



June 22, 2020

**Carl Zeiss Vision Inc.**

12121 Scripps Summit Drive, Ste 400  
San Diego, CA 92131

Phone: 858-790-7700

**RE: VSP Formulary Changes**

*Dear Valued Eye Care Professional,*

VSP recently announced a series of Ophthalmic Product Formulary and Plan Changes. We are happy to inform you that **ZEISS has been designated as a “preferred brand”** for progressive & digital single vision lens products. We highly value our relationship with VSP and look forward to continuing to provide innovative and industry-leading solutions to VSP’s nationwide network of providers and members.

The changes VSP announced provide the following benefits to you:

- ✓ **Effective June 1<sup>st</sup>**, ZEISS is authorized to fulfill orders for all VSP FEDVIP and VSP Choice plan patients including those in previously restricted states like CA, WA, OR, OH and FL.
- ✓ **Effective September 1<sup>st</sup>**, all ZEISS lenses will allow you to earn the maximum reimbursement fees.
- ✓ **ZEISS SmartLife lenses**, the latest innovation from ZEISS for today’s connected and on-the-move lifestyles, are now available in the VSP formulary.
- ✓ **ZEISS is a Unity enabled Allied lab.** We offer the complete Unity, SunSync® & TechShield® portfolio. Furthermore, all orders processed by ZEISS count towards the VSP Global® Premier Program targets and earn applicable Unity Savings.

In addition to the financial reimbursement benefits associated with ZEISS being a preferred brand in the VSP formulary, there are many other reasons why you should get to know us:

- ✓ **ZEISS is synonymous with premium quality.** Recognized and respected around the world, the ZEISS brand represents a commitment to precision, research and innovation.
- ✓ **ZEISS has been independent for 174 years.** We understand how important an independent, healthy and competitive optical industry is to you. Our main goal is to make you more successful and to grow together with you.
- ✓ **ZEISS is a foundation-owned company.** All our profits are reinvested into the business and go towards the advancement of optical science, research, education and social causes.
- ✓ **Sunglass-level UV protection in all ZEISS clear lenses.** Since we believe strongly in the health and protection of your patients’ eyes, all ZEISS clear lenses now include full UV protection. Our lens portfolio offers significantly higher UV radiation protection than the industry standard requires.
- ✓ **ZEISS is more than just a lens company.** Since its inception, ZEISS has been devoted to helping humanity see beyond and go beyond across various industries. From ZEISS microscopes in medical research to ZEISS camera lenses used in Hollywood movies, and from ZEISS lithography technology used to produce semiconductors to ZEISS sports optics that help us see our world.

There has never been a better time to leverage the power of the ZEISS brand in your business. Contact your local ZEISS Business Development Representative to see how ZEISS can help you offer the most advanced lens solutions for your patients and grow the profitability of your practice.

Sincerely,

Jens Boy  
President, ZEISS Vision Care North America