



Visual Plan Motion Graphic

Scene	Voiceover	Scene Direction	On-Screen Text
1	Are you seeing changes in your vision? See clearly with your SCAN vision benefit.	Something about polishing eyeglasses, putting on a newly sparkling pair and doing something like reading, looking at something far away, etc.	Know your Vision Care Benefit
2	Routine vision care is separate from your medical coverage. When it's time to have your vision checked, there's no referral needed.	Person now shown doing a a different activity and squinting with glasses on...	Vision care is different from medical eye care
3	SCAN works with EyeMed for your vision care benefit,	Show EyeMed logo on website	Availability of Vision benefit and copays may vary by plan. Check your SCAN plan materials for more information.
	so you can see any vision provider that's part of the EyeMed Select network.	Show EyeMed "Find an Eye Doctor" site (simplified!)	eyemed.com
3A	Your vision benefit includes a vision exam every year to spot any changes.	Individual at an eye doctor with eye charts, eye "goggles", etc. Calendar that flips through showing eye appointment on one date, then another one a minimum of one year later,	Vision exam every 12 months
4	What's more, your SCAN plan also includes a vision allowance—put it toward any combination of prescription lenses, frames, or contacts.	Dollar bills going toward contact lenses // glasses (showing various lens and frame combinations)	Vision allowance every 24 months

5	Use your vision allowance at your EyeMed vision provider's office. Or, if you like the options available at another EyeMed location, just take your prescription and order your eyewear there!	Show EyeMed logo in the window of an eyewear shop	Check with EyeMed to confirm coverage for exams and materials.
5A	Keep in mind, some eye problems—like cataracts or macular degeneration—need medical care. For this, you'll see your SCAN primary care doctor.	Animation shows person at eye doctor, who indicates there's something other than a vision problem	Medical eye care needs an eye care specialist
6	Your doctor can refer you to the right specialist for care, treatment and related materials.	Animation indicates person visiting a regular doctor and asking questions. Have a sign that says "ophthalmology" somewhere in the office.	Post cataract surgery glasses and contacts are covered through your SCAN medical benefits.
7	Need a ride to your appointment? Call on SCAN Transportation to get you there.	Pull in a graphic from the transportation video for consistency.	Not sure if your SCAN plan includes Transportation? Call Member Services to find out.
10	When it comes to your vision, we hope we've made it clear – take advantage of your SCAN vision benefit.	SCAN logo EyeMed logo	<p>SCAN Member Services MemberServices@scanhealthplan.com Find the phone number on the back of your SCAN ID card scanhealthplan.com/extras</p> <p>EyeMed eyemed.com 1-844-266-2850</p> <p>Availability of Vision benefit and copays may vary by plan. Check your SCAN plan materials for more information. Other providers are available in SCAN's network.</p> <p>Y0057_SCAN_12863_2021_C IA 11192021 M2096-1 11/21</p>