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Hoya Vision Care teams with Ocular Innovations to Introduce Groundbreaking Platform Connecting ECPs with Patients Through New Frictionless Mobile Technology

LEWISVILLE, TEXAS, (August XX, 2020) Ophthalmic lens technology leader and ALLY of the ECP, HOYA Vision Care, announced today their Strategic relationship with Ocular Innovations.

“Being the ally to the ECP means we need to go beyond offering best-in-class lens technology and laboratory services,” said Gregg Fowler, Senior Vice President for HOYA Vision Care, North America. He continued, “An important lesson we learned from the COVID-19 pandemic is the necessity for ECPs to stay connected with their patients. Our relationship with Ocular Innovations, again, makes us first to market with technology that will bring incredible value to our customers and their patients.”

Rapid consumption of information is now a consumer requirement. We know mobile phone usage has spiked, contactless engagement is preferred, and risk-averse shoppers are looking to reduce time in stores. Yet the issue remains, how do ECPs stay connected to their patients? Competitors have bypassed the in-practice experience by appealing directly to patients via websites and commercial advertising. “HOYA’s consistent focus on increasing value and staying at the forefront of innovations for their Eye Care Providers creates terrific alignment for deploying the simplified technology,” said Michael Boerner, CEO of Ocular Innovations. Ocular Innovations and Hoya offer a frictionless connectivity between Eye Care Providers and their patients. Here’s how:

- Stay Connected with Patients – By using PUSHConnect, Practices send short, mobile video communications directly to the patients mobile devices, keeping them updated on the latest office news, precautions, procedures before they show up to their appointment and allowing patients to a single click call, or schedule their next appointment.
- Social Distancing Solutions – With Ocular Innovations Engage Pro, patients can see the precautions the ECP’s practice takes to keep everyone safe in the most efficient way possible. Staff or the lobby materials direct patients to use their phone’s camera to link to a code unique to your practice. The code serves up educational content customized with the ECP’s brand via text, like a constant coach
- 5 Star Reviews – Again, using the phone camera, code or embedded chip, patients are offered a frictionless way to leave their best reviews at the “height of delight.”

The disruptive breakthrough: There is No app. No login. No passwords. No email.

“We couldn’t be more excited about the services we’ll be able to provide with our partnership with Ocular Innovations - and this is just the tip of the spear.” Fowler continued, “Over the years we have developed a suite of value-added services that we are packaging for our customers. Hoya and the ECP share a bond in our desire to provide the best



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vision for patients. The ECP has the patient relationship. Hoya's role is to provide tools, knowledge and foresight that will strengthen that bond."

You can request more information about Hoya and Ocular Innovations [here](#).

About HOYA

Founded in 1941 in Tokyo, Japan, Hoya is a global technology and med-tech company, and a leading supplier of innovative high-tech and medical products. Hoya is active in the fields of healthcare and information technology, providing eyeglasses, medical endoscopes, intraocular lenses, optical lenses, as well as key components for semiconductor devices, LCD panels and HDDs. With over 150 offices and subsidiaries worldwide, Hoya currently employs a multinational workforce of 37,000 people. For more information, please visit <http://www.hoya.com>.

About HOYA Vision Care

For over 60 years, Hoya Vision Care has been a global leader in the eyeglass lens business. With a presence in over 50 countries, Hoya Vision Care has a proven expertise in lens designs and freeform surfacing technology combined with a leading position in high performance, quality AR coating. Hoya Vision Care's solid market portfolio includes VISION EASE, SEIKO and PENTAX optical lenses, as well as innovative products such as Yuniku, the world's first vision-centric, 3D tailored eyewear. The company employs over 16,000 employees worldwide with mass production facilities in Asia & Europe and over 40 local Rx laboratories globally. For more information, please visit www.hoyavision.com.

About Ocular Innovations

Ocular Innovations is working with leading subject matter experts on next-generation mobile video, patient engagement technologies. This cloud-based SaaS solution enables a significantly simplified workflow, primarily focused on improving and accelerating the pathway-to-purchase and end-to-end patient experience. The breakthrough technology platform creates an unfair advantage by using the constituent's cell number as the unique identifier.

The platform is white-labeled to the practice and provides individualized, full-spectrum analytics, without any user authentication -- no email, passwords, patient portals, or mobile apps required -- and full deployment with no IT integration.

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