

**Increased Focus on Member Communications Needed to Sharpen Vision Plan Satisfaction, J.D. Power Finds**Aetna Vision Ranks Highest in Customer Satisfaction

**TROY, Mich.: 14 June 2022** – Solid member communications correlates directly to overall satisfaction, according to the J.D. Power 2022 U.S. Vision Plan Satisfaction Study,<sup>SM</sup> released today. Satisfaction among plan members who contacted their plan provider is 44 points higher (on a 1,000-point scale) than those who did not. The study also shows that satisfaction improves when customers received information directly from their plan provider.

“With vision becoming more prominent in value-based care designs, it’s important to keep an eye on—pun intended—ways to improve member communications,” said **Christopher Lis, managing director of global healthcare intelligence at J.D. Power**. “Receiving information about the network of eye doctors and eyewear stores corresponds with the highest lift in overall satisfaction 78 points. However, 43% of insureds received no information from their vision plan provider. There is an opportunity to increase customer satisfaction by focusing on consistent member communications.”

**Study Ranking**

**Aetna Vision** ranks highest with a score of 831. **UnitedHealthcare Vision** (800) ranks second and **VSP** (770) ranks third.

The 2022 U.S. Vision Plan Satisfaction Study is based on responses from 1,247 vision plan members. The study was fielded in March-April 2022. The study measures customer satisfaction with vision plan providers based on five factors, in order of importance: plan coverage; cost; communication; customer service; and claims and reimbursement.

For more information on the U.S. Vision Plan Satisfaction Study visit <https://www.jdpower.com/business/healthcare/us-vision-plan-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2022068>.

**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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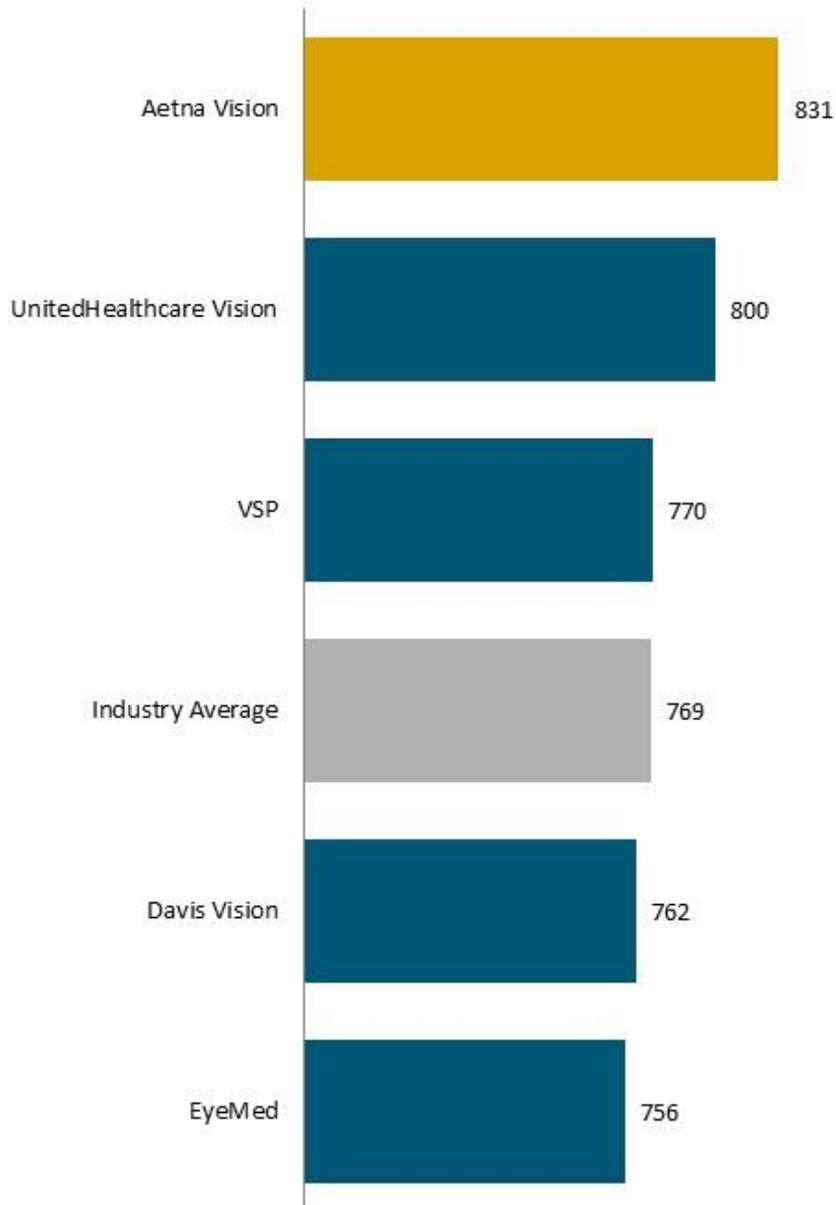
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NOTE: One chart follows.

# J.D. Power 2022 U.S. Vision Plan Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Source: J.D. Power 2022 U.S. Vision Plan Satisfaction Study<sup>SM</sup>

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