

# — 2026 Historic Vision Benefit Manager (VBM) Legislation Introduced

## Get Involved - Help Stop Vision Plan Abuse

### WHY?

Vision Benefit Managers act with impunity, abusing the power they have gained through the monopoly they have enjoyed for decades. Today, the two largest VBMs (VSP and EyeMed) control 85% of the vision care market, having [vertically integrated themselves](#) into almost every aspect of vision care. They own their own lens, frame and EHR companies, manage provider networks and continue to acquire optical retail chains. While [provider fees remain stagnant](#) VBM annual profits soar. With little to no regulation, VBMs use their power to force providers into contracts of adhesion under a “pay to play” model. It is for these reasons that House Committee on Oversight and [Chairman James Comer has requested briefings](#) from the [DOJ](#) and [FTC](#) on the anti-competitive practices of VBMs. Big business should never interfere in the patient-doctor relationship. The time has come to take back control and protect eye care providers and patients.

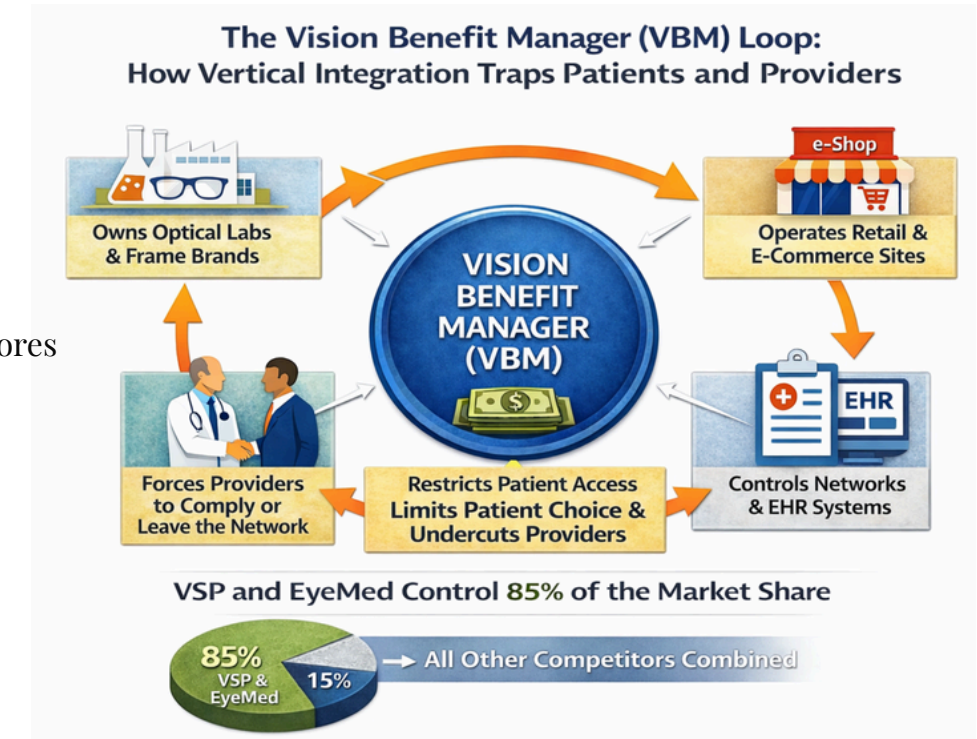
### ABOUT THE BILL ([SB 795 HEALTH INSURANCE – VISION BENEFITS – REGULATION OF INSURERS AND VISION BENEFIT MANAGERS](#))

By defining ALL parties that act as administrators of vision benefits as Vision Benefit Managers (VBMs) under Maryland law, SB 795 allows for regulation of the industry and provides protections against the ever-growing abuse of VBM power. A very digestible summary of the 21 page bill can be viewed [HERE](#).

### Highlights include:

- Prohibition on Mandated Discounts for Uncovered Materials and Services
- Prohibition on Requirements to use VBM Owned Labs & Frames
- Prohibition on Tiering and Steering to VBM “Preferred” Network Providers and VBM Owned Optical Stores
- Prohibition on Discriminatory Credentialing Standards & Requirements to Accept All Plans
- Prohibition on Contracts of Adhesion & Audits by Estimation w/o Appeal Opportunities
- Requirements on Provider Contract Transparency & Fair Negotiations
- Requirement on Coordination of Benefits
- Drastic Increase in Service Fees

Help us pass SB 795! Here's how...



# — Optometry's Collective Voice Can Make The Difference

**Remember, you elect the legislators that will vote on SB 795!**

## FOLLOW THE STEPS BELOW TO MAKE SURE YOUR VOICE IS HEARD AND YOUR VOTE COUNTS

- **STEP 1** - It is critical that your representatives in the Maryland General Assembly hear from you about the importance of this legislation. Visit [www.mdelect.net](http://www.mdelect.net) and plug in your Street name, city and zip to look up your State Senator and Delegate(s) in the General Assembly. (See red arrow) ←
- **STEP 2** - *If your State Senator represents any important district*, he or she is on the Committee that will decide the fate of SB 795. **Please complete remaining steps ASAP.** If not, please monitor future MOA communications. We will let you know when to reach out to your representatives. **Important districts include: 5, 8, 12, 19, 22, 28, 32, 33, 36, 37, 40**
- **STEP 3** - **For doctors represented by key legislators in important districts**, copy and paste this [template email](#) content into a new email. Update **highlighted** fields including the date, your Senator's name (see next step), and your contact information. Whenever possible, personalize the email with your own experience(s).
- **STEP 4** - **Click on the link under your State Senator's name** (see yellow arrow) ← Copy and paste your Senator's name and his/her email address into your email. \*Make sure to remove highlighting before sending. Link also provides Senator's office number (410) 841-xxxx if you prefer to contact him/her by phone to *ask for a favorable vote on SB 795.*

**Questions?**  
Email MOA Exec Director [Jennifer Cohen](#)



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Lt. Governor - Aruna Miller  
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