



HOW DIGITAL TRENDS ARE REDEFINING VISION BENEFITS FOR TODAY'S WORKFORCE

Delta Dental of Arizona White Paper

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The workplace is evolving—and so are employee expectations. Today's workforce demands benefits that are not just comprehensive but also accessible, intuitive and tech-forward. Vision care is no exception. With an increasing reliance on screens and a growing interest in overall wellness, employers are rethinking what vision benefits can and should look like.

Enter digital innovation. From virtual try-on tools to mobile member portals and real-time benefit insights, technology is transforming how employees interact with and value their vision care benefits. Let's explore the top digital trends in vision benefits and what group administrators should consider when choosing a modern solution.

THE AVERAGE AMERICAN SPENDS APPROXIMATELY
7 HOURS AND 4 MINUTES PER DAY LOOKING AT SCREENS.¹

WHY VISION BENEFITS ARE RAPIDLY EVOLVING



Vision needs have changed. So have the tools to meet them. Factors like increased screen time, hybrid work models and growing health awareness have made eye health a higher priority for employees. And with more digital-native workers in the mix, the demand for seamless, tech-enabled solutions is only growing.

DIGITAL-NATIVE:

A term used to describe individuals who have grown up with digital technology such as smartphones, computers and the internet. As a result, they are typically highly proficient with digital tools and expect seamless, tech-driven experiences in both their personal and professional lives.



DIGITAL TRENDS SHAPING THE VISION BENEFITS LANDSCAPE

1. MOBILE ACCESS AND ON-DEMAND TOOLS

Employees expect quick and easy access to their benefits. Member portals and mobile apps now allow them to:

- View benefits and eligibility
- Access digital ID cards
- Track claims in real-time
- Locate in-network providers
- Receive reminders for exams or contact lens reorders

Some vision benefits apps offer wellness tools, biometric login options and even digital wallet integration, making benefits management feel intuitive.²

2. VIRTUAL TRY-ON AND ONLINE ORDERING

Retail-style experiences are shaping vision care. Virtual try-on tools let users see how different frames look from every angle, helping them shop confidently online. Some providers even ship multiple styles to try at home before buying.³

3. COST ESTIMATORS FOR TRANSPARENCY

Many vision benefits providers now offer cost estimator tools that allow members to see a breakdown of out-of-pocket costs before an appointment.⁴ This transparency builds trust and empowers smarter choices.

4. TELE-OPTOMETRY AND SMART SCHEDULING

While in-person exams remain the gold standard, some carriers offer tele-optometry options for simple consultations. Others use data to prompt members when it's time for an eye exam, proactively supporting preventive care.

5. WELLNESS INTEGRATION

New features like screen time tracking and eye strain alerts support overall employee wellness and productivity, especially for those spending long hours at a computer.

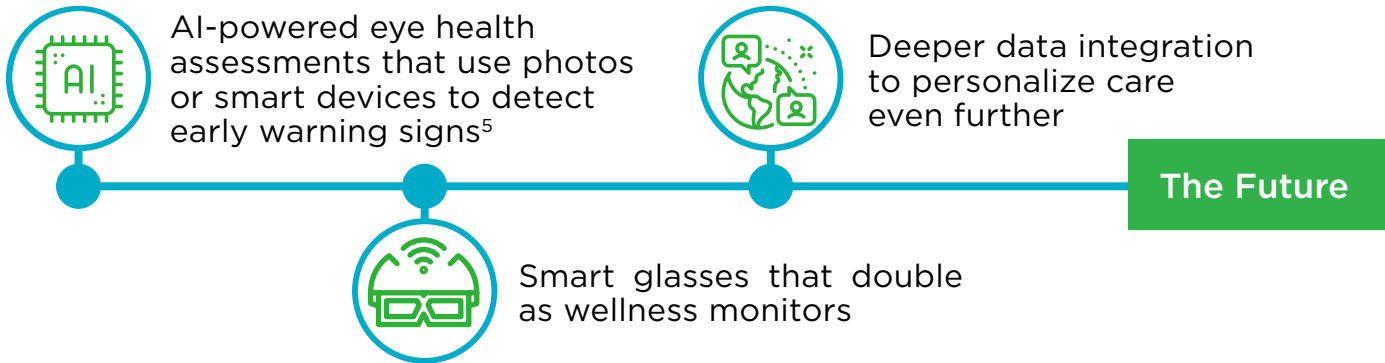
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LOOKING AHEAD: THE FUTURE OF DIGITAL VISION CARE



Technology will continue to raise the bar. Here's what's on the horizon:



Forward-thinking vision benefit providers will combine innovation with simplicity, delivering high-tech tools that improve outcomes without adding admin burden.

What Employers Want

Digital vision benefits aren't just easier for employees; they make life easier for HR teams, too. Top features employers are looking for include:



Seamless onboarding tools for new hires



Digital-friendly communication



Reliable service and tech-friendly support

These tools help group admins track engagement and ensure employees are using the benefits they're offered.

THE BOTTOM LINE



Digital tools are not just enhancing vision benefits; they're redefining them. By adopting modern vision care solutions, employers can improve employee satisfaction, support wellness and reduce administrative headaches. For group administrators, staying ahead means embracing these innovations today to build a healthier workforce tomorrow. ■

¹Magnetaba. Average Screen Time Statistics. Retrieved from <https://www.magnetaba.com/blog/average-screen-time-statistics>

²EyeMed. Mobile App Overview: Key Features & Functionality. Retrieved from <https://www.eyemed.com/resource/blob/1564/460c58ab2e558c1bcf78989fc89b63ec/mobile-app-overview-data.pdf>

³EyeMed. How Retail Eyewear Shopping Trends Are Shaping Vision Benefits. Retrieved from <https://www.eyemed.com/en-us/blog/everyday-life-culture/how-retail-eyewear-shopping-trends-are-shaping-vision-benefits-6978>

⁴EyeMed. Know Before You Go: Out-of-Pocket Cost Estimator Overview. Retrieved from <https://www.eyemed.com/resource/blob/1580/310b222cb3b848bb3b2f93c50cf021bc/know-before-you-go-overview-s-2106-cb-458-data.pdf>

⁵American Academy of Ophthalmology. Artificial Intelligence Trends in Eye Care. AAO News. Retrieved from <https://www.aao.org/eye-health/news/artificial-intelligence-trends-in-eye-care>