



Warby Parker and UnitedHealthcare collaboration to feature affordable, designer prescription eyewear.

New network relationship enables millions of UnitedHealthcare Vision plan participants to purchase custom eyewear for little or no out-of-pocket cost starting in 2018.

MINNETONKA, Minn. (Sept. 19, 2017) – People enrolled in UnitedHealthcare employer-sponsored and individual vision plans can access Warby Parker’s designer prescription eyewear at affordable prices, online or at any of the more than 50 stores nationwide, beginning in 2018. This marks the first time Warby Parker is accepting vision insurance, and will enable millions of people to purchase prescription eyeglasses for only their copay.

“Warby Parker is constantly exploring new ways to provide people access to affordable, high-quality and fashionable eyewear,” said Dave Gilboa, co-founder and co-CEO of Warby Parker. “We look forward to working with UnitedHealthcare, nationwide, to enable millions of Americans to purchase their glasses at a fraction of the price they might pay through traditional channels.” As people now enter the open enrollment season for 2018 health benefits, this new relationship will help meet the needs of UnitedHealthcare plan participants nationwide.

“Warby Parker and UnitedHealthcare will help more Americans access designer eyewear at affordable prices to help meet the eye care needs of the people we serve,” said Tom Wiffler, CEO, UnitedHealthcare Specialty Benefits. “We are grateful Warby Parker selected UnitedHealthcare to be its first in-network vision plan.”



About Warby Parker

Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses. Every idea starts with a problem. Theirs was simple: glasses are too expensive. By circumventing traditional channels, designing glasses in-house, and engaging with customers directly, they’re able to provide higher-quality, better-looking prescription eyewear starting at \$95 (a fraction of the going price).

Warby Parker also believes that everyone has the right to see. There are 2.5 billion people around the world who need glasses but don’t have access to them. Of these, 624 million cannot effectively learn or work due to the severity of their visual impairment. To help address this problem, Warby Parker partners with non-profits like VisionSpring to ensure that for every pair of glasses sold, a pair is distributed to someone in need.

About UnitedHealthcare

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with more than 1 million physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

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