



Superior Vision[®]
Our Members. Our Mission.

News Release

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Superior Vision Launches Social Media Program

Program Works with Website's Enhanced Vision Care Learning Center to Centralize Vision Wellness Information

Rancho Cordova, CA, September 6, 2011 – [Superior Vision](#), a leader in managed vision care benefits, today launched its Social Media Program. The program includes a [Facebook[®] page](#), [Twitter[®] profile](#), and enhanced [LinkedIn[®] page](#). The program was developed to enhance communications with its member and customer audiences, further the understanding of vision benefits, and share eye and vision care information. Superior Vision has also reinvigorated the Vision Care Learning Center on its website to be a dynamic source of eye and vision health, and overall wellness information.

"The use of social media as a forum for gathering a wealth of data – including vision benefits information – is growing exponentially," stated Rick Corbett, President and CEO of Superior Vision. "As our member populations change their data gathering patterns, we continue to be the "carrier of choice" by giving our audiences diverse access to the information they need to understand the importance of vision benefits and how to use them."

Superior Vision's new Facebook and Twitter presence, along with its expanded LinkedIn company page, will engage seamlessly with the revamped website and Vision Care Learning Center to be the centralized source of general eye and vision care information, seasonal tips on maintaining healthy eyes, Open Enrollment messaging, links to valuable sources of eye and vision-related content, and access to simple tools for finding the right glasses. The social media platforms will also be a source of entertaining, interactive activities to engage the more creative side of our audiences.

"We are looking to create stronger bonds with our members, customers, brokers, and providers, and sharing information is a valued resource right now," added Corbett. "Members have vision exams just once a year, but understanding the importance of vision benefits in overall wellness is learning that can happen all year long."

The [company Facebook page](#) kicks off with a sweepstakes that runs from September 6, 2011 through October 1, 2011. Fans of the Superior Vision Services Facebook page can enter the sweepstakes for a chance to win an iPad[®]2.

Superior Vision's new social media presence can be found at:

Facebook: <http://www.facebook.com/SuperiorVisionServices>

Twitter: http://twitter.com/#!/superior_vision

LinkedIn: <http://www.linkedin.com/company/superior-vision-services>

–More –

About Superior Vision

[Superior Vision](http://www.superiorvision.com), 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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