

**NEW!
BLUE VIEW VISION
ENHANCEMENTS**

Good news! Blue View Vision is enhancing our plans to bring value-added benefits and out-of-pocket cost reductions to our members.



Blue View VisionSM

Effective July 1, 2010, Blue View Vision benefits will be enhanced to offer covered lens options and fixed price discounts on some of the most popular lens treatments. Factory scratch coating, Transitions® lenses for dependents under the age of 19 and polycarbonate lenses for dependents under the age of 19 are now included in the vision plan. Progressive lenses and anti-reflective coating discounts have been expanded to included fixed prices for many of the premium brands available.

BLUE VIEW VISION – Savings Scenarios

To help you understand the value of our new product enhancements, here are a few examples:

Example 1: Adult 130 Plan \$15 Exam, \$15 Lenses, Frames, Progressives and Extras

	Retail	Benefit	Copayment	Member Pays
Exam	\$65	Covered	\$15	\$15
Frame*	\$270	\$130 Allowance	NA	\$112
Eyeglass Lens Copayment	\$0	Covered	\$15	\$15
Scratch Coating	\$22	Covered	NA	\$0
Progressive Premium Tier 1	\$220	Covered	NA	\$91
Premium Anti-Reflective	\$100	Covered	NA	\$68
Transitions Lenses	\$110	Covered	NA	\$75
Total Purchase	\$787			\$376

Includes 20% discount!



Easy-to-understand flat rates for popular lens upgrades to help members manage their out-of-pocket costs!



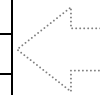
Example 2: Adult 130 Plan \$15 Exam, \$15 Lenses, Frames, Progressives and Extras

	Retail	Benefit	Copayment	Member Pays
Exam	\$65	Covered	\$15	\$15
Frame*	\$130	\$130 Allowance	NA	\$0
Eyeglass Lens Copayment	\$0	Covered	\$15	\$15
Scratch Coating	\$22	Covered	NA	\$0
Standard Anti-Reflective	\$70	Covered	NA	\$45
Transitions Lenses	\$110	Covered	NA	\$75
Total Purchase	\$397			\$150

Example 3: Child 130 Plan \$15 Exam, \$15 Lenses, Frames and Extras

	Retail	Benefit	Copayment	Member Pays
Exam	\$65	Covered	\$15	\$15
Frame	\$130	\$130 Allowance	NA	\$0
Single Vision Lenses	\$80	Covered	\$15	\$15
Scratch Coating	\$22	Covered	NA	\$0
Polycarbonate Lenses	\$55	Covered	NA	\$0
Transitions Lenses	\$110	Covered	NA	\$0
Total Purchase	\$462			\$30

Impact-resistant lenses are covered for kids under age 19



These scenarios are for example only. For more information on specific plan designs or if you have any questions, please contact your Anthem Sales Representative or Specialty Sales Manager.

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