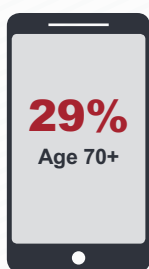
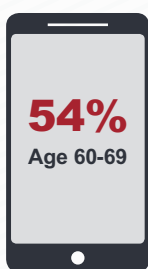
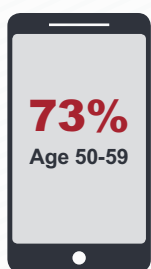


Baby Boomers & Screen Time: Does It Impact Voluntary Benefits?

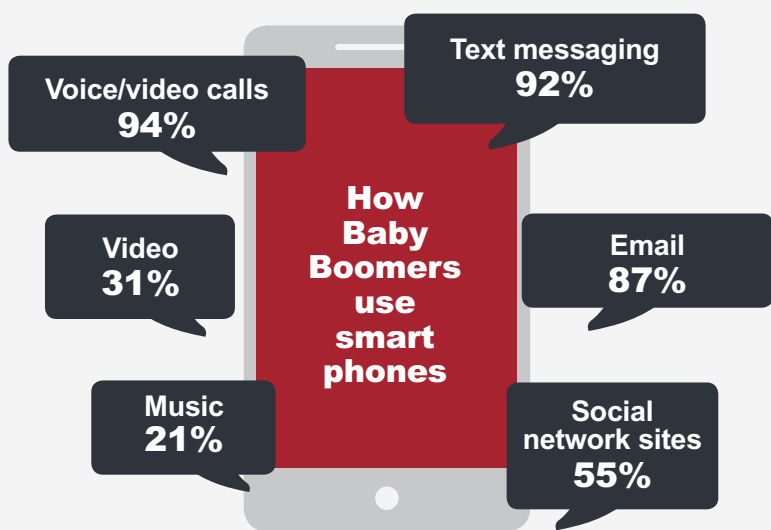
The explosive growth of screen time has implications for both employees and employers



Majority of Baby Boomers now own smart phones



Source: AARP, July 2016



Source: Pew Research Center: U.S. Smartphone Use in 2015

But all this screen time can actually affect clients' employee health

Baby Boomer vision health issues related to digital device use



- ✓ **64%** report symptoms of digital eye strain
- ✓ **86%** spend two or more hours a day on digital devices

Source: The Vision Council, 2016 Digital Eye Strain Report

Top companies view employee health as critical to their success



of high-performing companies regularly measure employee health status as a component of their overall risk-management strategy

Source: National Business Group on Health: 15th annual employer survey on purchasing value in health care

Technology exposure impacts all clients' employees differently—the right vision plan can help



To find out if your clients' employees are getting the most out of their vision plan, take a short quiz at: **EvaluateYourWorkforce.com**