

NEW

Key Advantage Blue View VisionSM

Effective with Your 2009 Annual Renewal Date



Protect your vision. Protect your health.

Regular eye exams are about more than tweaking your eyeglass prescription. They're important to health, safety and learning. Even if you think you have 20/20 vision, it's important to be screened regularly – at every age.

- Eye exams can offer a glimpse into major health conditions, like diabetes, high blood pressure and cardiovascular disease.
- Eye diseases often have no warning symptoms, so many people don't realize that they're at risk for impaired vision or blindness.¹
- One in four children has a vision problem that can interfere with learning.²
- Screenings at schools only pick up about 5% of vision problems.³

More than meets the eye

Blue View Vision has one of the country's largest vision networks, with more than 44,000 providers and provider locations, and continues to grow. You'll find independent optometrists and ophthalmologists, and popular retail locations such as LensCrafters[®], Target[®] Optical, Sears OpticalSM, JCPenney[®] Optical and Pearle Vision[®]. These extended-hour retail locations make it easier for you to get vision care when it's convenient for you – with some locations filling orders in as little as an hour.

Go to www.anthem.com/tlc and click on the *Provider Directory* tab to find a Blue View provider near you.

Frames

Blue View Vision provides a frame allowance that members may apply to their frame of choice. Members also may select a frame greater than their covered allowance and receive a 20% discount for any additional cost over the allowance. For children under 19 years old, standard polycarbonate lenses are covered.

Contact Lenses

Members may elect to receive contact lenses in lieu of eyeglass lenses. Providers are free to prescribe the brand of contact lenses that best meet the needs of the member. Please note that the contact lens benefit must be completely used at the time of the initial service. No amount of the allowance may be carried forward to use during another service date.

Additional Savings

Additional savings are offered for non-covered materials such as an extra pair of glasses, a number of non-prescription sunglasses and other popular accessories. Members can save 15-40% by taking advantage of this unique option.

Questions?

Just call Anthem Customer Service at **1-800-552-2682**.



Blue Cross and Blue Shield is the trade name for Anthem Health Plans of Virginia, Inc.
*Registered marks Blue Cross and Blue Shield Association.

¹American Academy of Ophthalmology, "Eye Diseases", www.geteyesmart.org, March 13, 2008.

²Check Yearly. See Clearly, public awareness campaign, <http://www.checkyearly.com/about-vision-care.html>, March 13, 2008.

³Check Yearly. See Clearly, public awareness campaign, <http://www.checkyearly/eye-health-101/vision-facts.html>, March 13, 2008.

Blue View Vision – Summary of Benefits

Vision Benefit (Once every 12 months)	Key Advantage Expanded	Key Advantage 200	Key Advantage 300	Key Advantage 500	Non-Blue View Network
	In Blue View Network	Non-Blue View Network			
Routine eye exam	You pay \$25 copayment	You pay \$35 copayment	You pay \$40 copayment	You pay \$40 copayment	Plan pays up to \$50
Eyeglass lenses	You pay \$20 copayment	Plan pays up to: \$50 single lenses; \$75 bifocal; \$100 trifocal			
Eyeglass frames	Plan pays up to \$100* retail allowance	Plan pays up to \$80			
Contact lenses <i>(in lieu of eyeglass lenses)</i>					
◦ Elective ¹	Plan pays up to \$100 allowance	Plan pays up to \$80			
◦ Non-Elective ¹	Plan pays up to \$250 allowance	Plan pays up to \$210			
Lens Options					
◦ UV coating, tints, standard scratch-resistant	You pay \$15	You pay \$15	You pay \$15	You pay \$15	Not available
◦ Standard polycarbonate	You pay \$40	You pay \$40	You pay \$40	You pay \$40	
◦ Standard progressive	You pay \$65	You pay \$65	You pay \$65	You pay \$65	
◦ Standard anti-reflective	You pay \$45	You pay \$45	You pay \$45	You pay \$45	
◦ Other add-ons	You pay 20% off retail				

*You may select a frame greater than the covered allowance and receive a 20% discount for any additional cost over the allowance.

¹ Elective contact lenses are typically elected in lieu of eyeglass lenses. Non-Elective contact lenses are medically necessary contacts when glasses are not an option for vision correction, such as after cataract surgery.

