

MADE AVAILABLE THROUGH



BlueCross BlueShield

Blue365

Because health is a big deal™



Open your eyes to great eye care discounts

### Welcome Blue365 Members

Present this flyer to any of the 45,000+ providers participating in Blue365 to save on eyewear, eye exams and more with EyeMed. Your vision discounts can be redeemed time and again, so use them as often as you'd like!

For more information or to search for a provider near you, call 1-866-273-0813 or visit [www.eyemedexchange.com/blue365](http://www.eyemedexchange.com/blue365). For contacts, please visit [www.contactsdirect.com](http://www.contactsdirect.com).

Please note: This discount cannot be combined with other offers or insurance benefits. Please exhaust all covered insurance benefits first.

GO WHERE YOU WANT	INDEPENDENT PROVIDER NETWORK	LENSCRAFTERS	PEARLE VISION	OPTICAL	sears OPTICAL	JCPenney   optical
GET WHAT YOU WANT	PRADA	D&G	POLO RALPH LAUREN	Ray-Ban	OAKLEY	VERSACE TIFFANY & CO.

### GET EXCLUSIVE SAVINGS



**\$50**  
eye exams



**\$10**  
off contact lens exams



**35%**  
off frames when paired with prescription lenses\*



**30%**  
off lens add-ons and low fixed pricing on standard lens options such as UV and anti-reflective coatings



**30%**  
off premium progressive lenses and low fixed pricing on the rest



**15%**  
off conventional contact lenses

### NOTE TO EYEMED ADVANTAGE PROVIDERS:

In the "Group" area of the online claims system, please use discount code 3008997 (Blue365) to view discount details.

\*To receive the full discount on frames, lenses and lens options, they must be purchased in the same transaction. Blue365 offers access to savings on health and wellness products and services and other interesting items that Members may purchase from independent vendors, which are not covered benefits under your policies with your local Blue Company, its contracts with Medicare, or any other applicable federal healthcare program. These products and services will be offered to you through the entire benefit year. During the year, the independent vendors may offer additional discounts on these products and services. To find out what is covered under your policies, contact your local Blue Company. The products and services described on the Site are neither offered nor guaranteed under your Blue Company's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding your health insurance products and services may be subject to your Blue Company's grievance process. BCBSA may receive payments from vendors providing products and services on or accessible through the Site. Neither BCBSA nor any Blue Company recommends, endorses, warrants, or guarantees any specific vendor, product or service available under or through the Blue365 Program or Site.

# Blue365<sup>®</sup>

## EyeMed Vision Discount Program



### Blue Cross and Blue Shield of Texas (BCBSTX) is pleased to offer BCBSTX members a vision discount program through EyeMed Vision Care.

#### What?

The EyeMed Vision Discount through Blue365 offers savings on eyeglasses, contact lenses, eye exams, accessories and laser vision correction. See the back page for a full list of discounts.

#### Who?

The EyeMed network consists of major national and regional retail locations, such as LENS CRAFTERS<sup>®</sup>, PEARLE VISION<sup>®</sup>, Target Optical<sup>®</sup>, Sears Optical<sup>®</sup> and JCPenney Optical, as well as independent ophthalmologists and optometrists. Additionally, you may go online to in-network providers at [contactsdirect.com](http://contactsdirect.com).

#### Where?

You want to receive eye care when you want, and where you want. To meet your expectations, you need a network with the right mix of both independent and retail providers. Fortunately, EyeMed offers more independent providers than any other vision benefits company.

Visit [eyemedexchange.com/blue365](http://eyemedexchange.com/blue365), click [Find a Provider](#) and begin your search. Be sure the Advantage network is selected.

For more information about Blue365, log in to Blue Access for Members<sup>SM</sup> (BAM) at [bcbstx.com](http://bcbstx.com). Click the [My Coverage](#) tab at the top, and then click the [Discounts](#) link on the left.

#### Referral?

You don't need a referral. Simply visit any EyeMed provider and show your BCBSTX medical ID card.

#### Program Features

- Discounts on vision care services and materials
- No limit to the number of times the member can receive discounts on purchases
- Access to large provider network
- Convenient evening and weekend hours

See all the Blue365 deals and learn more at [blue365deals.com/BCBSTX](http://blue365deals.com/BCBSTX).