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THE VISION COUNCIL RELEASES FOCUSED INSIGHTS 2023: MANAGED VISION CARE

Alexandria, VA – April 6, 2023 – Today, The Vision Council released a new report with key insights into attitudes of U.S. consumers towards their managed vision care plans. The report, **Focused inSights 2023: Managed Vision Care**, examines how U.S. adults enroll in managed vision care (MVC) plans, satisfaction with their current vision insurance providers, levels of coverage for various products and services, and how having managed vision care coverage affects consumer choices related to eyecare providers and optical purchases.

“This research shows that American consumers have access to a variety of vision insurance plans that satisfy most of their needs and keep them enrolled as long they understand the benefits they receive - which is great news,” said **Alyse Henkel, Senior Director of Market Research and Analytics at The Vision Council**. “Consumer clarity about the benefits of their plan is key to satisfaction, so consumer education should be the focus of communication between providers and their members.”

Report Highlights:

- 86% of respondents plan to keep their vision insurance coverage next year, with 87% of those intending to stay with the same provider.
- Respondents with employer sponsored plans had higher overall plan satisfaction and were more likely to recommend their plan than those with individual or government sponsored plans.
- Respondents with government sponsored plans were twice as likely to report spending less than \$50 on their prescription glasses compared to respondents with other types of plans.
- Most respondents were fairly or very confident that they understand the benefits of their plans. However, those with low confidence were substantially less likely to recommend their plan to others.

This study was conducted in February 2023, and the survey was developed in consultation with a number of The Vision Council members. A one-page summary, along with the full research report, is available in The Vision Council's [Research Download Center](#) as a complimentary download for members of The Vision Council, with a paid option for non-members. Two supplemental paid reports are available as well. The Focused inSights + 2023: Managed Vision Care Brand Analysis report provides a comprehensive analysis of how managed vision care providers compare to each other. The Focused inSights + 2023: Managed Vision Care report

provides tables of detailed demographic and plan-related data - including age, gender, ethnicity, race, region, and plan type - for each survey question.

More about the inSights Research Program

The Vision Council's [inSights Research Program](#) launched in May 2022 and 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; quarterly market estimates; and an annual industry forecast.

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About The Vision Council

As the vision care leader in enabling better vision for better lives, The Vision Council positions its members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums.