

WELCOME TO BLUE VIEW VISION!

Good news—your vision plan is flexible and easy to use.

This benefit summary outlines the basic components of your plan, including quick answers about what's covered, your discounts, and much more!



Blue View VisionSM

Your Blue View Vision network

Blue View Vision offers you one of the largest vision care networks in the industry, with a wide selection of experienced ophthalmologists, optometrists, and opticians. Blue View Vision's network also includes convenient retail locations, many with evening and weekend hours, including LensCrafters®, Target Optical®, JCPenney® Optical, Sears OpticalSM, and Pearle Vision® locations. Best of all – when you receive care from a Blue View Vision participating provider, you receive the greatest benefits and money-saving discounts.

Out-of-network services

Did we mention we're flexible? You can choose to receive care outside of the Blue View Vision network. You simply get an allowance toward the eye exam and you pay the rest. (Network benefits and discounts will not apply.) Just pay in full at the time of service and then file a claim for reimbursement.

YOUR BLUE VIEW VISION PLAN AT-A-GLANCE

VISION CARE SERVICES

Annual routine eye exam (once every calendar year)

IN-NETWORK

\$15 copayment

OUT-OF-NETWORK

\$30 allowance

DISCOUNTS

Savings on eyewear and accessories

When you visit a participating Blue View Vision eye care professional or vision center, you'll pay the discount price for as many pairs of eyeglasses and/or supplies of conventional (non-disposable) contact lenses as you would like. Take advantage of these savings – it means more money in your pocket!

BLUE VIEW VISION ADDITIONAL SAVINGS

Eye Glass Frame*

Contact Lenses**

Conventional (non-disposable)

Standard Plastic Lenses*

Single Vision

Bifocal

Trifocal

Eyeglass Lens Options/Upgrades* – For those who like to add an extra touch to their eyewear!

UV Coating

Tint (Solid and Gradient)

Standard Scratch-Resistance

Standard Polycarbonate

Standard Progressive (Add-on to bifocal)

Standard Anti-Reflective Coating

Other Add-ons and Services

Includes some non-prescription sunglasses, lens cleaning supplies, contact lens solutions and eyeglass cases, etc.

MEMBER SAVINGS

35% discount off retail*

15% off retail price

You Pay: \$50

You Pay: \$70

You Pay: \$105

You Pay: \$15

You Pay: \$15

You Pay: \$15

You Pay: \$40

You Pay: \$65

You Pay: \$45

20% off retail price

Discounts are subject to change without notice.

* If frames, lenses or lens options are purchased separately, members get a 20% discount instead.

**Discount does not apply to fitting fees or services.

**WELCOME TO
BLUE VIEW VISION!**

Good news—your vision plan is flexible and easy to use. This benefit summary outlines the basic components of your plan, including quick answers about what's covered, your discounts, and much more!

And — there's more! You also get access to discounts on other vision services through SpecialOffers. Visit anthem.com/specialoffers to learn more about these valuable savings.

Laser vision correction surgery

Glasses or contacts may not be the answer for every person. That's why we offer further savings with discounts on refractive surgery. Pay a discounted amount per eye for LASIK or PRK Laser Vision correction. For more information go to SpecialOffers at anthem.com/specialoffers and select Vision Care.

USING YOUR BLUE VIEW VISION PLAN

The Blue View Vision network is for routine eye care only. If you need medical treatment for your eyes, visit a participating eye care physician from your medical network. Your out-of-pocket expenses related to the vision benefits do not count toward your annual out-of-pocket limit and are never waived, even if your annual out-of-pocket limit is reached.



This benefit overview insert is only one piece of your entire enrollment package. Exclusions and limitations are listed in the enrollment brochure.
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Blue View VisionSM

Personalized Directory
September 16, 2011

Search Criteria

Location:	Lynchburg, VA 24501
Health Plan:	Blue View Vision
Distance:	Within 40 miles

Important Information about the Blue View Vision Online Provider Directory

This online directory was developed to help Blue View Vision members easily find participating routine vision care providers. While we try to provide you with accurate data, the information contained in this directory may change as participating providers join or leave the network, move, or retire. This online directory does not constitute a recommendation of any of the listed providers.

Prior to receiving services, you should always verify that the provider you choose is still participating with Blue View Vision. In order to receive benefits or to receive the highest level of benefits – check your schedule of benefits, your group administrative contract or call the Customer Service number on your ID card to verify your benefits.

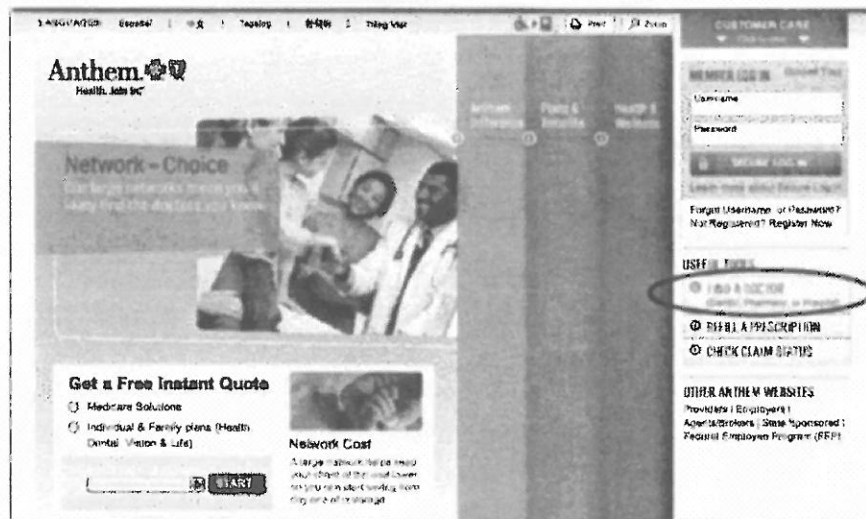
This directory is for general information. Blue View Vision benefit plans vary, so please consult your benefit plan document to determine what services and supplies are covered under your particular plan.

Vision Provider Directory Guide

Finding the most current list of vision network providers is easier than ever.

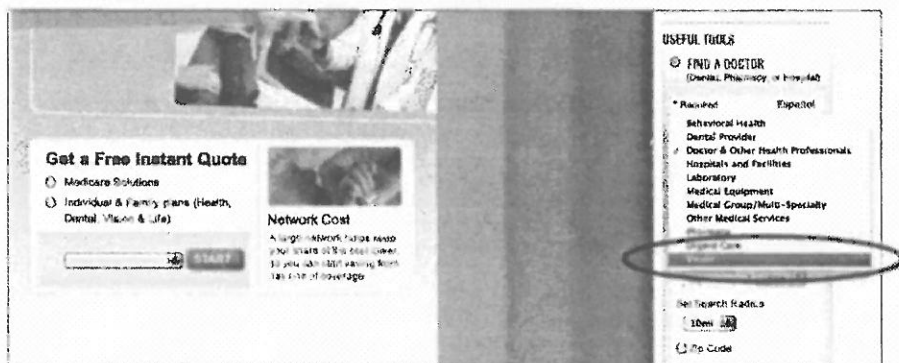
STEP 1

Visit anthem.com and click Find a Doctor.



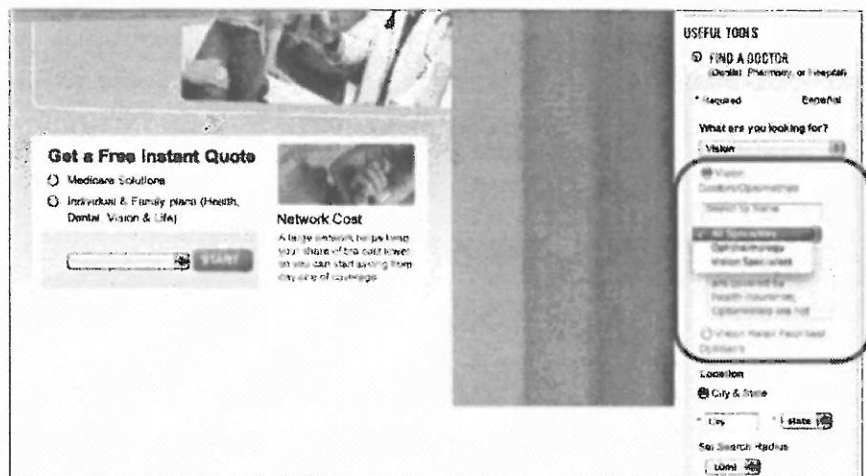
STEP 2

Under "What are you looking for?" select Vision.



STEP 3

Select either Vision Doctors/Optometrists or Vision Retail Facilities/Opticians. (If you select Vision Doctors/Optometrists, you'll have the option to search for a doctor by name and select a specialty.)



Anthem Blue Cross and Blue Shield is the trade name of: In Colorado and Nevada: Rocky Mountain Hospital and Medical Service, Inc. In Connecticut: Anthem Health Plans, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. In Ohio: Community Insurance Company of Virginia. Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin ("BCBSWI"), which underwrites or administers the PPO and indemnity policies; CompCare Health Services Insurance Corporation ("CompCare"), which underwrites or administers the HMO policies; and CompCare and BCBSWI collectively, which underwrite or administer the POS policies. Independent licensees of the Blue Cross and Blue Shield Association. © ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.

Blue View Vision

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See Important Notice About Participating Providers Below

Blue View Vision - cont
Vision Providers - cont.

Steigerwald, William R OD

8120 Timberlake Rd
Lynchburg, VA 24502
(434) 237-2100

The Vision Center in Wal-Mart

197 Madison Rd Ste 103
Madison Heights, VA
24572
(434) 846-8288

Thorp Optical

1900 Tate Springs Rd Ste 18
Lynchburg, VA 24501
(434) 522-9307

Thurston, Steven R OD

203 N Main St
Lexington, VA 24450
(540) 463-7440

Tomlin, Alanda K OPT

203 N Main St
Lexington, VA 24450
(540) 463-7440

Unterbrink, Thomas E OD

130 W Main St
Bedford, VA 24523
(540) 586-3560

Vilar, Nancy F MD

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

Villa, Frank B OD

18800 Forest Rd
Lynchburg, VA 24502
(434) 385-8800

Weatherholt, Otis V OD

1912 Graves Mill Rd
Lynchburg, VA 24502
(434) 385-7898

West, David A OD

505 7th St
Altavista, VA 24517
(434) 369-5092

Wilson, Timothy J OD

18024 Forest Rd Ste 3
Forest, VA 24551
(434) 385-5870

2413 Wards Rd
Lynchburg, VA 24502
(434) 239-5323

Wood, John R MD

30 Charming Ln Ste 107
Lexington, VA 24450
(540) 855-5100

548 Blue Ridge Ave
Bedford, VA 24523
(540) 855-5100

Wood, Linda N OPT

2010 Tate Springs Rd
Lynchburg, VA 24501
(434) 845-1991

999 Sheffield Dr
Lynchburg, VA 24502
(434) 846-3937

Zimmerman, James E OD

3405 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 239-8888

Provider information contained in this Directory is updated on a regular basis and may have changed. Therefore, please check with your provider before scheduling your appointment or receiving services to confirm participation.

Blue View Vision

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See Important Notice About Participating Providers Below

Blue View Vision - cont
Vision Providers - cont.

Guelzow, Kurt W MD
548 Blue Ridge Ave
Bedford, VA 24523
(540) 855-5100

Haley, Billy D OD
1503 Enterprise Dr
Lynchburg, VA 24502
(434) 832-0700

1825 Graves Mill Rd
Forest, VA 24551
(434) 385-5600

191 Old Courthouse Rd
Appomattox, VA 24522
(434) 352-0700

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

413 S Main St Ste 109
Amherst, VA 24521
(434) 946-2020

815 Summit St
Bedford, VA 24523
(540) 425-7900

Hanning, Jayeanna R OD
3407 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 582-5268

Harrison, Timothy R MD
62 Hill Top Ln
Lexington, VA 24450
(540) 463-4140

Hoffmann, Dale K OD
3405 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 239-8888

Horvath, Andrew V OD
8120 Timberlake Rd
Lynchburg, VA 24502
(434) 237-2100

Johnson, Michael A OD
8120 Timberlake Rd
Lynchburg, VA 24502
(434) 237-2100

Kahn, Norman M OD
17835 Forest Rd Ste B
Forest, VA 24551
(434) 385-8855

Kramer, Mark A OPT
207 E Rush St
Brookneal, VA 24528
(434) 376-3937

Krym, Robert M OD
356 Front Ln
Lovingston, VA 22949
(434) 263-5100

Laneve Jr, John F OD
3601 Campbell Ave
Lynchburg, VA 24501
(434) 845-0629

Martin, Stefani M OPT
5525 Fort Ave
Lynchburg, VA 24502
(434) 239-3673

McBride, Edwin L OPT
5525 Fort Ave
Lynchburg, VA 24502
(434) 239-3673

McConnell, Paul S MD
62 Hill Top Ln
Lexington, VA 24450
(540) 463-4140

Newman, Miles J OD
8120 Timberlake Rd
Lynchburg, VA 24502
(434) 237-2100

Pearle Vision
3700 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 845-0828

Pegram, Charles C OD
548 Blue Ridge Ave
Bedford, VA 24523
(540) 855-5100

Peterson, Bert M OD
207 E Rush St
Brookneal, VA 24528
(434) 376-3937

Phillips, Clifford I OD
20347B Timberlake Rd
Lynchburg, VA 24502
(434) 239-2800

2514 Langhorne Rd
Lynchburg, VA 24501
(434) 845-6086

Shoppes Of Appomattox
Hwy 460
Appomattox, VA 24522
(434) 352-5908

Rodammer, Mark D OD
20347B Timberlake Rd
Lynchburg, VA 24502
(434) 239-2800

Scheibe, Tracy L OD
1503 Enterprise Dr
Lynchburg, VA 24502
(434) 832-0700

1825 Graves Mill Rd
Forest, VA 24551
(434) 385-5600

191 Old Courthouse Rd
Appomattox, VA 24522
(434) 352-0700

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

413 S Main St Ste 109
Amherst, VA 24521
(434) 946-2020

815 Summit St
Bedford, VA 24523
(540) 425-7900

Sears Optical
3407 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 582-5268

Shelton, Jeffrey C OD
1100 Celebration Ave Ste 220
Moneta, VA 24121
(540) 297-5393

1366 American Way
Bedford, VA 24523
(540) 587-4095

3405 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 239-8888

Smith, James R OPT
1100 Celebration Ave Ste 220
Moneta, VA 24121
(540) 297-5393

1366 American Way
Bedford, VA 24523
(540) 587-4095

St Clair, Gary H OD
20347B Timberlake Rd
Lynchburg, VA 24502
(434) 239-2800

2514 Langhorne Rd
Lynchburg, VA 24501
(434) 845-6086

Shoppes Of Appomattox
Hwy 460
Appomattox, VA 24522
(434) 352-5908

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Blue View Vision

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See Important Notice About Participating Providers Below

Blue View Vision

(Information updated on 09/09/2011)

Vision Providers

Albright, Chad D MD
548 Blue Ridge Ave
Bedford, VA 24523
(540) 855-5100

Ali, Emma-Catherine H OD
3405 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 239-8888

Anderson, Cathy Q OD
18024 Forest Rd Ste 3
Forest, VA 24551
(434) 385-5870

2413 Wards Rd
Lynchburg, VA 24502
(434) 239-5323

Angle, Alpheus N OD
Staunton Plaza Shopping Center PO Box 610
Hurt, VA 24563
(434) 324-8855

Ayers, Robin M OD
197 Madison Rd Ste 103
Madison Heights, VA 24572
(434) 846-8288

Bare, Curtis V OD
207 E Rush St
Brookneal, VA 24528
(434) 376-3937

Blackburn, James E OPT
5525 Fort Ave
Lynchburg, VA 24502
(434) 239-3673

Blackstock, Joe R OD
8120 Timberlake Rd
Lynchburg, VA 24502
(434) 237-2100

Brisley, Jon P MD
30 Charming Ln Ste 107
Lexington, VA 24450
(540) 855-5100

548 Blue Ridge Ave
Bedford, VA 24523
(540) 855-5100

Chen, Ying-Ju A OD
203 N Main St
Lexington, VA 24450
(540) 463-7440

Cioara, Alice OD
3405 Candler's Mountain Rd
Lynchburg, VA 24502
(434) 239-8888

Colling, Amber J OD
1825 Graves Mill Rd
Forest, VA 24551
(434) 385-5600

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

815 Summit St
Bedford, VA 24523
(540) 425-7900

Colling, Landon J MD
1503 Enterprise Dr
Lynchburg, VA 24502
(434) 832-0700

1825 Graves Mill Rd
Forest, VA 24551
(434) 385-5600

191 Old Courthouse Rd
Appomattox, VA 24522
(434) 352-0700

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

413 S Main St Ste 109
Amherst, VA 24521
(434) 946-2020

815 Summit St
Bedford, VA 24523
(540) 425-7900

Combes, Tabitha D OD
1503 Enterprise Dr
Lynchburg, VA 24502
(434) 832-0700

1825 Graves Mill Rd
Forest, VA 24551
(434) 385-5600

191 Old Courthouse Rd
Appomattox, VA 24522
(434) 352-0700

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

413 S Main St Ste 109
Amherst, VA 24521
(434) 946-2020

815 Summit St
Bedford, VA 24523
(540) 425-7900

Curl, Michael W OD
1503 Enterprise Dr
Lynchburg, VA 24502
(434) 832-0700

1825 Graves Mill Rd
Forest, VA 24551
(434) 385-5600

191 Old Courthouse Rd
Appomattox, VA 24522
(434) 352-0700

2108 Langhorne Rd
Lynchburg, VA 24501
(434) 845-2020

413 S Main St Ste 109
Amherst, VA 24521
(434) 946-2020

815 Summit St
Bedford, VA 24523
(540) 425-7900

Darby, Elizabeth M OD
3701B Old Forest Rd
Lynchburg, VA 24501
(434) 385-0213

Debass, Bryn E OD
18024 Forest Rd Ste 3
Forest, VA 24551
(434) 385-5870

2413 Wards Rd
Lynchburg, VA 24502
(434) 239-5323

Farouq, Anna H OD
20347B Timberlake Rd
Lynchburg, VA 24502
(434) 239-2800

2514 Langhorne Rd
Lynchburg, VA 24501
(434) 845-6086

Shoppes Of Appomattox Hwy 460
Appomattox, VA 24522
(434) 352-5908

Fure, Helen C OD
55 Comfort Way Ste 2
Lexington, VA 24450
(540) 463-1600

Garcia, Dennis M OD
3701B Old Forest Rd
Lynchburg, VA 24501
(434) 385-0213

Gilbert, Tabitha R OPT
5525 Fort Ave
Lynchburg, VA 24502
(434) 239-3673

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