



The Windows to Health:

Perceptions vs. Reality of Eye Exams, Vision Wellness and Holistic Health

Eyes are the windows not only to the soul, but also health.

That is central to why the American Optometric Association recommends people get a comprehensive eye exam at least once every two years—and more frequently, for those with risk factors of certain health complications.

The good news is that many people are getting eye exams more often than that!



More than half say their household members get a routine eye exam at least once per year, according to the **Vision Wellness Study by Versant Health**.

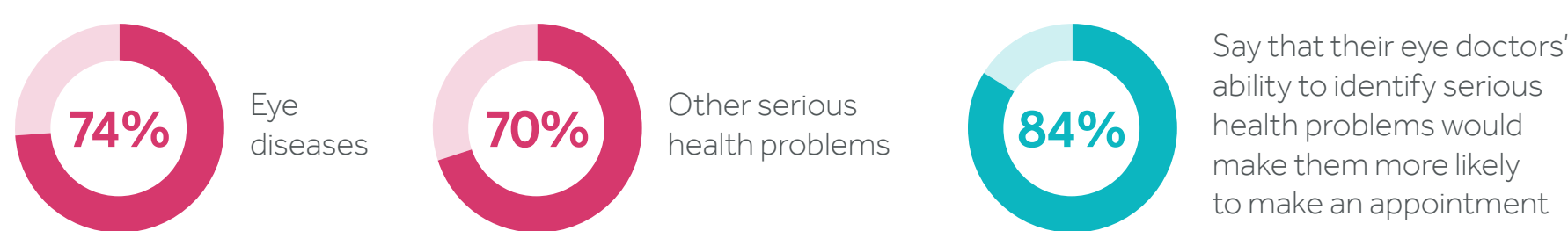
The Vision Wellness Study explores how people view eye exams and their impact on overall health and wellness—from the care they currently seek from eye doctors, to the services that would make them more likely to get an eye exam in the future.

So, what are the differences between the perceptions and reality of eye exams?

EYE EXAMS ARE PREVENTATIVE CARE

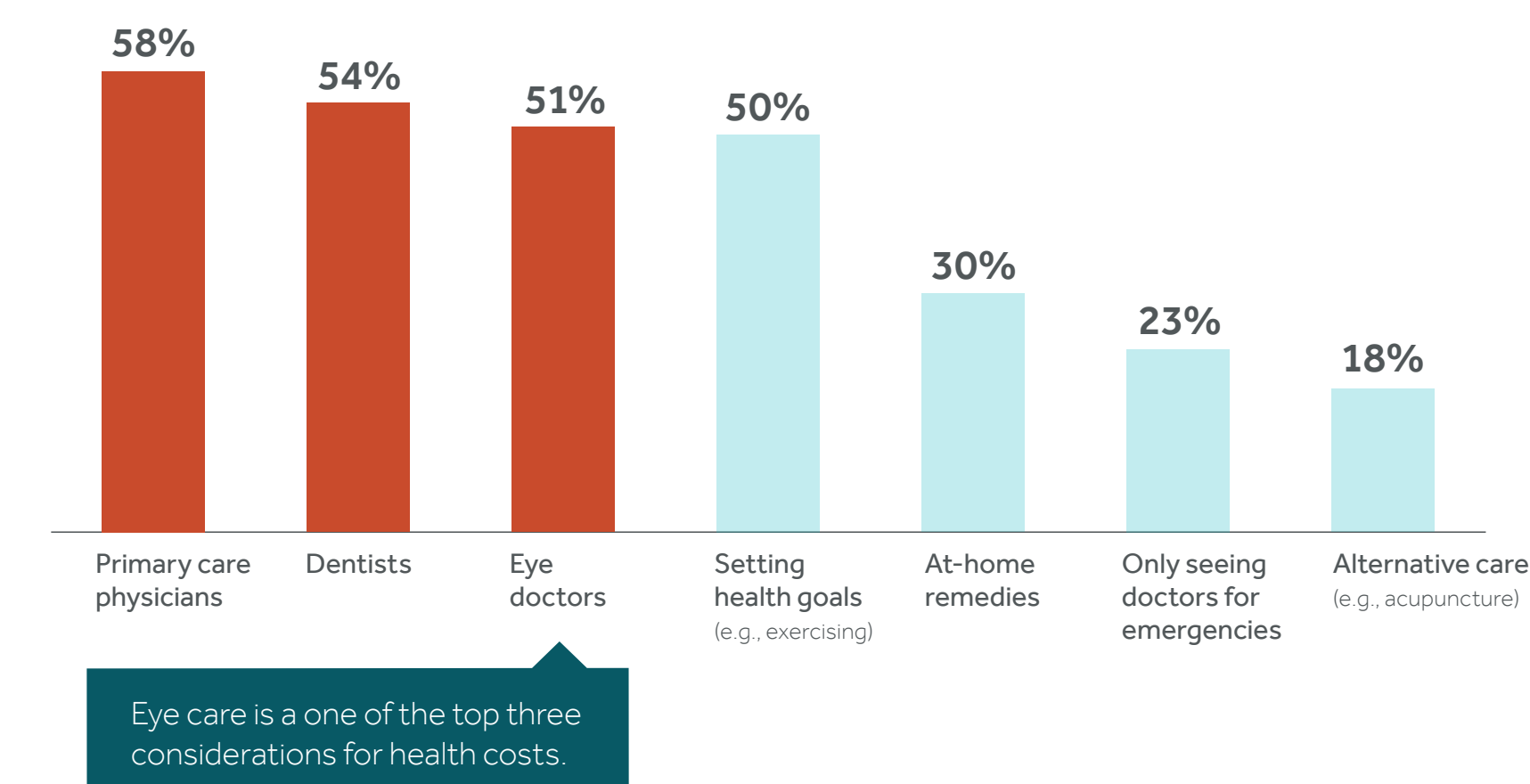
Most people (72%) see eye doctors every one to two years, in line with doctors' orders, but they recognize eye exams as more than simply frames, lenses and contacts.

People place high value on eye doctors' ability to identify:



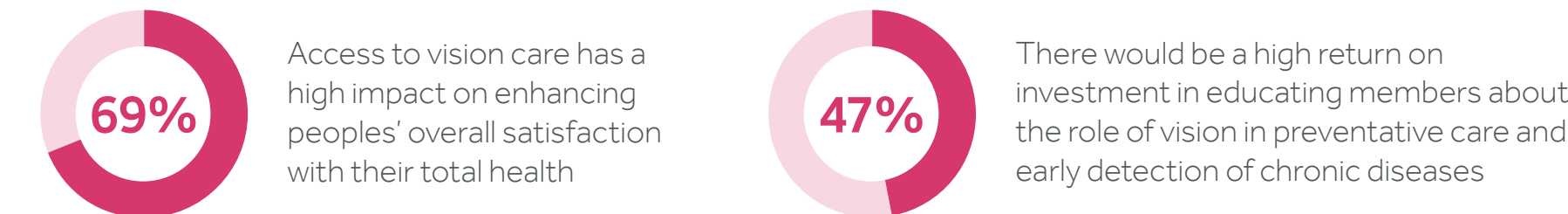
In fact, routine eye exams are nearly as valuable as visits to primary care physicians and dentists, when it comes to controlling overall healthcare costs.

Methods that households regularly use to reduce overall healthcare costs:



Leaders who create health insurance plans agree—eye exams have a positive impact on people's overall health.

Health plan executives say:



THE PERCEPTIONS VS. REALITY OF EYE CARE

Despite understanding the value of eye exams beyond frames, almost two-thirds (61%) of people who have not seen an eye doctor in the past two years say it's because they have no vision problems.

Perceptions	Reality
Just 40% of people go to eye doctors for eye care services, plus additional care like treating the symptoms of chronic conditions found in the eye	More than 25 chronic health conditions—from diabetes to Graves Disease—can be identified through an eye exam
About one-third (37%) of people have high confidence in eye doctors' ability to identify and detect diabetes early	20% of people first learn they are diabetic through an eye exam, according to <i>Population Health Management</i>
39% of consumers say cost/affordability is the reason why household members do not see an eye doctor as often as they would like to	Eye exams are the most cost-effective, least invasive method of looking inside a person's body to their overall health

UNDERSTANDING EYE CARE ACROSS GENERATIONS

As people grow older, eye exams become more important to their understanding of their health and their parents' health, but routine eye care can have positive impacts on people of all ages.

People who have seen an eye doctor in the past two years:

