



## NEWS RELEASE

Delta Dental of Iowa  
2401 SE Tones Drive, Suite 13  
Ankeny, IA 50021  
Phone: 515-261-5500

**Contact: Jill Hamilton**  
Corporate Communications Manager  
Phone: 515-261-5526  
jhamilton@deltadentalia.com

### **Delta Dental of Iowa introduces vision benefit plans**

*Plans offer national network of providers, retailers*

Ankeny, IA (February 9, 2010) - Delta Dental of Iowa today introduces DeltaVision<sup>®</sup>, vision benefit plans for employers that combine choice, value and wellness.

DeltaVision offers several vision care plan options for employers including a materials-only option designed to compliment medical plans that cover a yearly vision exam. The comprehensive plans offer employers a choice of co payments and different frame/contact lens allowances. Employers also have the choice of offering DeltaVision as an employer contributory benefit or as a voluntary benefit at no cost to the employer. All of the DeltaVision full coverage plans include annual contact lens fit and follow up exams at no additional cost.

“Just like dental care, vision is an important part of your overall health and wellness,” said Donn Hutchins, president and CEO of Delta Dental of Iowa. “DeltaVision offers Iowa employers another option for vision benefits, while Delta Dental of Iowa clients can combine their benefits administration in one central location.”

Vision benefits encourage regular examinations which contribute to overall health and wellness. Research shows that eye exams can detect symptoms of diseases like diabetes, hypertension, multiple sclerosis, brain tumors, osteoporosis and rheumatoid arthritis.<sup>1</sup>

Delta Dental of Iowa has contracted with EyeMed Vision Care, LLC, a leading vision managed care organization, to give enrollees access to a national network of both independent providers including optometrists, ophthalmologists, opticians and leading optical retailers such as LensCrafters<sup>®</sup>, Pearle Vision<sup>®</sup>, Target Optical<sup>®</sup> and Sears Optical<sup>®</sup>.

---

<sup>1</sup> Thompson Media Inc. Employee Benefit News, April 2005

Along with the new vision insurance plans, Delta Dental is offering a vision discount program from EyeMed at no charge to all subscribers with dental insurance. The discount program includes savings on eye exams, frames, conventional contact lenses, LASIK, PRK and other vision care products and services.

DeltaVision is underwritten by Veratrus Benefit Solutions, Inc., a wholly-owned subsidiary of Delta Dental of Iowa. For more information on DeltaVision, please visit [www.deltadentalia.com/deltavision](http://www.deltadentalia.com/deltavision).

*Delta Dental of Iowa is the largest and most experienced provider of dental benefits in the state. As a not-for-profit, Delta Dental of Iowa invests in oral health projects through the Delta Dental of Iowa Foundation that focus on access to care, prevention, education and research. Delta Dental of Iowa is a member of the Delta Dental Plans Association, the leading national network of 39 independent dental service corporations specializing in providing dental benefits programs to 54 million Americans in more than 89,000 employee groups throughout the country..*