

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ANNOUNCES ENHANCED VISION BENEFITS FOR CHILDREN

BOSTON, July 9, 2024 – [Blue Cross Blue Shield of Massachusetts](#) (Blue Cross) today announced that its Blue 20/20 vision plan now provides enhanced coverage at no additional cost for children under 19 who are enrolled in the plan.

“We are excited to offer this new benefit to our young members,” said Blue Cross Vice President of Product Management and Innovation Rachel Vorobyev. “We know that 80% of all learning is visual, and vision changes more often for children than for adults. Diagnosing and treating eye problems early helps support kids’ overall health, learning and development.”

New covered services include:

- Two eye exams that are fully covered at a \$0 copay per benefit period at one of Blue 20/20’s 500 Massachusetts or 9,000 national providers, including retailers such as LensCrafters®, Pearle VisionSM, and Target Optical®
- One pair of replacement lenses subject to prescription change per benefit period
- Fully covered blue-light lens treatment for prescription lenses
- Fully covered standard polycarbonate lenses
- New discount: 35% off non-prescription blue-light glasses

Earlier this year, Blue Cross also began [covering](#) expanded dental services at no cost for children under 13, including fillings and pediatric crowns.

Vision enhancements

This announcement is the latest enhancement to Blue Cross’ vision plans.

Last summer, Blue Cross launched an enhanced vision plan called Blue 20/20 PLUS that provides members with even greater savings on their vision care, including:

- A \$0 exam copay
- An additional \$50 frame allowance, with no brand restrictions

Additional information on Blue 20/20 is available [here](#).

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts ([bluecrossma.org](#)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they’re the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, we are rated among the nation’s best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

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