

The Vision Care Direct Difference

Vision Care Direct Is Not Like Any Other Vision Plan

Let's start by telling you that we are NOT an insurance company.

We are private practice Optometrists who have formed a statewide association of our peers to deliver affordable, high-quality eye care **DIRECTLY** to our community. Local doctors in our state volunteer their time to manage the plan in cooperation with Vision Care Direct marketing and administrative personnel.

How are we different? We live in your community, pay taxes, vote, and own small businesses. We are involved with our patient's lives. We don't want a big-box company putting restrictions on the type of care we provide, materials we dispense, or tell us which vendors we must use. We believe that our patients want the kind of high-quality health care they can expect from independent optometry.

Vision Care Direct gives patients access to high quality eye-health care, and allows us to do what we've been trained to do: care for our patients!

To learn more about our plans or enroll, visit
www.uphealthgroup.com
or call 877-704-9223 today!



The Highest Quality Care at Competitive Prices

Many people don't know that a comprehensive eye exam involves more than a simple refractive correction. A comprehensive exam allows highly trained doctors the ability to truly see into a patient's overall health. There are many "cheap" vision options on the market, from big box stores to drive thru window type exams, that treat eye exams as a commodity which leads to a lower quality of care. At Vision Care Direct we provide the highest quality of care through highly trained independent optometrists at very competitive prices.

Access to the Materials You Need

Vision Care Direct doctors have open access to materials, vendors and labs whether a patient needs Safety Eye Wear, progressive lenses, Computer Eye Wear or other specialty products. Other vision plans restrict their doctors to certain frame and lens providers and require them to purchase only certain materials. Our unrestricted access allows our doctors to truly make the best recommendations for your needs.

Unparalleled Choice of Plans

Vision Care Direct is the most flexible vision plan available in the market place. The vast majority of vision benefit plans only offer multiple plan options for extremely large groups, and even then the choices are limited. Our unprecedented flexibility gives individuals the ability to choose frame allowances, benefit level and/or multiple combinations of benefits at the same time. We provide options that no other vision plan can.



The Vision Care Direct Difference allows us to rise above the competition.

*Upper Peninsula
Health Plan*

To learn more about our plans or enroll contact

Jennifer L. Claus
877-704-9223
jclaus@uphp.com

Our Plans

Complete*

Platinum - (Includes a \$180 Progressive Lens Benefit)
Exam plus frames/lenses or contact lens benefit every 12 months

Gold

Exam plus frames/lenses or contact lens benefit every 12 months

Silver

Exam plus lenses or contact lens benefit every 12 months. Frames benefit every 24 months

Bronze

Exam benefit every 12 months. Frames/lenses or contact lens benefit every 24 months

Materials Only*

Frames/lenses or contact lens benefit every 12 months

Exam Only

Comprehensive Exam every 12 months

Rx SunWear*

Frame/lens plus sun tint benefit every 12 months

VCD ComputerWear*

Exam plus digital eyewear benefit every 12 months

For complete plan details visit
www.VisionCareDirect.com.

*Most standard lenses included in materials benefit. Plans allow patients to choose from three tiers of frame allowances: \$100, \$130 or \$160.


VISION CARE DIRECT
The vision plan your eye doctor recommends™