+
- ★★★★☆ **Better Than Average** = 105–114
- ★★★☆☆ **About Average** = 95–104
- ★★☆☆☆ **Below Average** = Less than 95

10 Most Important Qualities of a Vision Plan

	Other Managed Vision Care	VSP Vision Care
1. Provides information about my plan in a clear way	★★★★☆	★★★★☆
2. Leader in promoting eye health and wellness	★★★☆☆	★★★★★
3. Provides quick and easy reimbursement when I need to submit receipts	★★★★☆	★★★★☆
4. Offers plans that are easy to use	★★★☆☆	★★★★★
5. Access to doctors that offer convenient appointment times	★★★★☆	★★★★☆
6. Access to doctors that provide personalized eye care	★★★★☆	★★★★☆
7. Emphasizes stylish or fashionable eyewear	★★★☆☆	★★★★★
8. Cares most about making sure I have healthy eyes	★★★★☆	★★★★☆
9. Has a high level of member satisfaction	★★★☆☆	★★★★★
10. Focuses on preventive eye care for a lifetime of good vision	★★★★☆	★★★★☆

About Synovate:

Synovate, a subsidiary of Aegis Group plc, is one of the largest global market research firms specializing in brand comparative studies. Synovate employs over 5,800 staff in 121 cities across 57 countries, ensuring local knowledge and understanding of the world's diverse markets.

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Research reinvented



*Numerical results were calculated from the top three in a 10-point scale from strongly agree to strongly disagree. The industry average is 100. Scores above 100 show performance better than the category overall.

Survey was commissioned by VSP and conducted online in Q1 2008. Respondents were members of a national vision plan that provides fully insured benefits to at least five million members. Other managed vision care includes Davis Vision, EyeMed Vision Care and Spectera. Survey results were balanced to ensure an equal number of members with equivalent plan types and benefit frequencies.