

Eye Openers

Our Medical Team, Dr. Lahr and Dr. Neighbors, answer questions and share new and fun insights



GOOD VISION PLAYS A MAJOR ROLE IN HOW KIDS LEARN, GROW AND BUILD CONFIDENCE. IN FACT, ABOUT 1 IN 4 SCHOOL-AGED CHILDREN HAS AN UNDIAGNOSED VISION PROBLEM.¹ AND BECAUSE KIDS DON'T ALWAYS REALIZE THEY'RE NOT SEEING CLEARLY, THOSE ISSUES CAN GO UNNOTICED FOR A LONG TIME.

Here's a stat worth remembering: 80% of learning happens through vision.² When kids struggle to see the board, read books, or follow along in class, their academic performance and self-esteem can take a hit. Sometimes, what looks like a learning or attention issue is actually a vision problem.

Watch for these signs

Kids don't always speak up about vision issues, but there are signs to watch for:

- Trouble focusing on distant objects in class
- Headaches, especially after reading
- Holding books or screens very close
- Avoiding schoolwork or reading altogether

The American Optometric Association recommends a first eye exam before age 2, a second eye exam between 3 and 5 and then annually thereafter.³

Vision problems that can impact learning

- Nearsightedness (Myopia): Blurry distance vision
- Astigmatism: Blurred or distorted vision at all distances
- Eye teaming or tracking problems: Difficulty following lines of text
- Eye focusing issues for near objects

EyeMed makes it easy

EyeMed plans may include coverage such as:

- Annual eye exams
- Prescription glasses, including polycarbonate lenses for extra durability and impact resistance
- UV- and scratch-resistant lens coatings
- Optional upgrades like photochromic lenses and blue light filters

The bottom line

Clear vision helps kids start the school year feeling confident, focused, and ready to learn. Now's the perfect time to schedule an eye exam and set them up for success.



SPOTLIGHT ON KIDSEYES BENEFITS

For an additional premium, EyeMed plans can include an enhanced pediatric insurance benefit called KidsEyes,⁴ which offers added support for children's vision needs:

- A second eye exam within the year, if needed
- Lens updates, helpful if a prescription changes mid-year
- 40% off replacement glasses at in-network providers⁵
- Coverage for impact-resistant lenses (polycarbonate), ideal for active kids

¹ "Vision screening guidelines by age"; National Center for Children's Vision and Eye Health; nationalcenter.preventblindness.org; Accessed August 2025. ² "Annual eye exams set students up for success"; American Optometric Association; aoa.org; August 2023. ³ "Comprehensive pediatric eye and vision examination"; American Optometric Association; aoa.org; Accessed August 2025. ⁴ KidsEyes is not available with all Eye360 benefits. Member access to PLUS Providers is only available in conjunction with the Eye360 product and is not available in all states. ⁵ Discounts are not insured benefits. Fully insured clients are underwritten by: Fidelity Security Life Insurance Company®, Kansas City, MO 64111 and Fidelity Security Life Insurance Company® of New York.