Vision Plan Satisfaction Rebounds as Doctor Visits Increase, J.D. Power Finds

UnitedHealthcare Vision Ranks Highest in Customer Satisfaction

TROY, Mich.: 2 Nov. 2020 — After a decrease in overall satisfaction in 2020, vision plan satisfaction is rebounding as doctor visits increase, according to the J.D. Power 2021 U.S. Vision Plan Satisfaction ReportSM released today. Overall satisfaction is 769 (on a 1,000-point scale), an increase from 760 in 2020. Additionally, 5% more members visited their vision providers within the past six months compared with the same time in 2020.

Study Ranking

UnitedHealthcare Vision ranks highest in customer satisfaction with vision plan insurers with a score of 825. Aetna Vision (816) ranks second and Davis Vision (775) ranks third.

The 2021 U.S. Vision Plan Satisfaction Report is based on responses from more than 1,110 vision plan members. The study was fielded September through October 2021. The report, now in its seventh year, measures customer satisfaction with vision plan providers based on five factors (in order of importance): coverage; cost; communications; customer service; and reimbursement.


See the online press release at http://www.jdpower.com/pr-id/2021148.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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NOTE: One chart follows.
Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

- UnitedHealthcare Vision: 825
- Aetna Vision: 816
- Davis Vision: 775
- Industry Average: 769
- VSP: 767
- EyeMed: 758


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