



## Company Overview

**Corporate Headquarters:** 400 Lydia Street, Suite 300  
Carnegie, PA 15106

**Established:** 1965

**Website:** [www.vbaplans.com](http://www.vbaplans.com)

**About Us:** VBA provides diverse and cost-effective vision and dental benefits to our members. Our products are backed by more than 50 years of expertise and a commitment to exceptional customer care, enabling us to offer sound advice and helpful information to our members, benefits administrators, brokers and expansive network of providers.

**Leadership:** Jeff Hollowood, Chief Executive Officer and President  
Aaron R. Risdien, CPA, Chief Financial Officer and Treasurer  
Jessica Turcotte, Chief Operating Officer  
Matthew Cuomo, Vice President, Sales and Sales Support

**Number of Employees:** 54

**Markets Served:** VBA has more than 1 million vision members across all 50 states and Puerto Rico. In 2016, we partnered with TruAssure Insurance Company to add dental benefits to our offerings.

**Products:** Commercial Group Vision and Dental Insurance

**Media Inquiries:** Emily Meeder, VBA  
412-881-4900, ext. 232  
[marketing@vbaplans.com](mailto:marketing@vbaplans.com)

Shari Holderman, Pipitone Group  
412-321-0879, ext. 237  
[sholderman@pipitongroup.com](mailto:sholderman@pipitongroup.com)



## **Backgrounder**

For more than 50 years, VBA has focused on providing diverse and cost-effective vision benefits. More recently, we began offering dental benefits through our partnership with TruAssure Insurance Company. Today, VBA offers a vast network of access points — more than 22,000 for vision (including optometrists, ophthalmologists and retailers) and 396,000 for dental. Our plans offer a large selection of lens products at all price points, and discount options for both vision and dental products. VBA products are backed by years of expertise, enabling us to offer sound advice to our members, benefits administrators, brokers and providers.

### **History**

Founded in 1965, VBA was one of the first preferred provider organizations (PPOs) in the nation to offer group vision coverage. VBA provided comprehensive vision coverage to corporations, municipalities, schools, health and welfare funds, hospitals and health maintenance organizations in Pennsylvania. Today, VBA is much more than a local vision provider. We provide vision and dental coverage across the nation and in Puerto Rico.

### **Giving Back and Helping Others**

The Pennsylvania Vision Foundation, an affiliate of VBA, was founded in 2007 as a 501(c)(3) charitable foundation. Its mission is to provide fundamental eye care, including vision exams, prescription lenses and frames, to those in need. Its purpose is to conduct and finance projects that will help foster and preserve human eyesight through the science of optometry. To date, the Foundation has assisted more than 3,700 uninsured Pennsylvanians.

### **Location**

VBA Corporate Headquarters  
400 Lydia Street, Suite 300  
Carnegie, PA 15106

### **Media Contacts**

#### **VBA**

Emily Meeder  
Marketing Manager  
412-881-4900, ext. 232  
[marketing@vbaplans.com](mailto:marketing@vbaplans.com)

#### **Pipitone Group**

Shari Holderman  
Senior Account Supervisor  
412-321-0879, ext. 237  
[sholderman@pipitongroup.com](mailto:sholderman@pipitongroup.com)



## Contacts

### Media Contacts

#### **VBA**

Emily Meeder  
Marketing Manager  
412-881-4900 x232  
[marketing@vbaplans.com](mailto:marketing@vbaplans.com)

#### **Pipitone Group**

Shari Holderman  
Senior Account Supervisor  
412-321-0879 x237  
[sholderman@pipitongroup.com](mailto:sholderman@pipitongroup.com)