



PECAA MAX MEMBER BENEFITS 2025

The New Unity Rewards Program¹

When we say 'Max' we mean it. With the New Unity® Rewards program, PECAA Max members earn up to 50 points per VSP® claim, expanding your earning potential.

How Does It Work?

Earn points on eligible Unity® Lenses, SunSync® Light-Reactive Lenses, TechShield® Anti-Reflective Coatings, and Ethos® Lenses, ensuring the highest quality lens solution for your patients and premium payouts for your practice through PECAA's IncentivEYES® Rebate Program.

PECAA Max members receive up to 10 points MORE than Non-PECAA Max members with potential earnings of up to 50 points for every eligible VSP claim. For every month you reach a minimum of 101 base points, you'll multiply your earnings and receive IncentivEYES rebates.

	unity ethos Base Points Lenses		techshield ¹ Elite and Blue Base Points AR Coatings*		sunsync Base Points Photochromic Lenses		Total Possible Base Points		Total Possible Rewards Points		
									Tier 1 > 100 monthly base points, multiply your earnings by three.	Tier 2 > 250 monthly base points, multiply your earnings by four.	Tier 3 > 500 monthly base points, multiply your earnings by five.
Unity® Via Elite Fixed	6	+	2	+	2	=	10	X Your Tier Multiplier (3, 4, or 5)	30	40	50
Unity® Via Elite VR	6		2		2		10		30	40	50
Unity® Via Elite II	6		2		2		10		30	40	50
Unity® Via Mobile II	5		2		2		9		27	36	45
Unity® Via Plus II	5		2		2		9		27	36	45
Unity Via Wrap II	5		2		2		9		27	35	45
Unity Via II	4		2		2		8		24	32	40
Ethos Plus	2		2		2		6		18	24	30
Ethos	2		2		2		6		18	24	30
Unity SVx, Unity SVxtra, and Unity Relieve	0		2		2		4		12	16	20
Unity OfficePro	0		2		2		4		12	16	20

¹ 1 point equals \$1. ² *When paired with a Unity or Ethos lens.



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Additional Offers

- For a limited time, any purchase of a Marchon or Altair frame with a Unity or Ethos Lens order completed on a VSP claim will receive \$3³.
- For a limited time, any purchase of a Nike, Longchamp, Calvin Klein, CK Jeans, Cole Haan, and Draper James frame with a Unity or Ethos Lens order completed on a VSP claim will receive an additional \$2⁴.
- One-year, 100% satisfaction guarantee on all SunSync Light-Reactive Lenses for VSP Members.

Stackable Savings with Every Lab

Participating in more than one rewards program? **Stack your earnings on top of the New Unity Rewards program** to earn the most from each of your Unity distributors.

Connect with Your VSP
Ophthalmic Business Consultant



1. VSP reserves the right to change, modify, or discontinue the Unity® Rewards and/or Unity® Savings program, paid through IncentiveYES®, at any time. The Unity® Rewards program is available to all PECAA Max members. Earn Unity® Rewards Program Points on eligible VSP® Proprietary Brand Products (Unity®, Ethos®, TechShield®, SunSync®). Base Program Points earned on claims are awarded for most VSP® Proprietary Brand Products, except for single vision lenses. However, single vision Unity® lenses (Unity SVx, Unity SVxtra, Unity SVxtreme, Unity Relieve, and Unity OfficePro) with a TechShield® Elite or TechShield® Blue AR coating and/or SunSync® will receive lens enhancement points. All SunSync products will qualify for rewards. Only TechShield® Elite and TechShield® Blue AR will qualify for rewards. Base Points will not be awarded on Private Pay orders. Essilor, Hoya and Zeiss lenses, as well as other unnamed competing brands, are not eligible for Program Points. Bonus Points can be earned from tiers and multipliers. Program Points will be calculated the first week following the program period month. To qualify for rewards, you must earn a minimum of 101 Base Points each program period month. If your Base Points for the program period month are lower than 101, you will not be awarded points and cannot carry the Base Points over to the next program period month. A tiered multiplier will be applied to balances above 101 Base Points. Program Point balances and respective multiplier are calculated by Tiers. Each Program Point accrued has an approximate \$1.00 value. Program Points have no actual cash value and cannot be redeemed for cash. Eligible VSP® Proprietary Brands may be added or removed throughout the duration of the Program.

2. Practices earn points on claims with TechShield Elite and TechShield Blue when paired with Unity, Ethos, or generic lenses. 3. Limited time offer. The Marchon/Altair frame added bonus is scheduled to expire on December 31, 2025. 4. Limited time offer. Nike, Longchamp, Calvin Klein, CK Jeans, Cole Haan, and Draper James frame added bonus is scheduled to expire on June 30, 2025.

The Unity® Rewards Program is void where prohibited by federal, state, or local law. VSP®, its affiliates and subsidiaries, in its sole discretion, reserves the right to change, modify, or end the Unity® Rewards Program at any time. Additional terms and conditions may apply. Any item or service for which payment may be made, in whole or in part, directly or indirectly, by any federal or state healthcare program shall not qualify and isn't eligible for inclusion and/or participation in Unity® Rewards or any other promotion or program offered by VSP®, its affiliates and subsidiaries. Certain federal or state laws or regulations and/or contractual obligations with third parties may require that you fully and accurately report and disclose the actual net purchase price for products or services that are part of any program or promotion.