

Senate Bill 204

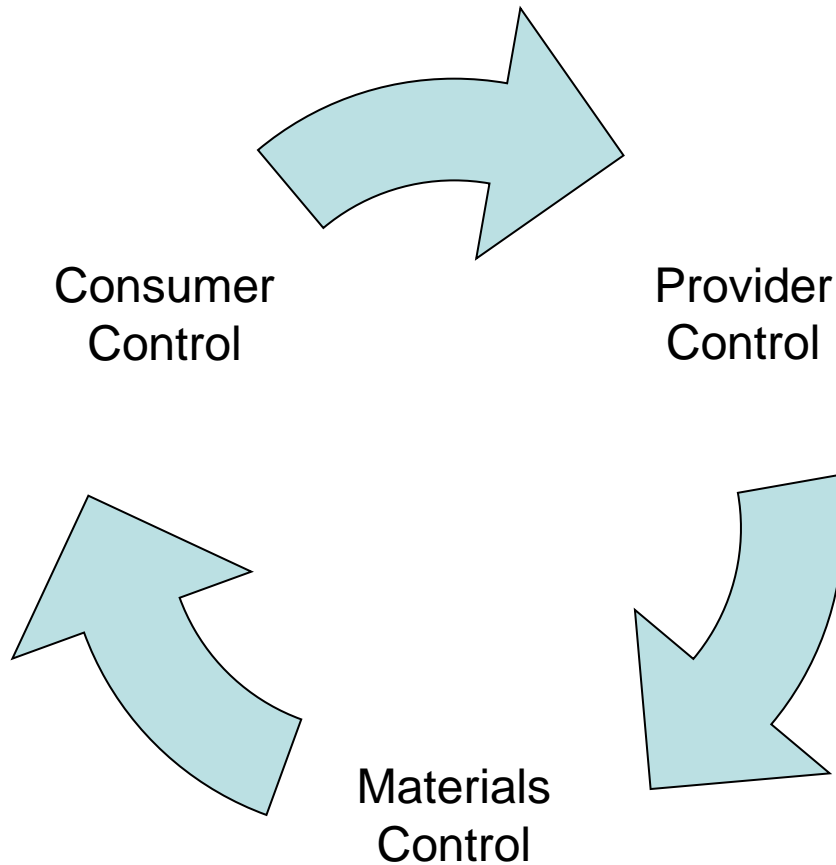
The Reality of Davis Vision

CONTROL

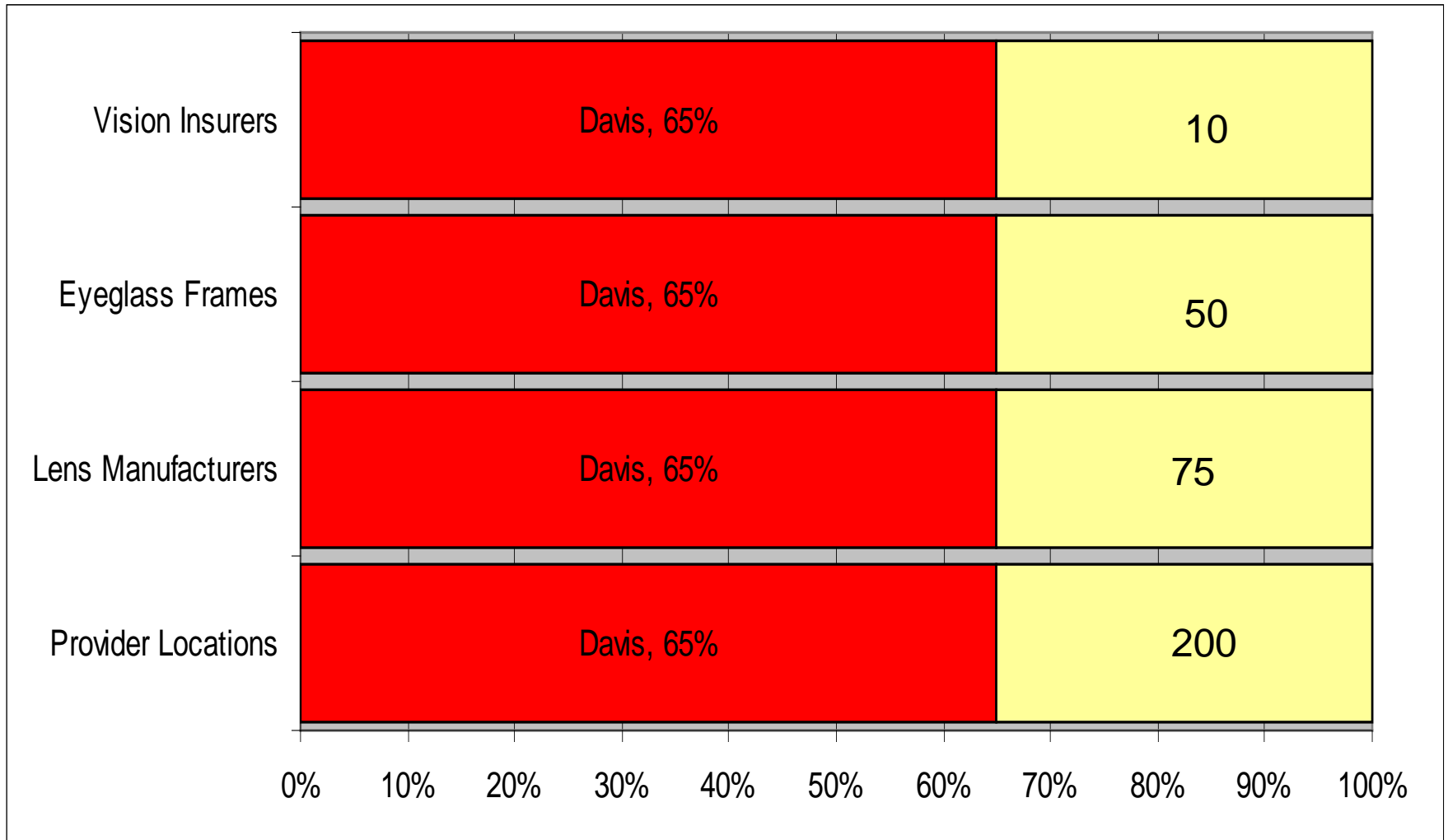
&

PROFIT

Davis has closed the competition loop

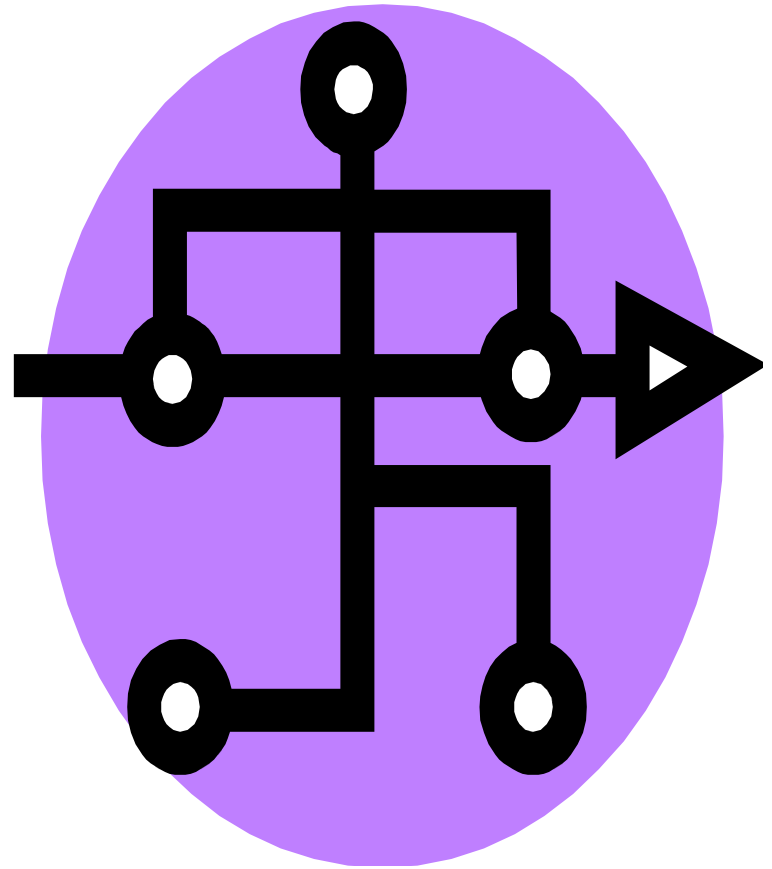


Complete Vertical Integration



Davis – Predatory Actions

- WAL-MART
- PEARL VISION
- VISIONWORKS
- THE BIG LIE.



Fashion Advantage Plan

“It is a common cost savings measure.....to require members to use a designated laboratory system.” – Dr Joe Wende, Davis Vision, 4/28/2008.
Public Hearing – House Bill 2101

	Davis Patient Co Pays	Provider	Doctor Must pay Davis	Free Market
Deluxe Frame	\$ 40	\$ 5	\$ 35	\$ 25
No Line Bifocal	\$ 105	\$ 30	\$ 75	\$ 54
Scratch Resist.	\$ 20	\$ 10	\$ 10	\$ -

Total	\$ 165	\$ 45	\$ 115
-------	--------	-------	--------

+2 years payroll deductions	\$ 117
--------------------------------	--------

“Independent eye care industry studies show the average cost for a single pair of prescription eyeglasses nationally, not including an examination fee is about \$285.” – Dr Joe Wende, Davis Vision 4/28/2008

Total	\$ 282
-------	--------

Public Hearing – House Bill 2101

Fashion Advantage

	Benefit	Patient	Paid
Out of Network	\$ 100.00		\$117.00

‘It appears that the primary benefactors from this proposed legislation would be independent optometrists, ophthalmologists, opticians, and wholesale ophthalmic laboratories that will realize increased revenue in direct proportion to the higher financial burden borne by consumers.’ - Dr Joe Wende, Davis Vision 4/28/2008. Public Hearing – House Bill 2101

Free Market controls prices

redplum.com
Coupons, Promo Codes & Savings Tips

March Hoopla
Is Here
Score More Deals at redplum.com

JCPenney Optical

LIMITED TIME ONLY!

50% off

ALL EYEGLASSES*

- All Frames
- All Lenses
- All Options

OFFER INCLUDES:

- Transitions LENSES
- No-Line Bifocals
- Non-Glare Coating
- Polarized Lenses

Try frames online at
www.JCPenneyOptical.com

JCPenney
Every Day Matters

we accept thousands of vision care plans. call today for your eye exam or bring in your Rx.

Butler: Clearview Mall (724) 282-6128 • Pittsburgh: Ross Park Mall (412) 367-8485
Monroeville: Monroeville Mall (412) 373-4071 • West Mifflin: Century III Mall (412) 655-8311
Greensburg: Westmoreland Mall (724) 837-1999 • Monaca: Beaver Valley Mall (724) 728-8291
Hermitage: Shonango Valley Mall (724) 981-1060

*50% off discount applies to all frames excluding Ray-Ban and SunZene Collections. Select designer brands will be discounted at 25% off. 50% off discount also applies to all lenses and lens options. Complete pair purchase required. Some exclusions may apply. Some special orders excluded. Additional charge may be applied for strong Rx. Bifocals and/or progressives, specialty lenses and lens options are additional. **Rx offer includes any frame up to \$130 and single vision with scratch-resistant plastic lenses excluding Ray-Ban and SunZene Collections. Some special orders excluded. Additional charge may be applied for strong Rx, bifocals and/or progressives, specialty lenses and lens options are additional. See Options for details. Cannot be combined with any other offer, vision care plan, package pricing or prior orders. Participating stores only. Void where prohibited by law. Eye exams performed by independent state licensed Doctors of Optometry. Offer ends March 31, 2010. OPT CODE: VAL

SINGLE PAIR OFFER

\$79*

- any frame up to \$130
- single vision
- scratch-resistant lenses

CALL 1-877-JCPEYES

CONTACT LENS STOCK-UP SALE
Free Home Delivery is Available.

15% off ALL Other Brands!

Valid prescription required. Contact lenses not available in AR. Must purchase an annual supply of two product contact lenses to receive home delivery. Additional charge for overnight delivery. See Options for details. Offer ends 3/31/10.

VISIT www.JCPenneyOptical.com

Boscov's
OPTICAL

\$1

FRAME SALE

Includes any frame up to \$140
PLUS
50% OFF ALL LENS OPTIONS

Celebrating Optical GRAND OPENINGS
FREE \$20 GIFT CARD
with Optical purchase*

AARP & AAA MEMBERS SAVE 30%
everyday on eyeglasses or RX sunglasses

Optical Departments are available in all Boscov's locations, except
Deptford Mall, Ocean County Mall, Concord Mall and Lehigh Valley Mall.

We Honor Most Vision Care Plans - Eye Exams Available or We Can Fill Your Doctor's Prescription.

*\$1 Frame Sale offer includes select frames up to \$140 with purchase of lenses including Ray-Ban and SunZene Collections. Complete pair purchase required. Some exclusions may apply. Cannot be combined with any other offer, vision care plan, package pricing or prior orders. Optical Department not in all Boscov's locations. Participating stores only. Eye exams performed by independent state licensed Doctors of Optometry (in NJ, Doctors of Ophthalmology). Eye exams where permitted by law. Visit the Optometrist adjacent to most Boscov's Optical Centers for complete family vision care. Most Optical Departments closed on Sunday. Offer expires March 31, 2010.

boscovsoptical.com

OPT CODE: VAL

The Truth.

- Cost Control?
- Market Manipulation for Profit.
- The Predicament we all face.
- Visionworks – 2 for \$99.00
- The Free Market.
- Davis Vision – Insurance Company?