



For Immediate Release

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Hoya Vision Care Canada launches new COVID relief programs and incentives to assist Independent Eye Care Professionals in re-opening their practice

MAY 20, 2020 – MISSISSAUGA ON – HOYA Vision Care Canada announces the extension of support available through the “Hoya Cares” program offered to Independent Eye Care Professionals to assist them in preparing to re-open their practice.

As the country slowly starts to revive the economy, HOYA is launching new promotions and offers that will help ECP’s provide patients with the peace of mind that they need in this difficult time. Some of these initiatives include the “We’re in this together” Family Multi-Pair Program which extends the 60% OFF the second (or even third) pair of lenses to family members until September 30th. The extension of the time period for redemption from 30 to 120 days*, allows families to benefit from the savings for other members of their household who may not be ready to order their lenses right away.

In addition to the Family Multi-Pair Program, HOYA has introduced another special incentive to further aid in attracting and bringing patients back. ECP’s will receive a FREE upgrade to Hoya’s newest treatment available on the market; Super HiVision EX3+ when they order EX3 Anti-Reflective coating before August 31, 2020.

“It is this type of incentive support that makes it easier for a patient to decide to visit one practice over another, and we are doing the best we can to help our valued business partners to make it through the pandemic successfully” said Ahmos Henry, President of HOYA Vision Care Canada. To offer further aid to ECP’s, HOYA is extending the warranty period for jobs that were entered before the pandemic lockdown came into effect to allow sufficient time for patients to redeem them.

HOYA will also provide business partners with the ‘Optical Care Safety Kit’ containing recommended hygiene protocols, face shields, masks, sanitizer, floor graphics and more to help give practices the push they need to re-open promptly with the confidence that patients are looking for to walk through their doors. Together we can help you offer your patients a safe and comfortable environment with the best possible lens choice; while helping ensure the continued success of your business.

HOYA's Eye-M-Growing (EMG) Program offers significant savings to parents with young children looking for the right lenses for kids' active lifestyles. Featuring Phoenix lenses; the lightest lens material available with superior scratch and impact resistance as well as UV protection, the EMG Program is made available to meet the demands of childhood. This program includes a substitute pair of lenses within 16 months to adapt to the needs of a growing child.

HOYA has been the Ally of the Independent Practice for over 75 years now and continues to source new and innovative solutions to help their business partners grow and maximize their potential.

HOYA seeks to remind Eye Care Professionals about the various support tools that are already available to them to help in the re-opening of their practice. New resources are being added daily and include guidelines, checklists, relevant insight and materials from government officials, educational content, communication strategies, downloadable assets for interacting with patients during this time and so much more.

For more information about the tools available to you, visit: <https://info.hoyavision.com/en/ecp-resource-center>

*Some conditions may apply.

About HOYA Vision Care

For over 60 years, Hoya Vision Care has been a passionate and global leader in optical technology innovation. As a manufacturer of high quality, high performing eyeglass lenses, Hoya continues to drive optical technology innovation with the aim of finding only the best vision solutions. Hoya Vision Care supplies eyeglasses in 52 countries with a network of over 12,000 employees and 45 laboratories around the globe. For more information, visit www.hoyavision.ca.

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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>.