



June 3, 2009

Issue 12-2009

General News

Wal-Mart is Leaving the Davis Vision Network

As you are aware, Davis Vision* administers Highmark Blue Cross Blue Shield vision coverage. That includes managing an extensive nationwide provider network of more than 25,000 private practice and retail vision locations.

In maintaining this large network, Davis recognizes the need to manage the cost of routine vision care and eyewear so that our group customers can continue to offer affordable, reliable vision care coverage. As part of its ongoing cost-management efforts, Davis Vision is making a change to its network in Pennsylvania for Highmark Blue Cross Blue Shield vision members. **Effective July 1, 2009, Pennsylvania Wal-Mart locations will no longer be considered in-network for these members.**

This change is being made to better manage group costs for routine vision coverage. Previously Wal-Mart was able to provide vision exams as well as eyeglasses, which were made in their own labs. With the expansion of Davis Vision's fabricating capabilities – including the new lab in Philadelphia, which can provide a wider range of lens coatings – Davis can provide more of the fabrication services in-house, which controls group costs for eyeglasses. It also helps Highmark vision members enjoy more consistent quality and a quicker turnaround on the delivery of eyewear.

Please understand and explain to your clients with Highmark vision coverage that the impact on members from an access standpoint is minimal. Highmark members will continue to have access to more than 2,500 network vision care providers in Pennsylvania. So members should be able to find a network provider that's convenient for them. Members may also continue to receive services at Wal-Mart on an out-of-network basis, if they choose to do so.

This network change does not affect members of Highmark Blue Cross Blue Shield vision groups who receive care outside Pennsylvania. These members will continue to have access to Wal-Mart locations outside Pennsylvania as a network provider.

We've attached a copy of a letter that will be sent to Highmark vision members who have received care at a Pennsylvania Wal-Mart location within the last 24 months. Please feel free to share this letter with your clients who have Highmark Blue Cross Blue Shield vision coverage.

If you have any questions about this network change or any other aspect of Highmark vision coverage, please contact your Highmark Small Group Client Manager.

**Davis Vision is a separate company that administers Highmark vision coverage.*

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Sincerely,

A handwritten signature in black ink, appearing to read "Reginald E. Brown". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Reginald E. Brown
Director, Producer Affairs, West

Attachments: 0