

Update from CooperVision®

To our valued customers:

During these challenging times, we feel it's especially important to keep the lines of communication open, and with that in mind I wanted to share this update from CooperVision.

Last week, I had the opportunity to participate in a special two-day The Power Practice® Power Hour podcast, with an overarching theme of #Save2020Eyecare, hosted by Dr. Gary Gerber (Thank you!) in which leaders across the industry shared their thoughts on how to best navigate this difficult period. One of the thoughts I shared, is for all of us to remember that we are in this together. **In fact, we depend on each other not just now, but as we look forward to our recovery.**

The impact of the COVID-19 pandemic remains fluid as we all work to find our bearings in a "new normal" for the foreseeable future. We know that you're faced with unprecedented obstacles as you strive to maintain not only your business, but a high standard of care for your patients.

For everyone at CooperVision, our values of partnering, and being inventive, friendly and dedicated do not just apply during the best of times, they are even more critical in more challenging times like these. We have talked with thousands of practitioners as this situation has evolved, but more importantly we're listening. Our teams are examining every area of our business to identify opportunities to support you, mindful that many of you as small business owners are seeking additional resources to support your practices and your contact lens-wearing patients. Some updates that I want to share with you today include:

- **Continued manufacturing and shipping.** We are still in production, with full supply. Contact lenses are a medical device, and we understand their importance to your patients in their daily lives.
- **Free shipping for direct-to-patient orders.** CooperVision is now offering free freight for direct-to-patient contact lens delivery of any two boxes or more. The lenses will be shipped to patients via FedEx 2-Day Air or USPS on your behalf, coming from the eye care professional they know and trust. We are also providing reimbursement for Authorized Distributors to participate in this direct-to-patient delivery program; if you work with a distributor, please speak with them for details.
- **Modified consumer rebate policies.** To ensure your patients have enough contact lenses on hand—and to help you continue to drive sales of annual supplies—we have also temporarily modified our rebate policies. If a patient is in need of contact lenses or wants to purchase additional lenses before their supply is up, CooperVision will honor the patient rebate for an early annual supply purchase. And if you would like to extend contact lens prescriptions on a case-by-case basis for patients unable to get to their scheduled annual eye exam or if your office is closed, these patients can still take advantage of the CooperVision patient rebate. In both situations, your office will need to provide the patient with a copy of their last exam, along with proof of purchase of the annual supply. All other terms and conditions still apply.
- **Extended payment terms.** For eligible independent eye care practices in good standing, we are offering extended payment terms on current pending invoices. Given that your cash flow and business processes may be interrupted, we have implemented a 30-day payment extension, which will also apply to all orders placed directly with CooperVision and through our participating Authorized Distributor Network until May 31, 2020.
- **E-commerce contact lens services.** As office closures, limited hours, or emergency-only care hinder your usual services, we understand that you may also be exploring options for online contact lens purchases through your practice. We'd like to remind you that EyeCare Prime, a subsidiary of CooperVision, offers LensFerry—a doctor-friendly e-commerce contact lens service that enables patients to order lenses from your practice 24/7 via text, tablet, or computer, with deliveries directly to their homes.
- **Supporting patient education.** We know your patients have questions about the safety of contact lenses, lens wear and care in relation to COVID-19, and the direct-to-patient shipping process. We're providing answers via our website and social media channels to support your own patient communications.
- **CooperVision customer-facing team.** Although our sales team is operating from home, they are still fully available to help and support you. Reach out to them if you need anything, and they will also be actively reaching out. Our aim is to help in whatever way we can. Customer Service also continues to operate at full strength and are there for you as well at 1-800-341-2020 (press 1 for Customer Service, 3 for service in Spanish, 4 for Consultation Support).
- **Continuous Communication.** On a biweekly basis (sooner should events dictate) you will hear from us through this format. However, in the meantime, please feel free to reach out to us through your sales representative or to our customer service team.

Our thoughts are with you and the so many people in your lives—professional and personal. As developments occur, we will keep you informed. Speaking for the thousands of CooperVision employees in the United States and worldwide, we are committed to supporting you in any way we can. Together, we will get through this.

Best regards,



Jerry Warner
President, Americas