

VSP Vision Exam Rebate Limited Time Bonus

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Overview

As part of a shared commitment between Professional Eye Care Associates of America (PECAA) and VSP® to support private practice optometry, PECAA announced a limited-time VSP Vision Exam Rebate to its members in July 2023 that provided \$5 for VSP commercial claims. Since it was introduced, the VSP Vision Exam Rebate has been updated several times to continue offering value to private practices.

In April 2026, PECAA announced that through December 2027, PECAA Max members can get up to \$15 in total exam rebates per VSP commercial eye exam through the VSP Vision Exam Rebate, due to an additional extension of the \$5 Marchon | Altair Enhancement (formerly the Limited-Time Rebate Enhancement) for aligning both Marchon and Altair with PECAA Max.

Now PECAA Max members can get a limited time VSP Vision Exam Rebate bonus. From January 1, 2027 through March 31, 2027, PECAA Max members who align all three VSP eyewear partners—Marcolin, Marchon, and Altair—and meet other program terms can receive a \$3 rebate bonus on top of the existing \$15 exam rebate for every VSP commercial patient who receives an eye exam. The limited time bonus ends on April 1, 2027, and PECAA Max members can continue to receive up to \$15 per qualifying exam under the program's terms.

PECAA and VSP Vision continue to double down on investments in provider programs, and remain committed to delivering even more value and support to private practice optometry.

General Questions

Why is the Vision Exam Rebate changing again? With the last announcement, I thought the program was remaining the same through 2027.	The VSP Vision Exam Rebate is continuing through 2027; that isn't changing. It is common for rebate sponsors to periodically update program terms. As the sponsor of the Vision Exam Rebate, VSP Vision is updating the program to reflect Marcolin's addition to its eyewear family.
Why is Marcolin now being added to the Vision Exam Rebate?	Marcolin will become a qualifying frame vendor under the VSP Vision Exam Rebate effective January 1, 2027, together with Marchon, Altair, Safilo and Luxottica. This change is occurring because VSP Vision is beginning to integrate Marcolin into its eyewear family, and Marcolin's addition to the Vision Exam Rebate is one way that VSP Vision and PECAA are adding more value for private practices.
Do I receive the Vision Exam Rebate and Rebate Enhancements for all my VSP patients?	The Vision Exam Rebate and Rebate Enhancements are payable for every VSP Vision commercial patient who receives an eye exam with a claim paid between the first of the month in which a PECAA Max member meets eligibility requirements and December 31, 2027, subject to all Terms & Conditions. Claims paid by state or federal healthcare funds are not eligible for the Vision Exam Rebate or Rebate Enhancements.

Why is the \$3 rebate bonus only for three months?	VSP Vision is providing the limited-time \$3 rebate bonus for the first quarter of 2027 to support PECAA Max members with the transition as Marcolin becomes part of the VSP Vision Exam Rebate. After the limited-time promotional period, the Vision Exam Rebate will continue to be offered at the current maximum amount of \$15 per qualifying exam when all three VSP Vision eyewear partners – Marchon, Altair and Marcolin – are aligned with PECAA Max.
How many Marcolin frames do I need to purchase to receive the higher VER amount?	As always, there are no purchase requirements associated with the Vision Exam Rebate. You will receive the limited-time \$3 rebate bonus on top of the existing \$15 rebate - \$18 in total - per qualifying exam for January through March 2027 and \$15 for the rest of the year if your Marchon, Altair, and Marcolin accounts are all aligned – as well as Johnson & Johnson Vision and CooperVision – regardless of the amount you spend.
I don't currently carry Marcolin frames. Why should I add them?	As always, PECAA and VSP Vision recognize that the choice of vendors you work with is entirely up to you. Marcolin's addition to the Vision Exam Rebate and the new Marcolin Frame Rebate are two compelling reasons you may want to consider adding Marcolin frames. Also, Marcolin offers a wide variety of high-quality, in-demand frame brands that make it an excellent addition to your practice. Finally, PECAA Max members that are new to Marcolin can receive a discount of up to 25% through December 31, 2026. I recommend you speak with a Marcolin representative for a detailed overview of their products and program.
How is the Vision Exam Rebate paid, and when will I receive payment?	The Vision Exam Rebate and Rebate Enhancements are paid through the IncentivEYES program, for which payment is issued on a quarterly basis, approximately 90 days following the end of the quarter. The Vision Exam Rebate and Rebate Enhancements for the first quarter of 2027 will be issued near the end of June 2027, with a similar schedule thereafter. To receive the Vision Exam Rebate and Rebate Enhancements, it is necessary that you remain a PECAA Max member in good standing and be aligned with the qualifying vendors at the time payment is made.
Is the VSP Vision Exam Rebate ending after 2027?	The VSP Vision Exam Rebate is currently in effect for VSP commercial exam claims paid through December 31, 2027. The Vision Exam Rebate has been extended in the past and while we hope to be able to extend it again, that decision will be made in the second half of 2027.

What is the annual maximum amount I can receive through the Vision Exam Rebate? What do I need to do to make sure I am eligible for the maximum amount?	For 2026, the maximum amount a PECAA Max member can receive through the Vision Exam Rebate and the Rebate Enhancements is based upon the membership effective date. • Practices who were PECAA Max members by December 31, 2025, (and who remain members in good standing at the time payment is made) may receive up to \$60,000 through the Vision Exam Rebate and the Rebate Enhancements combined. • Practices who joined PECAA Max on or after January 1, 2026, (and who remain members in good standing at the time payment is made) may receive up to \$30,000 through the Vision Exam Rebate and the Rebate Enhancements combined. For 2027, the maximum amount a PECAA Max member can receive through the Vision Exam Rebate and the Rebate Enhancements is based upon a combination of the membership effective date and vendor lab partner alignment. • Practices who are PECAA Max members by December 31, 2026, (and who remain members in good standing at the time payment is made) AND who are aligned with at least one of PECAA's lab partners — Zeiss, HOYA or ABB Labs — by December 31, 2026, are eligible to receive the Lab Partner Bonus Cap which allows them to receive up to \$60,000 through the Vision Exam Rebate and the Rebate Enhancements combined. The practice must remain aligned with the lab partner at the time payment is made. • Practices who are PECAA Max members but not aligned with at least one of PECAA's lab partners by December 31, 2026 (and who remain members in good standing at the time payment is made) are eligible to receive up to \$30,000 through the Vision Exam Rebate and the Rebate Enhancements combined. • Practices who join PECAA Max on or after January 1, 2027, (and who remain members in good standing at the time payment is made) may receive up to \$30,000 through the Vision Exam Rebate and the Rebate Enhancements.
Are claims for VSP patients covered by the Federal Employees Dental and Vision Insurance Program (FEDVIP) eligible for the Vision Exam Rebate and Rebate Enhancements?	Yes, claims for VSP patients who are covered by federal and state employee plans are eligible for the Vision Exam Rebate and Rebate Enhancements, as these plans are considered commercial.
Are practices in Texas that are part of Vision Trends eligible for the Vision Exam Rebate?	Yes, practices that are part of Vision Trends are eligible for the Vision Exam Rebate as long as they align the required vendors with their PECAA Max membership.

How has the Vision Exam rebate changed since it was first introduced?	As part of a shared commitment between PECAA and VSP® to support private practice optometry, PECAA announced a limited-time VSP Vision Exam Rebate to its members in July 2023 that provided \$5 for VSP commercial claims. In March 2024, the rebate increased to up to \$10 per exam. In July 2025, PECAA announced that from July 1 through December 31, 2025, PECAA Max members could get an extra \$5 Limited-Time Rebate Enhancement on VSP commercial claims by aligning their Marchon and Altair accounts with PECAA Max, for a total potential rebate of \$15 per exam. Additionally, in July 2025, the VSP Vision Exam Rebate, including the Limited-Time Rebate Enhancement, became available in Texas. In September 2025, the Vision Exam Rebate was extended through December 31, 2026, including a continuation of the most recent \$5 enhancement (for Marchon/Altair alignment) through the first half of the year. Until June 2026, PECAA Max members could get up to \$15 per VSP commercial eye exam. From July to December 2026, PECAA Max members could continue to get up to \$10 per exam. In April 2026, PECAA announced that through December 2027, PECAA Max members can get up to \$15 in total exam rebates per VSP commercial eye exam through the VSP Vision Exam Rebate, due to an additional extension of the \$5 Marchon Altair Enhancement (formerly the Limited-Time Rebate Enhancement) for aligning both Marchon and Altair with PECAA Max. Now PECAA Max members can get a limited time VSP Vision Exam Rebate bonus. From January 1, 2027 through March 31, 2027, PECAA Max members who align all three VSP eyewear partners—Marcolin, Marchon, and Altair—and meet other program terms can receive a \$3 rebate bonus on top of the existing \$15 exam rebate for every VSP commercial patient who receives an eye exam. The limited time bonus ends on April 1, 2027, and PECAA Max members can continue to receive up to \$15 per qualifying exam under the program's terms.
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