



NEWS RELEASE
For Immediate Release

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DELTA DENTAL OF IOWA CELEBRATES HEALTHY VISION MONTH

Johnston, IA (May 24, 2016) — Delta Dental of Iowa celebrates Healthy Vision Month this month by reminding employers about the importance of eye health for employees. Established in 2003 by the National Eye Institute, this awareness program is designed to elevate vision as a health priority. Vision benefits are one of the most requested benefit asked by employees, so it makes sense for employers to pay attention to this important aspect of overall health and consider the benefits to the workforce.

In total, 50 percent of Americans use some type of corrective eyewear. Based on this information, providing vision insurance options to employees could be a major benefit for employees' health and the company's bottom line. Vision health is important for daily activities like computer work, driving, and reading.

Employees are more productive if they have current corrective eyewear. Vision problems cost businesses \$8 billion in lost productivity each year. An employee that can see clearly without eye related symptoms like headaches would improve productivity, decrease errors, and reduce worker disability claims.

Some tips to share with employees for healthy eyes include:

- **Give your eyes a rest.** If your employees spend a lot of time at the computer or focusing on any one thing, they sometimes forget to blink and eyes can get fatigued. Encourage them to try the 20-20-20 rule: Every 20 minutes, look away about 20 feet in front of you for 20 seconds. This can help reduce eyestrain.
- **Have a comprehensive dilated eye exam.** Visiting an eye care professional for a comprehensive dilated eye exam is the only way to really be sure when it comes to common vision problems. Some people don't realize they could see better with glasses or contact lenses. In addition, many common eye diseases such as glaucoma, diabetic

eye disease, and age-related macular degeneration often have no warning signs. A dilated eye exam is the only way to detect these diseases in their early stages.

- **Practice workplace eye safety.** Employers are required to provide a safe work environment. When protective eyewear is required as a part of the job, ensure employees make a habit of wearing the appropriate type at all times.

Providing a vision insurance plan, such as DeltaVision through Delta Dental, encourages employees to get an annual eye exam. These exams can lead to early detection of diseases such as diabetes, hypertension, and much more. Early detection of these illnesses can bring your employees healthier lives and reduce overall health-related costs for your company.

“Delta Dental of Iowa is dedicated to improving both dental and vision health,” said Jeff Russell, president and CEO of Delta Dental of Iowa. “By offering your employees comprehensive dental and vision plans through Delta Dental, you can enhance your employees’ overall wellness.”

For more eye safety tips in the workplace, [visit this website](#).

About Delta Dental of Iowa

Delta Dental of Iowa is the largest and most experienced provider of dental benefits in the state. In addition, Delta Dental offers vision plans for employers of all sizes. As a not-for-profit insurance company, Delta Dental of Iowa invests in oral health and wellness projects through the Delta Dental of Iowa Foundation that focus on access to care, prevention, education and research.

Contact us today for more information on our extensive network of providers and retailers in your area. Call Delta Dental 1-877-423-3582 or visit us online at:

www.deltadentalia.com/deltavision

BLOG post:

May is Healthy Vision Month and Delta Dental of Iowa and the National Eye Institute take this opportunity to remind employers of the value of good eye health for employees. In fact, 50% of Americans use some type of corrective eyewear. Based on this information, providing vision insurance options to your employees is a major benefit for your company.

Healthy Vision Month is a great time to reevaluate your employees benefit options. Are you providing a vision plan? Have you considered bundling your dental and vision plans to simplify for your employees? Delta Dental has proven success with both dental and vision coverage.

Three reasons to further investigate a vision plan:

- 1) Vision benefits are the third most requested benefit asked for by employees. Your employees are busy looking at computers, driving, and reading, not to mention all types of hobbies. Being able to see clearly is critical for them and their loved ones.
- 2) Employees are more productive if they have current corrective eyewear. Vision problems cost businesses \$8 billion in lost productivity each year. An employee that can see early without eye related symptoms like headaches might improve productivity, decrease errors, and reduce worker disability claims.
- 3) Providing a vision insurance plan encourages employees to get an annual eye exam. The exams usually cost the employee \$0 or a very low cost based on the plan offered. These exams can lead to early detection of diseases such as diabetes, hypertension, and much more. Early detection of these illnesses can bring your employees healthier lives and reduce overall health-related costs for your company.

Delta Dental provides three tiers of vision insurance plans for employers based on the number of employees. Delta Dental can be your comprehensive dental and vision plan provider to keep your employees eyes healthy and safe. Contact us today so we can show you our extensive network of providers and retailers in your area. Call Delta Dental 1-877-423-3582 or visit us online at: www.deltadentalia.com/deltavision