



Routine vision exams are now paid in full

It's easy to protect the health of your eyes. Highmark Blue Shield now offers fully paid routine comprehensive vision exams (including dilation) as part of your health care coverage. Routine exams are paid once every 24 months, as long as you get the exam at a Davis Vision* network provider. To locate a provider in your area, simply visit the Highmark Blue Shield Web site at www.highmarkblueshield.com and click on "Find a network vision provider," or call **1-800-541-2039**.

* Davis Vision is an independent company that does not provide Highmark Blue Shield products or services. Davis Vision is solely responsible for the products and services described above.



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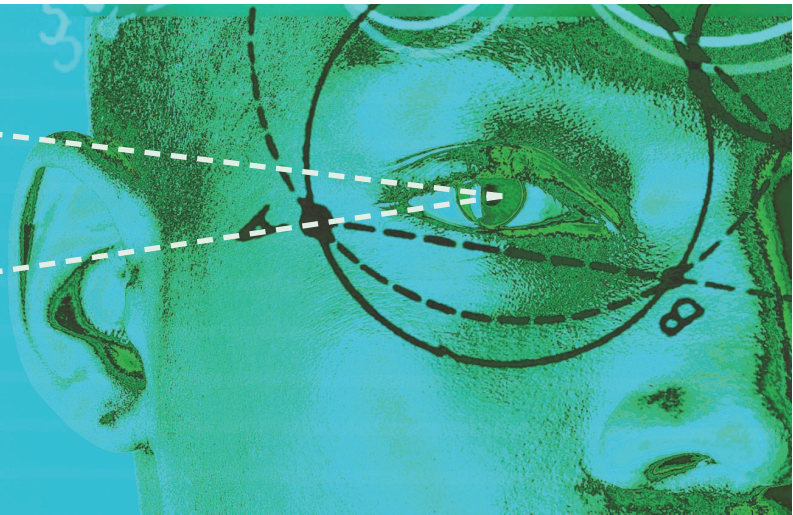
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what's new!



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You also get discounts
on eyewear...

up to
50%

BENEFIT	YOUR PRICE ¹	AVERAGE DISCOUNT
Frames²		
Priced up to \$70 retail	\$40	40%
Priced above \$70 retail	\$40 plus 10% off the amount over \$70	28%
SPECTACLE LENSES (UNCOATED PLASTIC)		
Single	\$35	30%
Bifocal	\$55	27%
Trifocal	\$65	28%
Lenticular	\$110	31%
LENS OPTIONS (ADD TO LENS PRICES ABOVE)²		
Standard Progressive	\$75	50%
Premium Progressive	\$125	35-60%
Glass	\$18	40%
Polycarbonate	\$30	50%
Blended Invisible Bifocals	\$20	60%
Intermediate Vision	\$30	80%
Scratch Resistant Coating	\$20	33-66%
Standard Anti-Reflective Coating	\$45	20%
Ultraviolet Coating	\$15	25%
Solid Tint	\$10	30%
Gradient Tint	\$12	20%
Photochromic	\$35	20-45%
Plastic Photosensitive	\$65	35-55%
High Index	\$55	40%
Polarized	\$75	20%
CONTACT LENSES (IN LIEU OF EYEGLASSES)		
Contact Lens Evaluation	15% off provider's usual and customary charge	15%
Conventional	20% off provider's usual and customary charge	20%
Disposable/Planned Replacement	10% off provider's usual and customary charge	10%
VALUE-ADDED FEATURES		
Lens 1-2-3! [®] Membership ³	Free	Up to 50%
Laser Vision Correction Discount	Up to 25% off provider's usual and customary charge ⁴	Up to 25%
Non-prescription Sunglasses	20% off provider's usual and customary charge	20%
Other Ancillary Products/Solutions	10% off provider's usual and customary charge	10%

¹ At Wal-Mart locations, members will receive Wal-Mart's everyday low price on frame and contact lens purchases.

² Special lens designs, materials, powers and frames may require additional costs.

³ Lens 1-2-3 is a mail-order contact lens program.

⁴ Or receive an additional 5% discount on any advertised specials – whichever is lower.