

THREE STEPS TO HELP YOUR PATIENTS SEE IT ALL

Unity® digital progressive lenses deliver the best vision experience possible, near, far and every distance in between. Add SunSync® light-reactive lenses, and your patients also get 100% UV protection and targeted blue light reduction, with lenses that quickly darken in sunlight and return to clear indoors. Near. Far. Clear. Dark. See It All.

Follow these few simple steps to determine the right lenses for your patients and maximize their VSP® Member Benefits.

STEP ONE Questions to ask your patients

1. Do you read fine print or perform close up work? If yes, how many hours a day?
2. Do you use a smartphone, tablet, or computer? If yes, how many hours a day?
3. What are your hobbies?
4. What recreational activities do you enjoy?
5. How much time do you spend outdoors during the day?

STEP TWO Tips for talking to your patients about Unity progressive and SunSync light-reactive lenses

Pitch confidence

Each pair of Unity lenses is customized to your patient's unique visual needs. When combined with the 100% UV protection and targeted blue light reduction of SunSync, your patient gets the exact lens they need.

Highlight the comfort and convenience factors

Unity progressive lenses offer seamless vision near, far, and everywhere in between. SunSync delivers outdoor comfort and indoor clarity. Combined, your patients get clear, comfortable vision in one stylish package.

Provide the latest technology

Unity digital lenses incorporate the latest in optics design. SunSync lenses are a fresh alternative to the same old lenses. When you dispense Unity and SunSync, you are giving your patients the best technology and options available.

Educate on quality

Each pair of Unity lenses with SunSync technology is individually inspected to ensure you get the highest quality lenses tailored to meet your patient's needs.

Alleviate purchase anxiety

Point out that we stand behind every pair of Unity lenses you dispense, and SunSync lenses are backed by a one-year, 100% satisfaction guarantee for VSP members.



Brought to you by VSP® Optics Group

Obtain claim authorization

- Obtain claim authorization prior to your patient's scheduled visit so that you are certain of their exam and material coverage availability.

Review patient record report

- Make sure to collect all copays and overages based on the member report details.
- If an enhancement is "covered," all products in that category are covered. So, always offer the patient the highest level product for their visual needs. They will get the best lens, and you will receive the highest reimbursement.
- Don't overlook the "Special information-group comments." There could be valuable information there that enhances the member coverage and saves the patient money.

Tips and tricks

- Don't forget to check for additional special offers for VSP Members.
- VSP Members always get 30% off second pairs when ordered on the same date of their exam.
- Always offer your patients exceptional vision—don't assume what they can afford.

		Signature	Choice	Signature	Choice
Code	Lens Enhancement Description	Patient Copay		Provider Compensation	
					
CM	Custom Measurements (on Eligible Progressive N or O) Lenses	\$10	\$10	\$8	\$8
NA + PP	Unity PLxpression with SunSync photochromic – Plastic	\$236	\$257	\$124	\$137
NA + NB + PP	Unity PLxpression with SunSync photochromic – High-index Plastic 1.53-1.60/Trivex	\$278	\$257+ 80% OF U&C	\$141	\$159
NA + NH + PP	Unity PLxpression with SunSync photochromic – High-index Plastic 1.66/1.67	\$308	\$257+ 80% OF U&C	\$148	\$167
NA + ND + PP	Unity PLxpression with SunSync photochromic – Polycarbonate	\$266	\$292	\$139	\$157
OA + PP	Unity PLxtra (Mobile)/Unity PLxtreme with SunSync photochromic – Plastic	\$196	\$232	\$99	\$123
OA + OB + PP	Unity PLxtra (Mobile)/Unity PLxtreme with SunSync photochromic High-index Plastic 1.53-1.60/Trivex	\$238	\$232 +80% OF U&C	\$116	\$145
OA + OH + PP	Unity PLxtra (Mobile)/Unity PLxtreme with SunSync photochromic – High-index Plastic 1.66/1.67	\$268	\$232 +80% OF U&C	\$123	\$153
OA + OD + PP	Unity PLxtra (Mobile)/Unity PLxtreme with SunSync photochromic – Polycarbonate	\$226	\$267	\$114	\$143
FA + PP	Unity PLx (Mobile) with SunSync photochromic – Plastic	\$166	\$187	\$88	\$109
FA + FB + PP	Unity PLx (Mobile) with SunSync photochromic – High-index Plastic 1.53-1.60/Trivex	\$208	\$187 +80% OF U&C	\$105	\$123
FA + FH + PP	Unity PLx (Mobile) with SunSync photochromic – High-index Plastic 1.66/1.67	\$238	\$187 +80% OF U&C	\$112	\$131
FA + FD + PP	Unity PLx (Mobile) with SunSync photochromic – Polycarbonate	\$196	\$222	\$103	\$129