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EyeMed’s President Lukas Ruecker Seated as NAVCP Chairman of the Board

Austin, TX, April 23, 2018 – The National Association of Vision Care Plans (NAVCP) announced today during its 2018 Vision Health Summit that Lukas Ruecker, President, EyeMed Vision Care, was seated as Chairman of its Board of Directors for the 2018-2020 term.

Ruecker succeeds Karen Gustin, Executive Vice President, Group Division, Ameritas Life Insurance Corp., who served as NAVCP Chairman since 2016. Kirk Rothrock, CEO, Superior Vision, NAVCP Secretary/Treasurer since 2016, will assume the Chairman-elect position.

“Lukas has actively shared his deep industry knowledge and strategic leadership with the association for the past four years,” said Julian Roberts, NAVCP executive director. “NAVCP is fortunate to have such a respected thought leader as Chairman.”

“As the unified voice of the managed vision care industry, NAVCP needs to better position vision care as essential health care for all Americans and improve access to quality eye care,” said Ruecker. “We also need to continue to reduce duplication and simplify administration for patients, providers, and other stakeholders in the optical eco system.”

The NAVCP 2018 Vision Health Summit has brought together managed vision care professionals to engage in two-way discussion with industry thought leaders and federal and state healthcare public policymakers. Those discussions will center on future business and treatment trends, innovative approaches for promoting access and vision health for all Americans and simplifying healthcare administration.

About EyeMed Vision Care

EyeMed Vision Care, the country’s fastest-growing vision benefits company, has more than 50 million members. EyeMed’s network includes more than 50,000 independent vision care providers and more than 20,000 retail vision care providers. For more information, visit www.eyemedvisioncare.com.

About Davis Vision | Superior Vision

Davis Vision | Superior Vision is one of the nation’s leading managed vision care companies, providing seamless vision and eye health solutions that range from routine vision benefits to medical management. It also offers access to a state-of-the art lab and an exclusive frame collection. Customers include commercial groups, individuals, third parties, and health plans that

serve government-sponsored programs such as Medicaid and Medicare. Headquartered in Baltimore, MD, the company serves more than 33 million members nationwide. For more information visit DavisVision.com and SuperiorVision.com.

About NAVCP

NAVCP is a nonprofit association serving as a unified voice for the managed vision care industry. The association provides a forum for cooperative industry collaboration on initiatives that work to preserve and strengthen consumer access to affordable vision insurance and benefits. NAVCP member companies operate extensive networks of vision care providers in all 50 states. Those networks cover approximately 170 Million (53 percent) Americans.