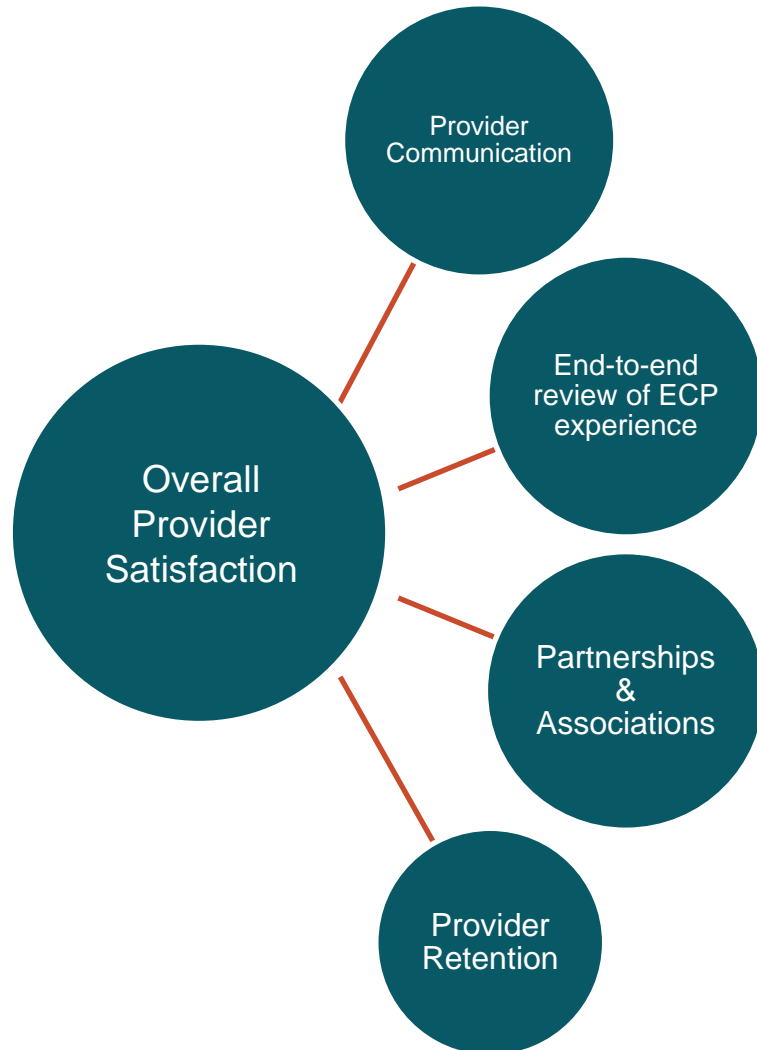


Versant Health: IHCP Works Annual Seminar

October 24-26, 2023



Provider Experience: Department Role & Responsibilities



- Review & enhance streamlined communication (valued content, delivery cadence)
- Implement internal efficiencies

- Review all potential Provider touchpoints
- Provider experience strategy development and implementation
- Internal Provider SME

- Foster healthy relationships with national, regional & state professional associations & organizations
- Develop field Versant Brand Ambassadors
- Eliminate industry noise & increase brand trust

- Communicate value of retention to key providers at risk of termination
- Implement all actions that result in proactive and reactive provider retention efforts

Keep an Eye on Your Vision Health

Centers for Disease Control and Prevention



Many people think their eyesight is just fine, but then they get that first pair of glasses or contact lenses and the world comes into clearer view—everything from fine print to street signs.

Improving your eyesight is important—about 11 million Americans over age 12 need vision correction—but it's just one of the reasons to get your eyes examined. Regular eye exams are also an important part of finding eye diseases early and preserving your vision.

Four in 10 U.S. Adults Are at High Risk for Vision Loss

Centers for Disease Control and Prevention

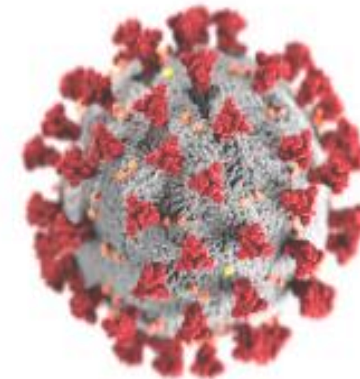
- In 2017, approximately **93 million** U.S. adults aged 18 years or older, or about 4 in 10, were at high risk for vision loss, according to a new [study published in *JAMA Ophthalmology*](#).
- Among adults at high risk for vision loss, about **40% did not see an eye doctor** or receive an eye exam in the last year. Furthermore, among adults who reported needing eyeglasses, more than 8 million or about **1 in 11 adults, said they could not afford them**.
- Data from the National Health Interview Survey, a nationally representative survey of noninstitutionalized civilians, were analyzed for this study. The analysis included nearly 33,000 survey respondents who were 18 years or older in 2017 and excluded adults who were blind or otherwise unable to see. Adults at high risk for vision loss included those who self-reported diagnosed diabetes, had vision and eye problems, or were 65 years or older.

Study: 1 in 10 Americans Have Not Had An Eye Exam In Five Years Or More

Key Findings:

- **1 in 10 (9.8%)** have not had an eye exam in over 5 years, with **23%** saying the pandemic is to blame for not having a recent (<1 year) appointment
- **2 in 3 (66%)** leave daily disposable contact lenses in overnight and re-use for multiple days
- **25%** wash contact lenses incorrectly that can lead to bacterial infection
- **1 in 4 (25.4%)** wash their glasses once a month, or even less than that
- **83.6%** ignore 20-20-20 rule recommended by American Optometric Association causing eye strain
- Almost half **48.9%** not using **blue light filters** on smartphones
- **73%** using air conditioning or fans at night, leading to dry irritated eyes

Over 16 million people driving vehicles with untested vision



30% of the population needs corrective eyewear to drive



2020 US Census figures state there are approximately **231.652 million** registered drivers in America.



This would mean around **69,495,600** drivers currently require eyewear to drive.

With approximately **23.1%** missing their eye exams due to the pandemic, this could mean over **16 MILLION** are driving with untested eyes where prescriptions may have changed, or other vision problems may have occurred since March 2020.

Source: NVISION

Versant Health Optical Lab

Our ISO 9001:2015 -certified eyewear manufacturing facility

Responsible
Lab Operations

25 Years of State -of-the-Art Operations

- High-tech warehouse system reduces error and improves turnaround time
- **Owning our own lab allows us to deliver the lowest possible costs** Millions of eyeglasses produced, with dedicated support to our Medicaid partners.
- Recent investments include automations across the stockroom, surface lab, and finishing lab
 - **98%** of our work completed within five days, on average
 - **0.45%** lab return rate
 - All Versant Health fabricated eyeglasses come with a **1-year breakage warranty**



The Team

Our lab is run by over 100 associates who handle all aspects of the manufacturing process. The highly tenured organization uses the Kaizen framework to drive a culture of continuous improvement, leveraging the staff's diverse expertise to innovate new ways of marrying quality and efficiency.



Vision Industry Trends and the Future of Vision Services

Vision Screenings

Limitations

Vision screening programs are intended to identify children or adults who may have undetected vision problems. If the screening indicates a vision problem, they are referred for further evaluation.

Vision screenings can uncover some vision problems, but they can miss more than they find. This is a major concern about vision screening programs.

Current vision screening methods cannot be relied on to effectively identify individuals who need vision care. In some cases, vision screening may inhibit the early diagnosis of vision problems.

Screenings can create a false sense of security for those individuals who "pass" the screening but who have a vision problem. These people are then less likely to receive treatment for their vision problem-and it could become worse.

LIMITATIONS

1. **LIMITED TESTING.** Many vision screenings test only for distance visual acuity. While the ability to see clearly in the distance is important, it does not indicate how well the eyes focus up close or work together. It also does not give any information about the health of the eyes. Some screenings may also include a plus lens test for farsightedness and a test of eye coordination. However, even these additional screening tests will miss many vision problems.
2. **UNTRAINED PERSONNEL.** Often, administrative personnel or volunteers who have little training conduct a vision screening. While well-intentioned, these individuals do not have the knowledge to competently assess screening results.
3. **INADEQUATE TESTING EQUIPMENT.** Even when done in a pediatrician's or primary care physician's office, the scope of vision screening may be limited by the type of testing equipment available. Factors such as room lighting, testing distances and maintenance of the testing equipment can also affect test results.

Comprehensive Eye Exams

Importance

Comprehensive eye exams by an eye care provider are an important part of caring for your eyes, vision, and overall, health.

Specialized equipment and procedures, which are not available as part of a vision screening program, are needed to adequately evaluate eyes and vision.

Only a doctor of optometry or ophthalmologist can conduct a comprehensive eye and vision examination.

These doctors have the specialized training necessary to make a definitive diagnosis and prescribe treatment.



COMPREHENSIVE EXAM

- Patient and family health history.
- Visual acuity measurement.
- Preliminary tests of visual function and eye health, including depth perception, color vision, peripheral (side) vision and the response of the pupils to light.
- Assessment of refractive status to determine the presence of nearsightedness, farsightedness or astigmatism.
- Evaluation of eye focusing, eye teaming and eye movement abilities.
- Eye health examination.
- Additional tests as needed.

Current State of Eye Health in Adults

- 79% of Americans use some form of vision correction, including eyeglasses, prescription sunglasses, reading glasses, and contact lenses.¹
- 59% of U.S. adults (151 million) report having an eye exam within the past 12 months.¹
- An estimated 93 million adults in the U.S. are at high risk for serious vision loss, but only half visited an eye doctor in the past 12 months.²

\$373B

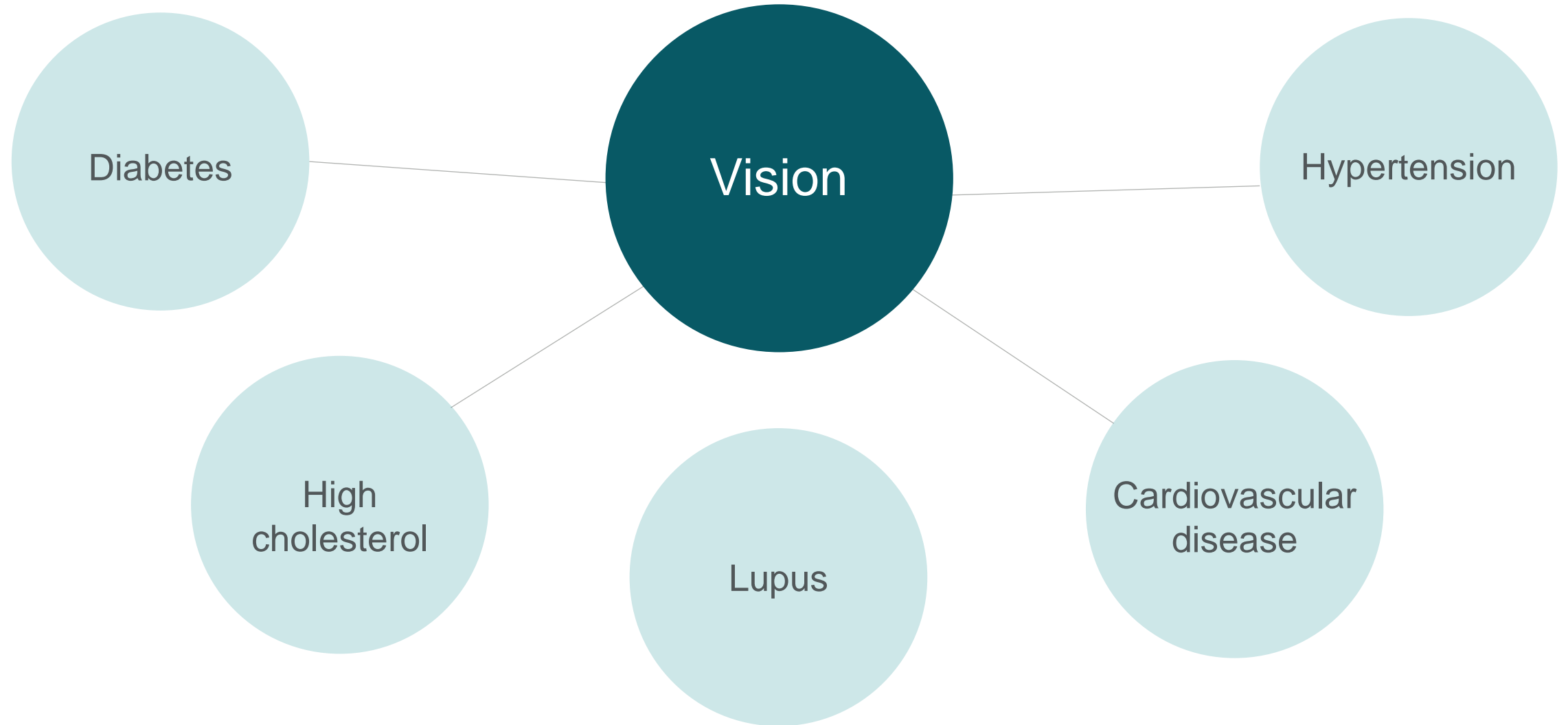
The economic cost of major vision problems in the U.S. is estimated to increase to \$373 billion by 2050.

1. The Vision Council Releases Consumer inSights Q1 2022 Report. (May 11, 2022). Vision Monday. Retrieved Feb. 10, 2023 from <https://bit.ly/41AQ5Eh>

2. Fast Facts About Vision Loss. (Dec. 19, 2022). Centers for Disease Control and Prevention. Retrieved Feb. 13, 2023 from <https://bit.ly/3A2CeLk>

Systemic Conditions That Can Be Detected With an Eye Exam

Subtle change in vision can be caused from chronic systemic diseases.



The Aging Population is Growing

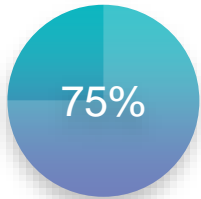
By 2040, the number of older adults in the U.S. is expected to reach 80.8 million.¹



Approximately 18.4 percent of the U.S. population is covered by Medicare.²



Visual disorders become more common as people age.³



75% of those who are legally blind because of glaucoma are seniors.⁴



More than half of all Americans by the age 80 years old or older either have cataracts or have had surgery to get rid of cataracts.⁵



1. Promoting Health for Older Adults. (Sept. 8, 2022). Centers for Disease Control and Prevention. Retrieved Feb. 17, 2023 from <https://bit.ly/3AekQn0> 2. Statista Research Department. (Sept. 15, 2022). Percentage of U.S. Americans covered by Medicare 1990-2021. Retrieved Feb. 17, 2023 from <https://bit.ly/41DBBn6>
3. National Institute on Aging. (Jan. 25, 2023). Talking With Your Older Patients. Retrieved Feb. 17, 2023 from <https://bit.ly/41EHsZh> 4. Leahy, N. (Jan 15, 2023). Glaucoma: A Guide for Seniors. Retrieved Feb. 17, 2023 from <https://bit.ly/3MSLyc7>
5. Cataracts. (Jan. 13, 2023). National Eye Institute. Retrieved Feb. 17, 2023 from <https://bit.ly/3Ldfm1Z>

Sharpened Focus on Early Intervention



A comprehensive eye exam can help in the early diagnosis of many chronic health conditions, including:⁵

- High blood pressure
- High cholesterol
- Heart disease
- Thyroid disease
- Diabetes

***In 2022 there were 114 APS claims submitted with diabetic related diagnosis codes.**

Current State of Eye Health in Children

- Approximately 6.8% of children younger than 18 years in the United States have a diagnosed eye and vision condition
- Nearly 3% of children younger than 18 years are blind or visually impaired
- Vision disability is one of the top 10 disabilities among adults 18 years and older and one of the most prevalent disabling conditions among children



Source: Division of Diabetes Translation, National Center for Chronic Disease Prevention and Health Promotion (last reviewed December 19, 2022)

Closing Health Disparities, Improving Learning Outcomes

- Recent large-scale research measured the impact of providing eyeglasses to students.
- Children who received glasses did better in school and the impacts were greater than more costly measures such as lengthening the school day, providing computers, or creating charter schools.
- The children who showed the biggest gains were those who are often the hardest to help, e.g., students in the bottom quarter of their class academically and students with learning differences and disabilities.



Source: <https://visiontolearn.org/a-remarkable-vision-for-the-future/> (2021)

Myopia incidence and lifestyle changes among school children during the COVID-19 pandemic: a population-based prospective study

BMJ | Journals

Abstract:

Background: The impacts of social restrictions for COVID-19 on children's vision and lifestyle remain unknown.

Aims: To investigate myopia incidence, spherical equivalent refraction (SER) and lifestyle changes among schoolchildren during the COVID-19 pandemic.

Methods: Two separate longitudinal cohorts of children aged 6–8 years in Hong Kong were included. The COVID-19 cohort was recruited at the beginning of the COVID-19 outbreak, whereas the pre-COVID-19 cohort was recruited before the COVID-19 pandemic. All children received ocular examinations, and answered a standardized questionnaire relating to their lifestyle, including time spent on outdoor activities and near work, both at baseline and at follow-up visits.

Results: A total of 1793 subjects were recruited, of whom 709 children comprised the COVID-19 cohort with 7.89 ± 2.30 months of follow-up, and 1084 children comprised the pre-COVID-19 cohort with 37.54 ± 3.12 months of follow-up. The overall incidence was 19.44% in the COVID-19 cohort, and 36.57% in pre-COVID-19 cohort. During the COVID-19 pandemic, the change in SER and axial length was -0.50 ± 0.51 D and 0.29 ± 0.35 mm, respectively; the time spent on outdoor activities decreased from 1.27 ± 1.12 to 0.41 ± 0.90 hours/day ($p < 0.001$), while screen time increased from 2.45 ± 2.32 to 6.89 ± 4.42 hours/day ($p < 0.001$).



Source: Zhang X, Cheung SSL, Chan H, *et al*, Myopia incidence and lifestyle changes among school children during the COVID-19 pandemic: a population-based prospective study, *British Journal of Ophthalmology* Published Online First: 02 August 2021. doi: 10.1136/bjophthalmol-2021-319307

Children During the COVID-19 Pandemic: A Population-Based Prospective Study:

BMJ | Journals

Conclusions: We showed a potential increase in myopia incidence, significant decrease in outdoor time and increase in screen time among schoolchildren in Hong Kong during the COVID-19 pandemic. Our results serve to warn eye care professionals, and policy makers, educators and parents, that collective efforts are needed to prevent childhood myopia—a potential public health crisis as a result of COVID-19.



Source: Zhang X, Cheung SSL, Chan H, *et al*, Myopia incidence and lifestyle changes among school children during the COVID-19 pandemic: a population-based prospective study, *British Journal of Ophthalmology* Published Online First: 02 August 2021. doi: 10.1136/bjophthalmol-2021-319307

Common Barriers to Care in At-Risk Populations

Cost of Care

Trust

Communication

Accessibility to Clinic

Relationship with Provider



Clinical Outreach Programs

- Customizable outreach initiatives can effectively engage at-risk populations
- Tailored to provide diabetic plan members with proactive tools, education, and support
 - **Educate Plan Members**
 - **Support Benefit Program Goals**
 - **Improve Member Experience**
 - **Close Gaps in Care**



Increasing Points of Care

Health Plans can increase points of care through technology some of which are:

- **Ocular Telemedicine**
- **Virtual Visits**
- **Data Integration**



Pulling the Right Engagement Levers

- A strong member engagement program accounts for a wide range of unique member needs and barriers
- Several “engagement levers” can be pulled:
 - Provider network management
 - Simple and effective care reminders
 - Communications
 - Health education resources



Provider Portal 2.0

Enhancing the Provider Portal & Provider Experience

Two key objectives

1. Reduce the administrative burden on our ECPs and their offices by improving the user experience and functionality on the EDP portal
 - Eliminating the need for calling into the call center and submitting paper claims for payment.
2. Drive self-service of the EDP portal
 - Reduce call volume to our call centers, eliminate workarounds implemented at our call centers, reduce provider complaints and grievances, and reduce paper claim submissions.

Provider Communication

- Provider Portal updates will be communicated and available for provider review on demand (i.e., Provider Resource Center)

The screenshot displays the Provider Portal 2.0 interface. At the top, a banner reads "What's New: System Updates". Below this is a table titled "2021 Provider Portal Updates" with three columns: "Who does this update impact?", "What does this update mean?", and "When was this update implemented?". The table lists several updates for Davis Vision providers, including the addition of Procedure Code 92326, support for Medicaid 24-month benefit cycles, automated resubmissions, and the "Pay Now" button. Below the table, the "Provider Dashboard" is visible, featuring a search bar, a "Member" tab, and a "Service Data" section. A "Please select a Location to Add and View Orders/Claims" message is displayed. The dashboard also shows "Orders/Claims" and "Announcements" sections.

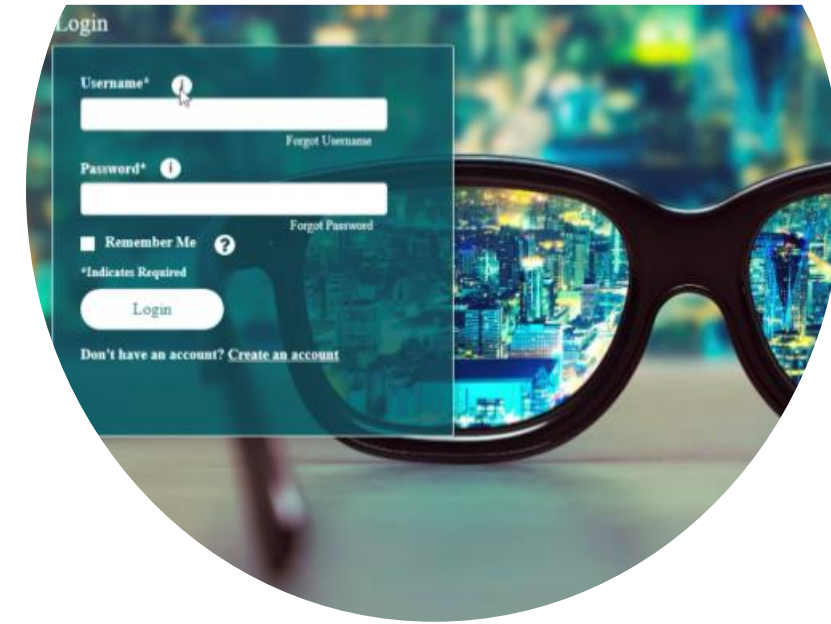
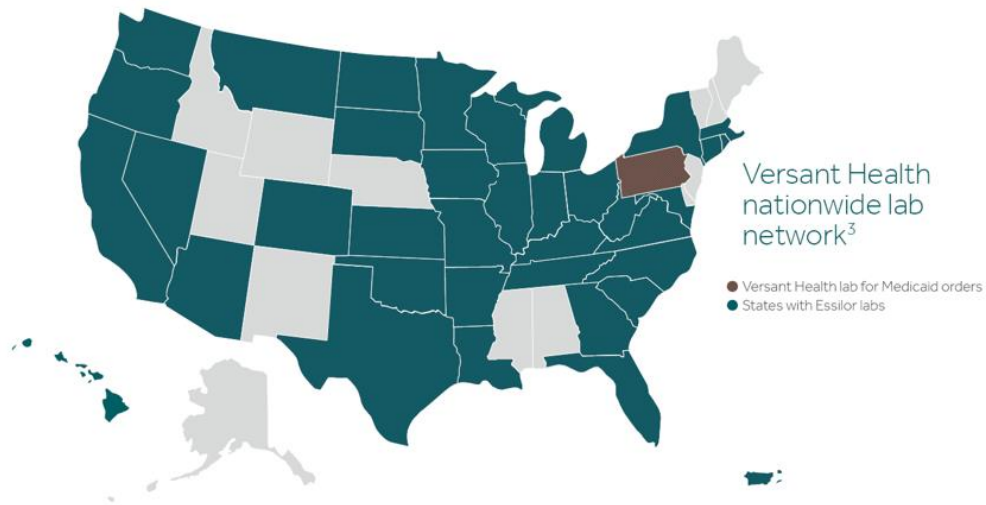
Who does this update impact?	What does this update mean?	When was this update implemented?
Davis Vision providers	Procedure Code 92326 has been added as a valid claim submission for CL reft. Providers will now have to select reft over new patient.	October 2021
Davis Vision providers serving Medicaid patients	The portal has been updated to support Repair/Replace benefits for Medicaid 24 month benefit cycles.	October 2021
Davis Vision providers	The portal will now support automated resubmissions for orders in "under review" status.	October 2021
Davis Vision providers	The "Pay Now" button will now allow providers to pay their Negative Balances owed.	October 2021
Davis Vision and Superior Vision Retailers and DOOL Providers (Doctor Doing Own Lab)	The portal has been updated to enable Contact Lens Procedure Codes on the exam page for DDOL and Retailers	October 2021

Eyewear Dispensing Program (EDP)

Enhancing the Patient Offering & Provider Experience

Versant Health has an agreement with Essilor, which is the largest manufacturer of eyewear in the world, to fulfill lab orders using a nation-wide laboratory network.

- 75 labs across America produce eyewear for Davis Vision and Superior Vision members
- Eye care professionals will dispense Davis Vision commercial orders from a catalogue featuring innovative products from Essilor, Shamir and Kodak.
- Medicaid orders will still be placed with the Versant Health lab in Newtown Square, Pennsylvania.
- The availability of dozens of Essilor labs across the country should lead to improvements in quality of product and turnaround time for orders.



Enhancing the Patient Offering & Provider Experience

A Product for Every Prescription

Our members benefit from a broad range of lens products including the most utilized and requested digital progressives, anti-reflective coatings, and blue light protection.

Innovation

As a manufacturer, Essilor's investments in research and development provide our members access to the most innovative products as soon as they hit the market.

Quality Standard

The lab network follows American National Standards Institute (ANSI) standards, which ensures eyewear is made correctly the first time, from standard single vision to unique and highly complex lenses.

Turnaround Time

A network of labs across the country optimizes turnaround time on production and delivery.



Providers Joining Our Network(s)

Making it Easier For Providers to Request Participation

- **Revamped the provider “Join Our Network” landing page, enhancing layout and functionality.**
- **Fully digital and intuitive format created via JotForm (fully HIPAA compliant)**
- Allows for more accurate provider data capture by being typed, not handwritten as well as locking required fields
- **Provider rosters, surgical privileges and W9 forms are provided and can be submitted to us electronically**
- **Mitigates any delay in application process by requiring certain data elements that historically could hold-up the process**
- Nomination Code is shared in our recruiting packets
- We can insert a QR code in all our communications to allow providers ease of access to our form, even in a paper recruiting packet.
- **Created significantly improved and easily accessed reporting**

The image displays two screenshots from the SuperiorVision website. The top screenshot shows the 'Join Our Network' landing page, which features a navigation bar with links for 'MEMBERS', 'EYE CARE PROFESSIONALS', 'CLIENTS', 'HEALTH PLANS', and 'BROKERS'. The main content area highlights 'Top Reasons To Join Our Network' with three key statistics: '70+ Labs' (ensuring speedy completion of jobs), 'High In-Network Utilization' (98% of members utilize their benefits at in-network providers), and 'Over 20 Fortune 1000 Clients'. Below this, there is a section titled 'Grow your practice. Join our networks of eye care professionals.' with a circular image of three people. The bottom screenshot shows a reporting dashboard with a line graph, summary statistics (366 Views, 88 Responses, 18% Conversion Rate, 29:28 Avg. Time), and a table of activity logs.

PHONE	DEVICE	PLATFORM	LOCATION	Date	Browser	Status	Location	Notes
184-18-775-46				2 minutes ago				
163-116-129-115				6 minutes ago				
163-116-135-115				6 minutes ago				
163-116-135-115				7 minutes ago				
172-871-513-74				7 minutes ago				
216-165-127-38				9 minutes ago				
64-233-152-152				15 minutes ago				

Top Claims Denial Information

- **Benefit Maximum Reached** – Claim/Service Denied due to Exhausted Benefit
- **Not a Covered Benefit** – Claim/Service Denied as Service is Not Covered
- **Duplicate Denials** – Claim/Service Denied as a Duplicate to Previously Processed Claim
- **Refraction Included in Exam** – Refraction Denied/Bundled with Comprehensive Exam
- **Non-Covered Provider** – Claim Denied as Provider is Not Covered OON

Provider Disputes & Complaints

Dedicated Complaints and Appeals Email Address: ProviderCA@versanthealth.com

Most Common Dispute Types:

- No Authorization on File
- No Prior Authorization on File (service required a medical necessity review & approval)
- Benefit Administration (member not eligible on the dos, service not covered)

Turnaround Time:

- At VH we process Provider Payment Disputes and Complaints promptly and within 30 days.



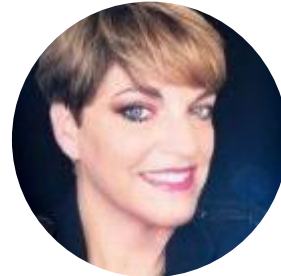
Leading Clinical Expertise

- Navigating healthcare can be a daunting endeavor for many consumers
- Proactive, accessible, and easy-to-understand vision care solutions break down barriers care, helping to lower costs and drive positive health outcomes
- Versant Health's clinical experts are attuned to emerging vision industry trends and technologies
 - Keeping our programs compliant with NCQA and CMS criteria
 - Putting the member's unique needs at the heart of the vision care experience



Neelam Gor, MD

Chief Clinical Officer, Medical Management



Sandra Orsulak, RN, BSN, MHA

Head of Clinical Operations



Chris Cordero, OD

Director of National Provider Experience

Leveraging Frontline Insights



Just announced:



Versant Health leverages on-the-ground insights from our esteemed **Medical Policy Council** and **Optometric Advisory Council**, consisting of members from leading institutions across the country.

These practitioners represent a cross-section of frontline experience in the diverse communities we serve.

Versant Health Optometric Advisory Council



Dr. Bryan M. Rogoff

Founder of EyeExec Consulting



Dr. Darryl Glover

Cofounder of Defocus Media and Optometrist at MyEyeDr.



Dr. David Heitmeier

Owner of Heitmeier and Armani Medical and Surgical Eyecare



Dr. Dorothy Hitchmoth

Consultant of Dr. Dorothy L. Hitchmoth PLLC



Dr. Fayiz Mahgoub

Founder and CEO of Augmented Vision Labs



Dr. James Deom

Partner Hazleton Eye Specialists and Stroudsburg Eye Specialists



Dr. Joseph Pizzimenti

Professor at the Rosenberg School of Optometry at the University of the Incarnate Word



Dr. Justin Bazan

Owner of Park Slope Eye and Cofounder of Young ODs of America



Dr. Kelly Norland

Owner of Spirit Lake Eyecare Center and past President of Iowa Optometric Association



Dr. Linda Chous

Owner of The Glasses Menagerie and Former Chief Eye Care Officer of UnitedHealth Care



Dr. Matthew Jones

Owner of Family Eye Care and past President of the Arkansas Optometric Association



Dr. Nikki Irvani

Founder and CEO at EyeXam and former VP of Clinical and Professional Affairs for CooperVision



Dr. Peter Kehoe

President at Kehoe Eye Care P.C. and Past-President of the American Optometric Association



Dr. Selina McGee

Owner at Precision Vision of Edmond, McGee Consulting and President of the Oklahoma Association of Optometric Physicians



Penn Moody, OD

CEO / Founder at Moody Eyes



Mamie C. Chan, O. D.

Owner of Dr. Mamie Chan ABQ Eye Care

**Dr. Penn Moody – Active member of the IOA practicing in Greenwood & Indianapolis*



CONFIDENTIAL & PROPRIETARY



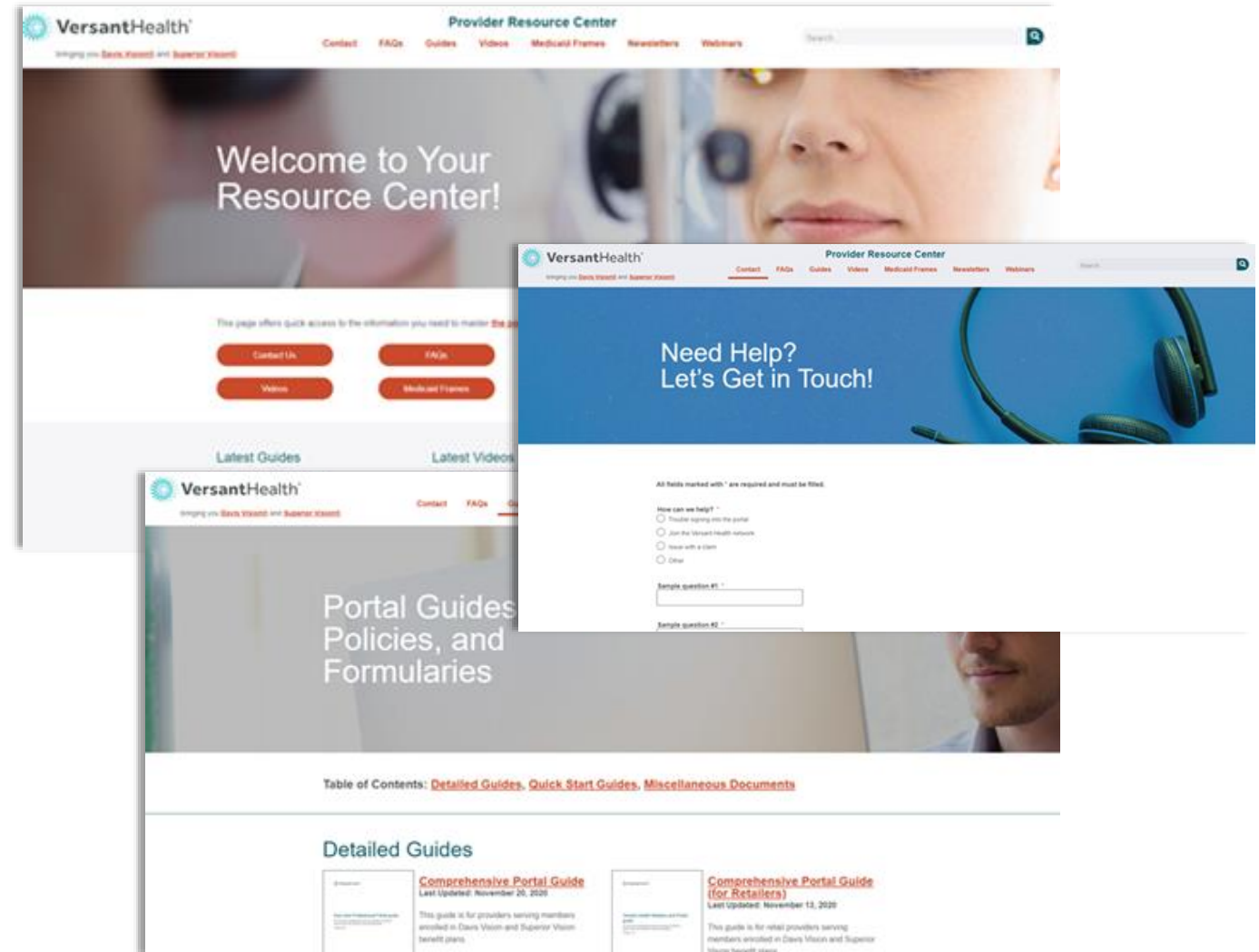
Significant Education and Onboarding Process Enhancements

Continuous Training & Enhanced Communication With Eye Care Professionals

- Plus 800k visits (since launch) to Versant Health's dedicated and regularly updated Provider Resource Center ([Versant Health Provider Resource Center - Provider Resource Center](#)), which includes instructional guides, webinars, FAQs, and video trainings, as well as important notifications
- Regularly scheduled live training webinars ranging from 101/Basics to client/market specific topics

From Training Hub to Resource Center: A One Stop Shop

- Display is much more intuitive with separate customizable landing pages for each category (i.e., FAQs, Guides, Videos, etc.)
- Search function optimization
- Chatbot for triaging inquiries (*In Progress*)
- FAQs expanded; Guides/videos



The Financial Impact of Diabetes


About Diabetes

Diabetes is a chronic disease that occurs when the pancreas is no longer able to make insulin, or when the body cannot make good use of the insulin it produces. The body needs insulin to transform glucose from food into energy. ¹

37.3 million
people in the U.S. with diabetes
(28.7 million diagnosed,
8.5 million undiagnosed)²

+

1.4 million
Americans diagnosed with
diabetes every year.³



The illustration shows a doctor in a white lab coat and orange pants using a magnifying glass to inspect a red blood drop. A patient in a teal shirt and orange pants is holding a large blue blood glucose monitor that displays the number '4.5'. A red apple is positioned between the doctor and the patient. The background is a light blue and white abstract shape.

According to the data in 2017, the total cost of diagnosed diabetes in the United States was \$327 billion:³

- \$237 billion was for direct medical costs³
- \$90 billion was in reduced productivity³

2X

After adjusting for population age and sex differences, average medical expenditures among people with diagnosed diabetes were 2.3 times higher than what expenditures would be in the absence of diabetes.³

**\$327
billion**

Keeping a Pulse on Eye-Related Disease: Macular Degeneration

Age-Related Macular Degeneration (AMD) by the Numbers

What is Age-related Macular Degeneration?

Age-related Macular Degeneration (AMD) affects the macula, the central part of the retina that allows the eye to see fine details, making it harder to see faces, drive, read or do close-up work. The disease can progress quickly or slowly and can lead to central vision loss in one or both eyes.¹



AMD is a major cause of blindness worldwide and is the leading cause of vision loss and blindness for Americans aged 65 years and older.²



The number of older Americans is projected to nearly double from 48 million to 88 million in 2050.³

**1.8
Million**

As many as 1.8 million people in the United States are affected by vision-threatening age-related macular degeneration.²



In the U.S., the estimated total economic burden of vision loss and blindness was \$134.2 billion in 2017.⁴

Medical costs (\$53.5 billion), nursing home costs (\$41.8 billion), and reduced labor force (\$16.2 billion) were the largest components of this total.⁴

Vision loss and blindness cost an average of \$16,838 annually per person affected.⁴



Questions?

Superior Vision: 1-877-235-5317

Quick Reference for Support:
Versant Health Contact Reference Guide for ECPs

Additional Tools, Education, Support:
Versant Health Provider Resource Center - Provider Resource Center

