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New Research from The Vision Council Reveals Trends in Managed Vision Care

Alexandria, VA – March 4, 2025 – The Vision Council has released a new research report, **Focused inSights 2025: Managed Vision Care**, offering key insights into how U.S. consumers and eyecare providers engage with their vision insurance plans.

This latest release from The Vision Council's [inSights Research Program](#) provides a detailed look at how individuals enroll in managed vision care (MVC) plans, their satisfaction with current vision insurance providers, levels of coverage for products and services, and how managed vision care coverage informs consumer choices related to eyecare providers and optical purchases. The report outlines these findings in sections dedicated to plan comparisons, employer sponsored plans, individual plans, Medicare plans, Medicaid plans, and provider experiences with managed vision care.

“The findings in this report show an increasing satisfaction with managed vision care plans, especially with those with individual plans, which saw the largest year-over-year improvement,” said **Alyse Henkel, Vice President of Research and inSights at The Vision Council**. “As consumers navigate their options, it is essential that they understand their benefits clearly to maximize their coverage and maintain satisfaction with their providers.”

Key Findings:

- Overall satisfaction increased across all plan types between 2023 and 2024, with individual plans experiencing the largest gain of 13 percentage points.
- The Net Promoter Score (NPS) improved significantly for individual, Medicaid, and Medicare plans in 2024 compared to 2023.
- Intention to keep vision insurance coverage has increased the most among individual and Medicaid plan members in 2024 compared to 2023. Medicare plan members are most likely to switch their current vision insurance provider in 2024.
- Confidence in understanding plan benefits remained high in 2024, though Medicaid members reported the lowest confidence levels in both 2023 and 2024.
- Most eyecare providers accept some form of managed vision care, primarily to increase practice visibility, attract new patients, and serve those who otherwise could not afford eyecare services.
- Eight out of ten providers report accepting EyeMed and VSP, making them the most commonly accepted plans for both Medicare and private payor plans.

The Focused inSights 2025: Managed Vision Care survey was conducted from December 13, 2024, to January 10, 2025, among a nationally representative sample of 1,500 U.S. adults and 150 eyecare providers from The Vision Council's Research Advisory Panel.

The full report, along with a one-page summary, is available in The Vision Council's [Research Download Center](#) as a complimentary download for members, with a paid option for non-members.

More about the inSights Research Program

The Vision Council's inSights Research Program is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.