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Superior Vision Expanding Emphasis on Strategic Partnerships

Rancho Cordova, CA, May 23, 2011 – Capitalizing on the growing importance of vision benefits as a critical component of a comprehensive benefits portfolio, Superior Vision, a leader in managed vision care, announced it is significantly expanding its regional strategic partnerships to national prominence. Superior Vision has honed its expertise in this arena, and – with the recent addition of Jay Rausch, Vice President, Strategic Alliances – the company is in an enhanced position to expand alliances with health plans, health insurers, dental plans, TPAs, and other benefits providers.

“We have had success with our partnership model, and leveraging Jay’s industry expertise will help us to quickly expand our national presence and solidify key relationships,” stated Rick Corbett, President and CEO of Superior Vision. “Vision benefits are a great value-add in the benefits marketplace, and Jay has the expertise to communicate our differentiators to these varied partners.”

Superior Vision’s strategic partnerships support the elevated role vision benefits are playing in the overall wellness continuum. Employers nationwide are looking to benefits carriers to support their wellness goals and aid in keeping healthcare costs down and productivity up – all while maintaining simplicity in the administration of the benefits. Vision benefits have already been identified as important not only in vision correction, but in the early recognition and diagnosis of such systemic diseases as diabetes, high-cholesterol, and hypertension. Enhanced alliances can create synergies between the benefits platforms, and help take the wellness message to a broader audience.

“Vision benefits are all that we do, and that focus is attractive in our conversations with our partner base as we do not have any conflicting agendas,” explained Mr. Corbett. “We pride ourselves on being a member-centric company, and our flexibility and industry expertise – coupled with Jay’s established success in the industry – bodes well for continued national growth in the strategic alliance arena.”

About Superior Vision

Superior Vision, headquartered in Rancho Cordova, California, has been a leader in the managed care vision market since 1993. Superior Vision provides vision plans in a variety of sectors – including public, private, education, and associations – across a variety of industries. With an unrivaled network of ophthalmologists, optometrists, and opticians and award-winning customer service, our members are our mission and highest priority. Please visit us at www.superiorvision.com for more information.

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