

**ETHOS™ PROGRESSIVE LENSES  
FREQUENTLY ASKED QUESTIONS**



<p><b>What is Ethos?</b></p>	<p>Ethos Progressive Lenses provide the newest, most advanced technology in a standard progressive. Ethos and Ethos Plus are the ideal lenses for those who want the benefits of a basic progressive lens at a reasonable price. Available in a wide variety of materials, Ethos delivers clear vision and great value to you and your patients.</p>
<p><b>Where can I get Ethos?</b></p>	<p>Ethos is available from a number of labs. For a full list, visit <a href="http://vspopticsgroup.com/ethos">vspopticsgroup.com/ethos</a></p>
<p><b>Will Ethos replace Unity® Progressive Lenses?</b></p>	<p>No. Ethos is a digital progressive lens in the K category, ideal for current bi-focal and tri-focal wearers interested in a basic progressive and concerned with cost.</p>
<p><b>What progressive lenses are covered for my patients?</b></p>	<p>Effective July 1, 2018, many VSP patients will have coverage for standard progressives (category K). Check member benefits for coverage details.</p>
<p><b>What are the benefits of Ethos for my practice?</b></p>	<p>Ethos gives your practice the opportunity to upgrade your bifocal and trifocal wearers to quality progressive lenses in the K category, which are now covered with no out-of-pocket costs to many VSP members. If you currently sell other progressives in the K category, you can move from conventional designs to the latest technology in this category at the same or lower price than other lenses.</p>
<p><b>Does my Ethos reimbursement change now that Standard progressives are covered?</b></p>	<p>There will be <b>no change</b> to your reimbursements now that standard progressives are covered. You will still get the same service fee (\$20 for Signature and \$27 for Choice plans). Like all covered lens enhancements, you will receive reimbursement payment from VSP directly.</p>
<p><b>What are the benefits of Ethos for my patients?</b></p>	<p>An upgrade from bifocal and trifocal lenses, Ethos offers your patients the benefits of a standard progressive lens, including increased precision, enhanced visual acuity, wider fields of vision, and quicker adaptation.</p>
<p><b>What are the benefits of Ethos Plus for my practice?</b></p>	<p>Ethos Plus allows you to upgrade your standard progressive patients from K category to the J category for more optimized progressive lens performance at a small out-of-pocket-cost to your patient.</p>
<p><b>What are the benefits of Ethos Plus for my patients?</b></p>	<p>Ethos Plus offers clearer vision in every direction with a compensated design based on default position-of-wear</p>

	measurements. In addition, it allows for a wider selection of frames due to fitting options based on frame size.
<b>Is Ethos Plus covered under the VSP Standard Progressive Coverage?</b>	No. Only Ethos and other K category progressives are covered.
<b>What material is Ethos available in?</b>	<ul style="list-style-type: none"> <li>• CR39</li> <li>• Trivex®</li> <li>• Polycarbonate</li> <li>• 1.67 High-index</li> </ul>
<b>Are lens enhancements available on Ethos?</b>	Yes, all TechShield™ AR Coatings, including TechShield Blue, and SunSync® Light-Reactive Lenses are available on Ethos, as well as most other AR coatings.
<b>What is the VSP lens category code?</b>	<ul style="list-style-type: none"> <li>• Ethos: VSP Category K – fully covered for many VSP patients, effective July 1, 2018</li> <li>• Ethos Plus: VSP Category J</li> </ul>
<b>What fitting heights is Ethos available in?</b>	Ethos is available in a standard 18mm design. Ethos Plus is available in 14mm and 18mm to accommodate a wider variety of frame sizes.
<b>How will I find Ethos when ordering through Eyefinity®?</b>	Ethos can be found in the alphabetical dropdown when ordering through Eyefinity.
<b>What type of warranty do these lenses carry?</b>	Contact your lab for details on their redo and non-adapt warranty for Ethos.
<b>Does Ethos earn points in the VSPOne® Rewards Program?</b>	Yes, Ethos can earn up to 9 points in the VSPOne Rewards Program. Visit vsponerewards.com for more information.
<b>Do Ethos orders count toward my Unity target for the Premier Program?</b>	Ethos orders do not apply towards targets for the Premier Program.
<b>How do I get more information?</b>	Visit <a href="http://vspopticsgroup.com/ethos">vspopticsgroup.com/ethos</a> or contact your lab or lens business consultant.