

2018 GROWTH STRATEGIES FOR VISION CARE

FAST FACTS

\$40B

The market for vision care is worth \$40 billion a year.¹

+4%

It is projected to grow 3.4% a year.¹

33%

Only 1 out of 3 that have vision benefits use them.²

Sources:

1 – Vision Industry Update, Harris Williams & Co, March 2017

2 – *Seeing the Value of Vision Benefits*, Voluntary Benefits Magazine

3 – 2017 Top Meg Market Trends, Eyecare Business, January 2017

Keep the growing market in your sights.

Taking care of your vision has gone way beyond semi-annual eye tests and corrective lenses. It's no wonder that the eye care industry generates \$40 billion a year and continues to grow by 3% to 4% annually.¹

Increases should continue as demand is driven not only by the size and aging of the population but also by:

- Growing insurance coverage for vision care
- Increase in digital screen usage and eye strain
- Technological innovation resulting in new products

Today's eye care market is also more competitive than ever. While online sellers have grabbed the most headlines, technology in diagnosis, treatment, and materials gives any size provider an opportunity to differentiate their business.

Encourage use of insurance benefits.

"According to three of the top vision carriers, about two-thirds of employees at large companies purchase voluntary coverage ... Yet only about one-third of those who enroll actually use any of their vision benefits each year."²

Whether patients feel their eyesight hasn't changed or just don't prioritize the task, many will end the year without using their vision benefits. As a vision care professional, you know the importance good eyesight makes to quality of life, success in school or at work, and safety.

With both customers and payers in place, you need to drive their awareness and inspire them to take action.

EYE CARE CONSUMER

86%

Of the those 45+ use some form of vision correction.¹

25%

Millennials make up 25% of today's eye care business.³

MARKETING TIPS

- Define your customer targets so you understand who they are, the services they want and the best way to reach them.
- Come up with one or two key messages per customer group that explain why you are unique.
- Think about the best places to reach each audience, and consider what kind of offer will inspire action.

Sources:

1 – Vision Industry Update, Harris Williams & Co, March 2017

3 – 2017 Top Meg Market Trends, Eyecare Business, January 2017

4 – Statistic Brain, Sept. 2016



Have a clear-eyed view of your customers.

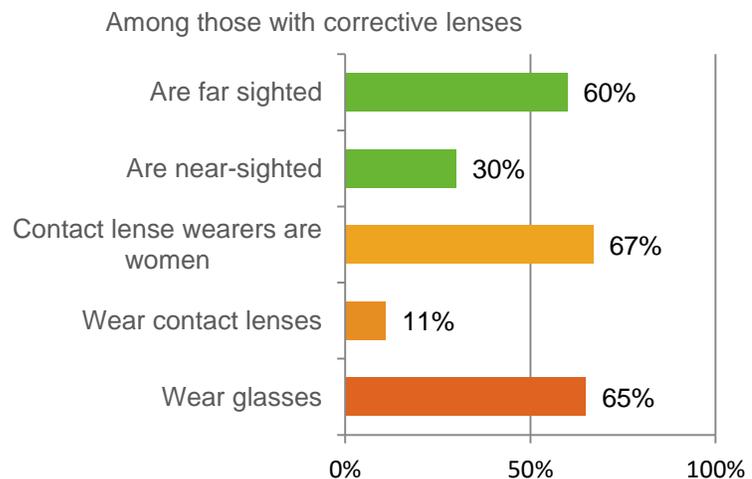
Is today's opportunity with Baby Boomers or Millennials? The answer is Yes. Boomers are not only in need of standard vision correction, but age and lifestyle also lead to growth in instances of cataracts, macular degeneration, and glaucoma.

The four leading eye diseases affecting Americans are related to age and/or lifestyle – cataracts, macular degeneration, and glaucoma occur at a rate of 17.2%, 7.6%, and 1.9%, respectively – in populations over 40.¹

Meanwhile, Millennials continue to drive more business through their own aging as well as embracing expanding eyewear styles and advancement in product technology.

Consumer Profile

225 million Americans wear some form of corrective lenses. In addition to usage increasing with age, women are more likely to use corrective lenses as well as choose contact lenses.⁴



THREATS & OPPORTUNITIES

#1

Eye care providers consider **Online Sellers** their #1 threat.³

68%

Independents perform 68% of all patient services.

10M

Potential refractive surgery market size = 10 million individuals.¹

Sources:

1 – Vision Industry Update, Harris Williams & Co, March 2107

3 – 2017 Top Meg Market Trends, Eyecare Business, January 2017



The strength in independent providers.

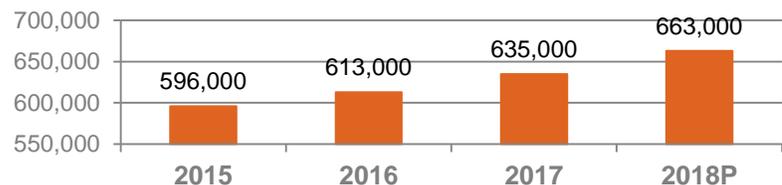
Not surprisingly, eye care professionals consider online sellers the primary threat to their business. In a list that also includes big box sellers of eyewear, price continues to be a key competitive factor.³

But consider that independents providers perform 68% of all patient eye care services, yet capture less than half of all eye care revenue.¹

How can local providers close the gap? First, competing simply on price is seldom a winning formula. Independents can distinguish themselves by including service quality, earlier technology adoption, clinical expertise, specialty services or product knowledge in their marketing.

Corrective surgery comes back into view.

In addition to glasses and contacts, vision correction surgery is an important part of vision healthcare. Surgeries, which plateaued in 2007 at almost 1.4 million procedures and then dropped to less than half that in 2016, are making a slow and steady comeback.¹



A key step in the decision process for patients is the need to research their options. Providers should start to build relationships early, answering patient questions through different methods and building brand awareness to be included on the short list of providers they consider.

WHERE & HOW TO REACH NEW PATIENTS

Forbes declares 2017 “the year of video marketing.”

- In 2017, video content will represent **74%** of all Internet traffic.
- **76.5%** of marketers who have used video marketing says it had a direct impact on their business.
- More than **60%** said they planned to increase investment in video marketing.

The Power of Video

Using video to tell your brand story helps you:

- Build Relationships
- Connect Emotionally
- Aid “Top of Mind” Brand Recall
- Develop Audience Familiarity

Sources:

5 – eMarketer, Time Spent with Media, April 2017



Building Brand with Premium Video

Selecting a provider for eye care, vision procedures and eyewear has many factors. There are both rational and emotional considerations that a customer makes. No doubt you can address those factors, **but only if they contact you.**

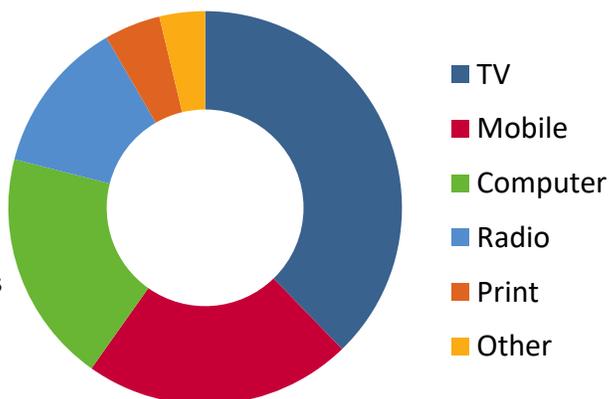
Consumer opinions about your business, or if they have any opinions at all, are formed long before they make a decision. It's important that the consumer thinks of you when they start their path to purchase, and Comcast Spotlight can help by:

- Find the right customers based on how they behave and where they live.
- Connect with them with brand-safe and engaging video programming, no matter where and how they watch.

Consumers spend more time with video.

Across all devices – TV, mobile, computer – consumers spend more than 5 hours a day watching video, accounting for 43% of all the time spent with media.⁸

5 hours, 6 minutes are spent watching video across platforms.



WHERE & HOW TO REACH NEW PATIENTS

Spotlight Solutions

Comcast can help with – **Multi-screen solutions** that reach customers watching high-quality programming on computers, mobile and connected TV devices.

Ability to reach customers watching **Video On Demand** on XFINITY set-top boxes.

Target geographically at the market and cable zone level.

Integrated impressions across TV and digital channels.

Proof-of-Performance with reporting that showcases engagement rates across screens.



The Comcast Spotlight Difference

With a presence in over 80 U.S. markets, Comcast Spotlight puts TV's most powerful networks and websites to use for savvy healthcare marketers like yourself.

Comprehensive Research and Analytics

Comcast Spotlight works with the top names in research to help our clients understand how their target audiences consume media. The ***process begins with a custom needs analysis*** for each advertiser, serving as the foundation for a media plan designed to achieve each advertiser's goals.

Advanced Technology

Comcast Spotlight offers our clients the ability to deliver targeted video advertising ***based on geographic and demographic criteria***, and to engage audiences with interactive capabilities.

- Our geographic targeting tools allow you to reach distinct audiences with more relevant messages.
- Interactive solutions capture actionable leads and invite consumers to learn more about a product or service.

Promotional and Marketing Opportunities

Cable television brands are incredibly valuable and highly recognizable. Our clients can take advantage of the great affinity viewers have for cable networks and shows to create customized marketing initiatives leveraging the strong connection between viewers and their favorite programs.

We're bringing brands and audiences together across screens with premium video and advanced analytics.