



Services provided by participating  
optical departments managed by  
Cole Vision Corporation

# VISION CARE SAVINGS PROGRAM FOR BLUE CROSS OF CALIFORNIA MEMBERS

## SAVE UP TO 65% ON ALL YOUR EYECARE NEEDS

The Vision One Eyecare Program offers you and your family immediate savings on all your eyecare needs, including: eye exams, frames, lenses and contacts. Save up to 65% on designer frames, 40% on bifocals and 20% on contact lenses.

## OVER 6000 LOCATIONS NATIONWIDE

Vision One is honored at every one of the more than 6000 nationwide locations. You'll find providers conveniently located in stores you know and trust like Sears, JCPenney, Pearl Vision Centers and many more. For your convenience, evening and weekend hours are available and most locations accept credit cards.

## SAVE ON EYE EXAMINATIONS

Licensed Doctors of Optometry maintain practices at most Vision One locations to provide eye examinations and prescriptions. If you would rather have an examination elsewhere, you can still bring us your prescription and we will gladly fill it, just as your doctor ordered, at discounted Vision One prices.

## TWO GREAT WAYS TO SAVE ON CONTACT LENSES

Visit any Vision One location and you will save 20% on any pair of contacts. Or, if you prefer the convenience of purchasing replacement contact lenses through the mail, use the Vision One Contact Lens Replacement Program for additional savings and convenience.

## YOUR PASSPORT TO EYECARE SAVINGS

Your Blue Cross of California subscriber identification card entitles you to all the discounts outlined in this brochure. Carry your card with you for instant savings.



**FRAMES**

Up to \$60 retail	\$20	65%
From \$61 to \$80 retail	\$30	60%
From \$81 to \$100 retail	\$40	50%
From \$101 to \$200 retail	50%	50%

**LENSES**

Single vision	\$30	50%
Bifocal	\$50	40%
Trifocal	\$60	45%
Lenticular	\$100	60%

**Lens Options  
(add to above lens prices)**

Standard progressive "no line" bifocals	\$50	25%
Polycarbonate	\$30	40%
Scratch resistant coating	\$12	25%
Ultra-violet coating	\$12	40%
Solid or gradient tint	\$8	33%
Photochromic	\$30	40%
Anti-reflective coating	\$35	25%
Glass	\$15	60%

**EYE EXAMINATIONS\***

Spectacle	\$35
Contact	\$35 plus difference between contact and spectacle exam fees

**CONTACT LENSES**

20% discount from regular retail prices	20%
---	-----

**NON-PRESCRIPTION SUNGLASSES**

20% discount from regular retail prices	20%
---	-----

## ACCESSORIES & CONTACT LENS SOLUTIONS

20% discount from regular retail prices

20%

---

Prices are effective as of January 1, 1997 and are subject to change without notice.

Not all available services are listed above. Should you have need for additional options such as lens polishing or custom lens cutting, these services are also available at discount rates.

\* Eye examinations are provided by licensed Doctors of Optometry located in or adjacent to most participating optical departments. Be sure to call the Doctor of Optometry in advance to make an appointment and verify participation in the program. Note: Blue Cross HMO members should take advantage of the eye exam benefit offered through their Participating Medical Group.

**Instant savings on eyeglass frames, eyeglass lenses, contact lenses & accessories**

**More than 535 participating optical departments in California-more than 6000 nationwide**

**Located in Sears, JCPenney, Pearle Vision Centers and Target Optical**

**Convenient hours**

**Easy payment purchases can be charges on a variety of credit cards**

**Professional eye care services provided by participating Doctors of Optometry**

Cole Vision, a national company with more than 30 years of experience, offers this vision care discount program to Blue Cross of California members for the eyecare savings program (except for purchased eyecare products or exams). There is no affiliation between Blue Cross of California and Cole Vision.

Cole Vision Corporation  
1925 Enterprise Parkway  
Twinsburg, Ohio 44087  
800-424-1155