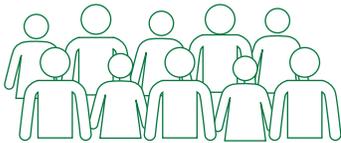




Help Your Patients Make The Most Out Of Their Health Benefits



30 MILLION

Americans lose money by not fully spending the FSA dollars they saved.



OVER \$500

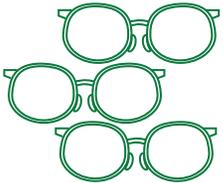
of FSA money is forfeited by more than **20%** of those with an FSA

AT LEAST \$1

is forfeited by over **40%** of participants



FSA and HSA money can be used for an extra eye exam.



3 PAIRS

of eyewear to meet the daily needs of the average patients. Patients can purchase multiple pairs of eyewear using their FSA or HSA money.

What's the Difference Between HSA and FSA

1. The most significant difference between flexible spending accounts (FSA) and health savings accounts (HSA) is that an individual controls an HSA and allows contributions to roll over, while FSA's are less flexible and are owned by an employer.
2. FSA's are limited to the time when they can be used and will expire if not used before the specified end date
3. HSA's are much more flexible and can be used throughout the year. While they do not have a specified expiration date they do have a specified dollar limit that can be contributed each year.
4. To have HSA - must have high deductible health plan
5. To have Flex - must be offered by employer and has to be used by a certain end date (Dec 31 or March 15 depending on employer)

What's Covered on FSA?

- Contact lenses needed to correct vision
- Contact lens solution and cases
- Eye exams
- Eyedrops with Rx - not necessarily Rx strength but to be covered by FSA it does need to be prescribed.
- Eyeglass and lens accessories - including microfiber cleaning clothes, lens wipes and repair kits
- Eyeglasses - including prescription sunwear, safety eyewear, task eyewear and sports eyewear
- Over-the-counter reading glasses
- Tinting of prescription

What's Not Covered on FSA?

Over-the-counter sunwear, as well as eyewear not needed for vision correction or reading - these do not qualify as medical expenses.



Start Marketing To Your Patients

It's time to jazz up your displays for the holidays, why not add a message about additional pairs being covered through FSA and HSA benefits. For ideas, watch our latest webinar from our ADO DONE4YOU marketing team, How to Leverage Flexible Spending Accounts With Your Patients on www.ecpadvantage.com.

Important Things to Know About FSA Plan Deadlines

Carry-over and roll-over option

Employers can choose to allow employees to carry up to \$500 of unused FSA savings into the next year. The employer chooses the amount they allow their employees to carry over, up to \$500. But, not all companies do this so it is important for your patients to inquire with their employer.

Grace period

A plan can include a grace period if there is not a carry-over or roll-over option available. If the employer chooses a grace period option, the employee has two-and-a-half months to spend unused FSA dollars from the previous year. If a health insurance plan is on a calendar year, that date is March 15. However, again, not all companies do this so it is important for your patients to inquire with their employer.

Run-out period

Plans can include a run-out period, meaning the employee has additional time beyond the year-end deadline to submit reimbursements - but only those expenses that were incurred during the plan year. The run-out period is usually 90 days or March 31 for a plan on a calendar year. Remember, not all companies do this so it is important for your patients to inquire with their employer.

A Plan For Multiple Pairs

Multiple pairs is not just a tactic to get more out of your patients! Develop a strategy from the start of the patient experience and lead your patients to the realization that it is medically necessary to wear more than one type of eyewear.



Inform Patients:

“You don’t play golf in high heels or loafers - your golf game requires golf shoes! So, using specialized eyewear for the work you do on your computer as well as when you’re outside hiking is a must! That way, you’re seeing, performing and enjoying all of life’s scenarios.”

To determine the different types of eyewear that will enhance your patients’ lifestyles, provide a lifestyle questionnaire to your patients when they first arrive. Because the average person needs three pairs of eyewear and you’ve talked with your patients about their daily vision requirements, you should be able to discern the types of eyewear they need. It is likely you’ll prescribe an everyday pair, a computer or work space pair and a pair of polarized sunwear.

Upcoming Education and Events

Can’t Miss Webinars

The Case of the Second Pair Sale
November 15, 2019
11:00am - 11:30am CST

Register today or watch past webinars on demand at www.ecpadvantage.com

Dispensing Academy Minneapolis
March 9 - March 13 2020

This week-long program for new dispensers provides an enjoyable learning environment with hands-on skill development to start you out on your optical career path.

Walman University
2020 Walman University Tour Dates to be announced in December on www.ecpadvantage.com.



Save your seat for all events
by visiting
www.ecpadvantage.com