

The Superior Difference

A Company Overview

Who We Are

Superior Vision has been a leader in the managed vision care market since 1993. We are the premier national vision plan delivering exceptional eye care services through distinctive service and an unparalleled provider network.

We have built lasting relationships based on one foundational principle – our members are our highest priority. We believe we owe a duty first-and-foremost to our members and their covered dependents. At the same time, we demonstrate that it is an honor and privilege to serve every provider, broker, and consultant with the respect warranted by the trust they have placed in us.



Why We're Different – and What We Offer

All vision plans are not created equal. There are significant differences that should be considered when selecting or recommending the ideal managed vision care plan. Our differences are why we proudly serve over a million members and thousands of clients, including some of the most recognized names in the corporate, education, and government sectors, as well as other key industries.

An Unrivaled Provider Network – the largest and most diverse nationwide – that currently includes 14% ophthalmologists, 63% optometrists, and 23% opticians and retail chain locations. In fact, we manage the largest network of ophthalmology practices in the nation. No other vision carrier comes close to the size, accessibility, and diversity Superior Vision offers.

Outstanding Customer Service that embodies a member-centric approach to service. We answer every call by asking “How may I provide you with superior service?”, and actively follow up to make sure the needs of our members, providers, and client organizations are met. Our success is reflected in being rated #1 in the customer service area by a 2006 independent survey conducted by the nation’s premier consumer research firm.

A Host of Value-Added Services that include the following:

- Flexible plan designs
- Discount programs
- Covered Contact Lens Fit Exam
- LASIK & Refractive Surgery discounts
- SmartAlert, a free, voluntary wellness program
- Online ordering and home delivery of contact lenses
- Personalized ID card and carrier
- www.superiorvision.com – the ultimate resource for information, education, and assistance

We invite you to see for yourself how our slogan “So Simple. So Simply Superior.” describes our plan so perfectly. To learn more visit our website at www.superiorvision.com, or call us at 800-923-6766.