



**Visionary  
Alliance.**

**HOYA**  
FOR THE VISIONARIES



# HOYA. For the Visionaries.

Every day, independent Eye Care Professionals around the world work to give people the gift of sight and build successful businesses. HOYA sees the world through your eyes. As your business partner and ally, we are dedicated to your success and supporting your business growth.

We listen. Our latest research has highlighted a number of opportunities...

- Opticians **want a business relationship with suppliers, more than that of just lenses supplied on time**, and both **communication and trust** are critical to building and maintaining this. A relationship means **they want to share their views, needs and expectations**, not only their problems or to be contacted for new products alone. **Opticians desire a close business partnership, to help inform product ranges and optimisations as well as offering business support for accelerated growth**, this could be the foundation for a strong and loyal relationship.
- In summary of our research, the key is talking to our partners and **understanding their specific requirements, making a plan tailored to their needs.**





# Visionary Alliance.



**01**

## **Innovative products you can trust**

Access to award-winning, cutting-edge technologies for ultimate patient satisfaction

- Premium coatings
- Tailor made progressive lenses
- Myopia management lenses
- Speciality lenses

**02**

## **A partner you can rely on**

- A personal Business Development Manager on hand to help you grow your sales and support your practice training needs
- A friendly Customer Service Buddy to handle any queries you might have
- Bridging the gap in Eyecare across the world with Orbis

**03**

## **World class services you can believe in**

- Precision lens manufacturing & glazing services
- World-class delivery times
- UK 48-hour FastTrack service
- Free postage and packaging

**04**

## **Rewards & incentives**

Access to exclusive campaigns, promotions and rewards to improve your practice sales & team motivation

**05**

## **Services & tools for business growth**

Services & tools that help you attract new patients & boost value added sales.

- Practice awareness building & new patient leads services through digital marketing
- Patient communication & recall tools
- Audiology services for additional revenue streams
- Practice equipment for enhanced eyecare
- Interactive len consultation tools
- Digital patient measuring system with vR MASTER for ultimate accuracy
- Intuitive ordering systems with HoyaiLog for speed & efficiency
- Practice team recruitment services

**06**

## **Business support, training & education**

- HOYA HUB, your access portal that connects all the tools & services to help your business grow
- HOYA connect, connecting you with other like minded ECPs all around the world
- HOYA Learning Management system for all your online learning needs to help your business grow
- Vision Care Consultancy training for team engagement & practice sales growth
- Networking, idea sharing and foresight events
- Marketing & point of sale materials to support value added sales
- Locum recruitment support



# Our partnership program is built around the qualities that make you a visionary:

- Visionaries care deeply about the people and world around them and use their **expertise** to make things better.
- Visionaries are **incredibly knowledgeable**. They are trusted experts and their wisdom is invaluable.
- Visionaries think about **the future**. They plan for the long-term and seek out new innovations and technologies.

## The Visionary Alliance is...

- A **'visionary community'** for HOYA customers around the world.
- A place for independent Eye Care Professionals to **feel connected**, be part of a network of knowledge and access tools, advice and support.
- A program to **strengthen your independence** and to support you to run your business your way.



**Tier 1**

### Tier 1 benefits

- ✓ Receive rewards on eligible HOYA products
- ✓ Network with other visionaries
- ✓ Receive access to HOYA product and technology training modules
- ✓ Plus more



**Tier 2**

### Tier 2 benefits

- ✓ All the benefits of the Tier 1
- ✓ Patient communications & recall platform
- ✓ Interactive lens consultation tool
- ✓ Expert-led webinars
- ✓ Plus more



**Tier 3**

### Tier 3 benefits

- ✓ All the benefits of the Tier 1 & 2
- ✓ Advanced access to product trials
- ✓ Preferred pricing on digital marketing
- ✓ Access to bespoke marketing materials
- ✓ Plus more



## Digital Marketing with OptiCommerce

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**Increasing your practice awareness and attracting new patients to your business.**

As an independent optician it can be difficult to juggle running a busy practice and prioritising marketing your business. It could be a lack of skills and knowledge or simply time, but in order to grow your business there needs to be a constant flow of new patients through your door. This is where OptiCommerce is here to help.

## OptiCommerce

WEB SUCCESS FOR THE OPTICS INDUSTRY

OptiCommerce are a team of digital and design specialists providing website development, online solutions and digital marketing to the Optical sector. Your business goals are at the heart of everything they do - they understand that you need them to deliver new patients and drive conversion.

OptiCommerce offer a digital marketing plan to increase your reach, generate leads and convert into new patients by amplifying your message through the latest digital channels.

It will support business growth and resilience into the future.

**Price is exclusive to HOYA partners.**

## Audiology with The Hearing Care Partnership

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**Introducing an audiology service into your practice can be a great new stream of revenue, however we understand that it's not always plain sailing and can be difficult to find an audiologist that is reliable and committed to your business.**

The Hearing Care Partnership has been developed solely for independent opticians, so they understand how audiology will integrate seamlessly with your business and become a powerful complementary service.



Drawing on over 90 years of Leightons' optical and 16 years of audiology services, this combines to create their advantage in certain key areas beyond that of just providing an audiology service with rigorous care and clinical excellence.

They have removed the pain points of bringing an audiology service to your business.



# Patient Communication Systems with VIPx

PRACTICE BUILDING

**A struggle that many Eye Care Professionals face is communicating to their patients not just leading up to the recall period but all year round. Due to the disruption in the recall cycle during the 2020 UK lockdown, the current recall cycle is no longer fit for purpose and rightly so. Patient's don't just want to hear from you when their eye test is due, but in fact want to stay in touch about various other services you could be offering them in between recall.**

VIPx stands for Very Important Patient. Brought to you by no other than Andy Clark from Practice Building, VIPx brings positive changes to your recall and patient communication system.

By communicating to your patients more frequently, you will be able to speak to your patients about glasses for different times of the year and occasions. Not everyone wants a one pair fits all solution.

### VIPx will help you to...

- Build stronger relationships with your patients
- Inspire patients to enjoy wearing several pairs of specs
- Encourage patients to take the very best care of their eyes.

So you can enjoy working smarter instead of harder.



Inspires patients to enjoy wearing multiple pairs of spectacles and take the very best care of their eyes with bespoke planned eyecare.

### VIPx makes practices more productive and profitable



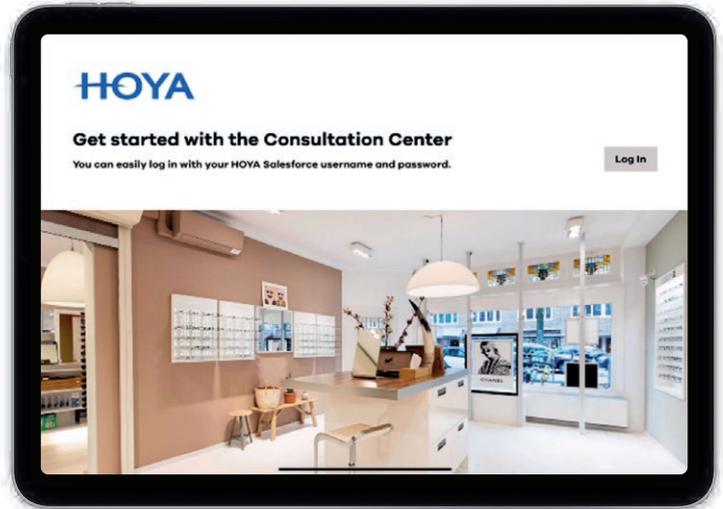


# Interactive Lens Consultation Tool

**Explaining lens designs to patients can often be a difficult and time-consuming part of the dispensing process. From the comparison of fields of vision to the benefits of lens technologies and coatings, this tool will help you to discuss lens options more effectively in practice.**

The Interactive Lens Consultation Tool is a new and improved version of HOYA Flow.

An enhanced lens consultation process that is personalised to your practice.



The platform will allow you to communicate effectively with your patients when recommending lens options. With visual aids, choosing the right lens for your patients has never been easier.



# visuReal Master

**In many practices, your time is largely taken up by activity with patients within your practice. Not only is taking measurements by hand time consuming but it isn't always the most accurate way of capturing your patient's centration data.**

The visuReal Master is a centration device that will give you the flexibility to continue operating as normal without relying on you or the key members of the team to take patient measurements, allowing you to spend more time on other more important areas of your business so that you can really focus on growing your practice.

The visuReal Master is a wafer-thin mirror, equipped with 6 autodetect cameras, for fast and accurate centration measuring. There's no need for a setup clip, and no need for your patient to turn their head during



measuring. The system is available as a separate hanging mirror, ready to be fitted seamlessly and unobtrusively into your practice interior. The subtle yet eye-catching design makes HOYA visuReal Master even more appealing for your patients to use.

An innovative video centration system that determines all necessary centration data precisely and automatically whilst blending seamlessly into your interior design. Fast and efficient without a cumbersome measurement set-up.



# Equipment Collaborations

Equipment for your practice can be an expensive purchase. HOYA have teamed up with some of the leading equipment specialist in our industry to bring you some exclusive deals to help your practice thrive.

Email [marketing@hoya.co.uk](mailto:marketing@hoya.co.uk) to find out more.

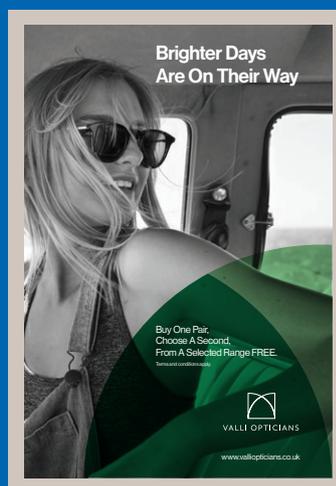


# Bespoke Marketing Support

Marketing your brand and practice can be time consuming and costly without the right skills and know how. We work with creative design agencies that have years of experience to support your marketing needs. We put your brand before ours.

We are here to offer tailored marketing materials and content for your practice. From design to content writing and print, we will work to your business requirements.

Fees are based upon customers individual requirements.



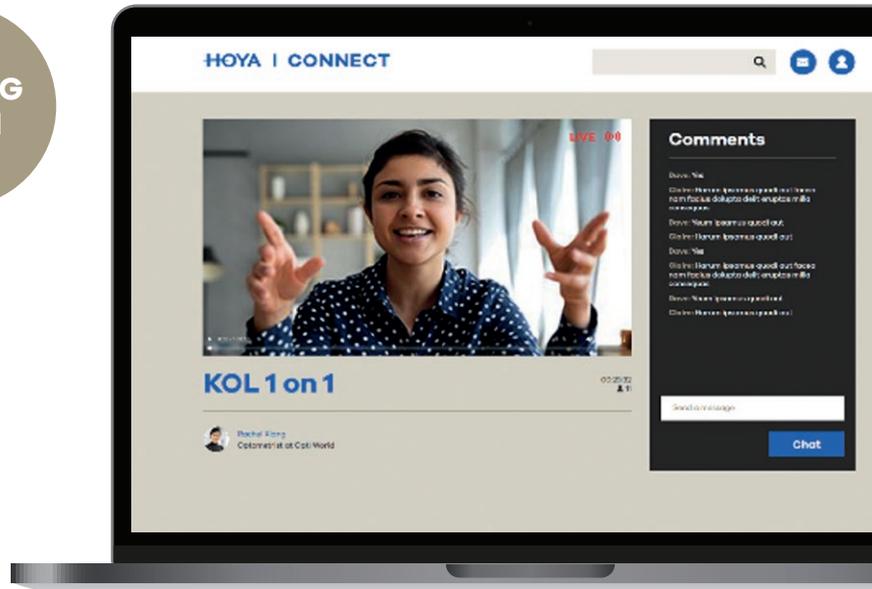


# HOYA Connect

COMING  
SOON

**Just because you're independent, it doesn't mean you have to go it alone. We understand the value of connecting with like-minded individuals and key opinion leaders in our industry.**

HOYA Connect is designed to do just that. HOYA Connect is a Peer2Peer Business to Business Networking Platform, focusing on offering you inspiring content, like webinars, coaching and other business content to help you improve the way you run your business.



Connecting you with HOYA partners all over the world to gain knowledge and insights with other Eye Care Professionals and experts via our networking and knowledge platform.

# Vision Care Consultancy

**Investing time in sales process training can often be difficult. Implementing what you have learned into a busy practice can be even harder. Our Vision Care Consultancy sales training is here to help your practice make positive changes to impact your business growth.**

Offering a brand new interactive, memorable and fun training program designed to involve the whole practice team. The service includes on-going coaching, shadowing and feedback to ensure that the knowledge learnt is carried forward.



### Expected outcomes:

- Increase in average dispense value
- Uplift in conversion
- Advanced team alignment
- Enhances the patient experience
- Business growth



# Insights Practice Growth

**Attending face-to-face training courses can be time consuming and often not possible.**

By moving Insights Practice Growth online, you are able to complete the training at your own pace. You will gain access to transformative tools wherever and whenever you want, with a framework of simple changes that create a big impact.

The training is all to be found in 34 videos in the 7 Systems Section; an excellent guide to the profit engine that is found in nearly all of the most

financially secure practices. Complete with downloadable resources for honing your unique practice strategy, free marketing campaigns and ongoing group and 1-1 support.

Insights Online offers everything you need to tune-up your practice in your own time at a pace that's right for you.

We will be back to offering a face to face option in the near future.

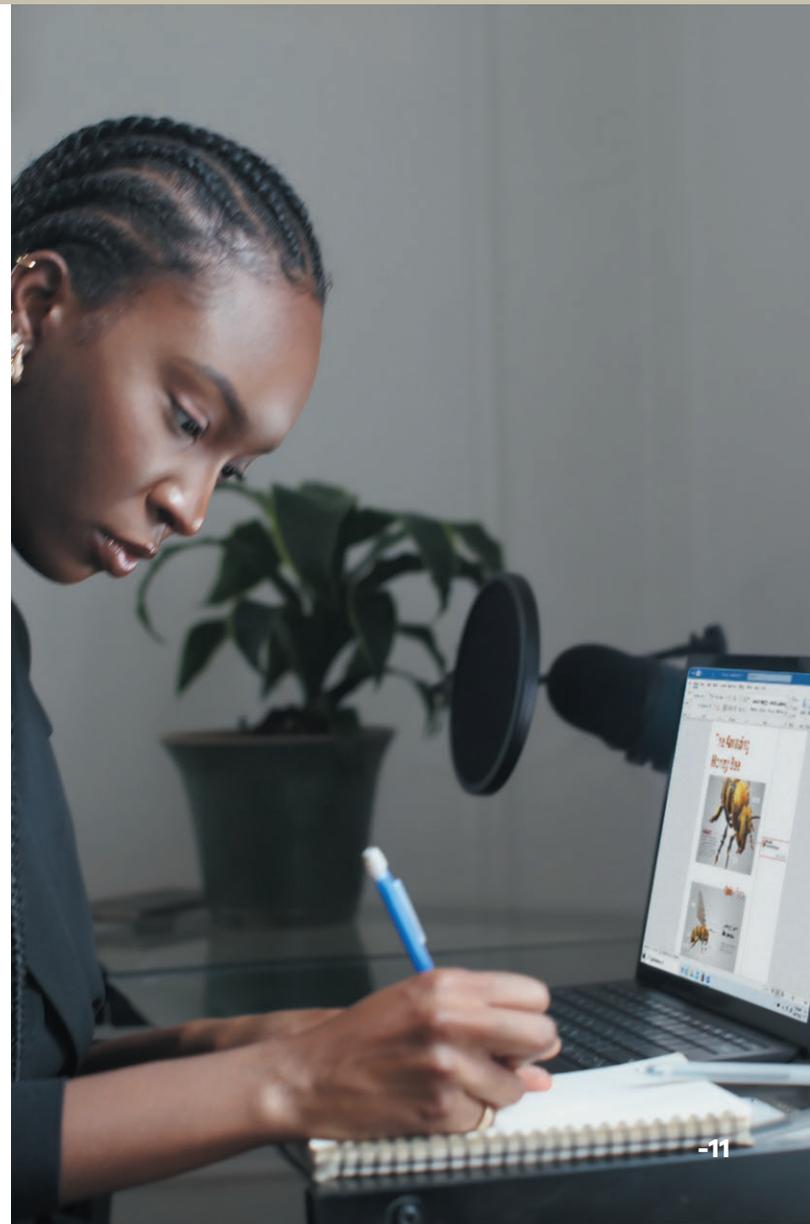


# HOYA Learning Centre

**Attending training courses can be time consuming and not to your agenda.**

The HOYA Learning Centre is an online platform allowing you to access dedicated training resources and learn at your own pace.

The self-service platform streamlines education for products, technology, and growing a business through a series of learning modules including CET accredited materials.





# Global Digital 'Foresight' Event

Keeping up with the latest optical innovations and know-how can be overwhelming and time consuming.

At our next global digital event we aim to inspire you by sharing future optical innovations coming to the industry of eye care.



# Optical 'Foresight' Event UK & Ireland

Keeping up with the latest optical innovations and know-how can be overwhelming and time consuming.

At our local digital event we aim to inspire you by sharing future optical innovations, consumer insights and the latest support for your business.

Whilst offering practical ideas for you to take away.





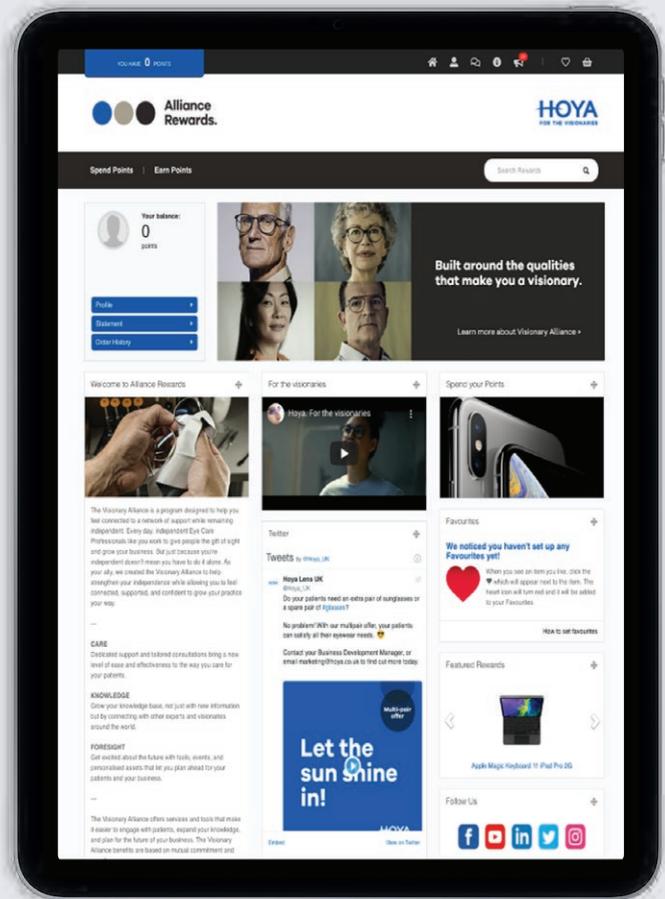
**Alliance Rewards.**

**Incentivising and Rewarding Independent Eye Care Professionals.**

As members of Alliance Rewards, you earn points for any products with Hi-Vision LongLife/Hi-Vision SUN Pro coatings, as well as our award winning MiYOSMART lens.

You are then able to spend points in the Alliance Rewards online catalogue on a great selection of rewards, ranging from marketing support and equipment packages to high street vouchers, gadgets, weekends away and more!

Alliance Rewards also offers a concierge service.



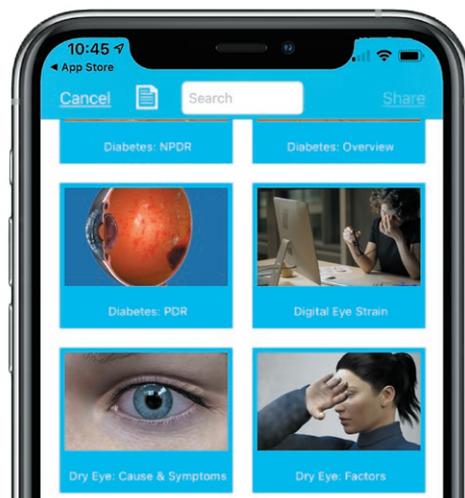
**Share Animations, Save Time, Impress and Increase Online Reviews with CAPTIV8 Connect**

Delivering clear, articulate messages about treatments like myopia management, premium lenses and eye conditions can take time. Well-delivered explanations enhance the patient experience, improve conversion and lead to recommendation.

CAPTIV8 Connect is a simple, easy-to-use mobile app that allows you to share beautifully crafted animations via SMS or email. Your patients won't have to download anything. When patients receive your message, they simply click on the link to view the animations on a web page

personalised to you and your practice. CAPTIV8 Connect will also help you achieve online reviews through the simple "Review Us" button which integrates with review sites such as Google Reviews or Facebook Reviews.

Impress patients after every visit with CAPTIV8 Connect. For more information about CAPTIV8 Connect visit [www.optimed.co.uk/shareapp](http://www.optimed.co.uk/shareapp)





# Digital Engagement Platform with CAPTIV8

**It's a content driven world. Patients' expectations are high and delivering on these expectations across the main touch points in the patient journey is not easy.**

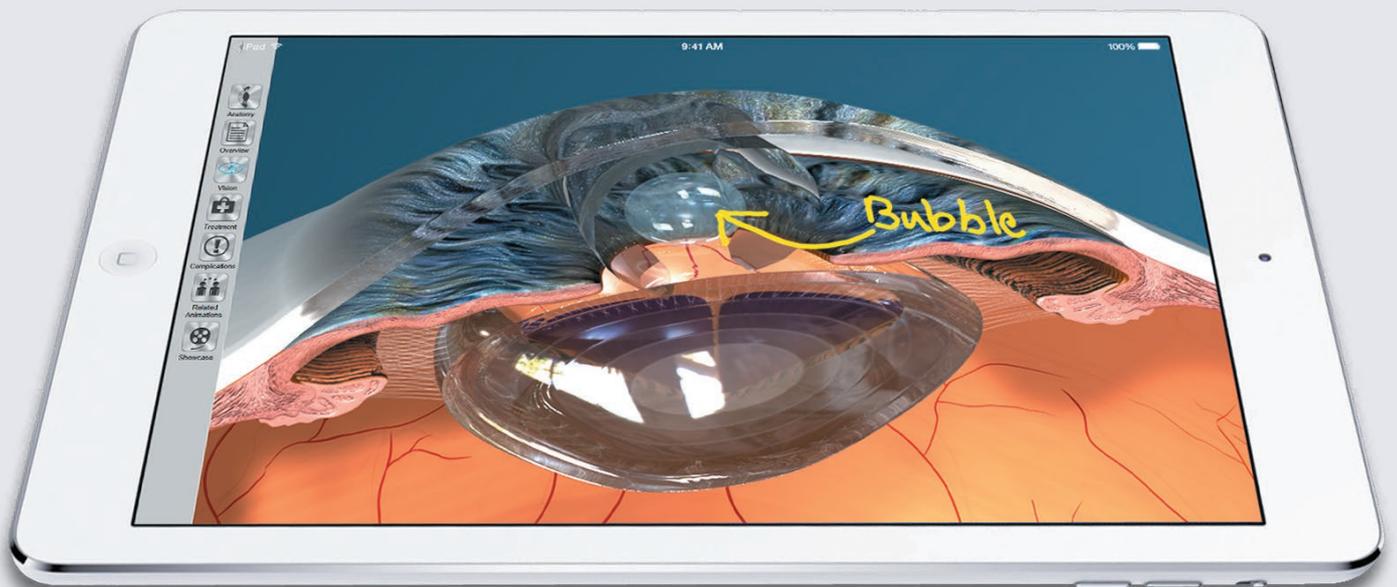
CAPTIV8 is a complete suite of patient education animations in a platform that aims to improve engagement and conversion throughout the patient journey – both online and in-practice.

- Improve website conversions by embedding CAPTIV8 animations into your website
- Increase conversion to products & treatments by interacting with animations in the consulting room
- Loop animations in the waiting area

- Impress patients by sharing animations with patients via email or SMS
- Increase online reviews
- Post content to social media
- Telemedicine video consultations

The CAPTIV8 platform can be used on PC, Apple and Android devices. They will provide training, installation and advice along the way to empower you and your Team to deliver an exceptional experience to your patients.

More information available at [www.optimed.co.uk/captiv8](http://www.optimed.co.uk/captiv8)





# Locum Resourcing Tool



**Never cancel a clinic when your Optometrist is not in the business, have access to hundreds of Locums in seconds with Locumotive.**

We understand that cancelling a clinic can be detrimental to your practice. Finding good locums can be difficult, time consuming and expensive. Agencies tend to withhold information and you are left gambling whether the locum is suitable for your practice.

This is why we have teamed up with Locumotive; a powerful recruitment tool that gives you complete transparency in finding the perfect Locum, made by an optometrist for Optics.

With Locumotive you have full visibility. Post your cover, manage locums 24 hours a day and never have to wait for a recruiter to call you back.

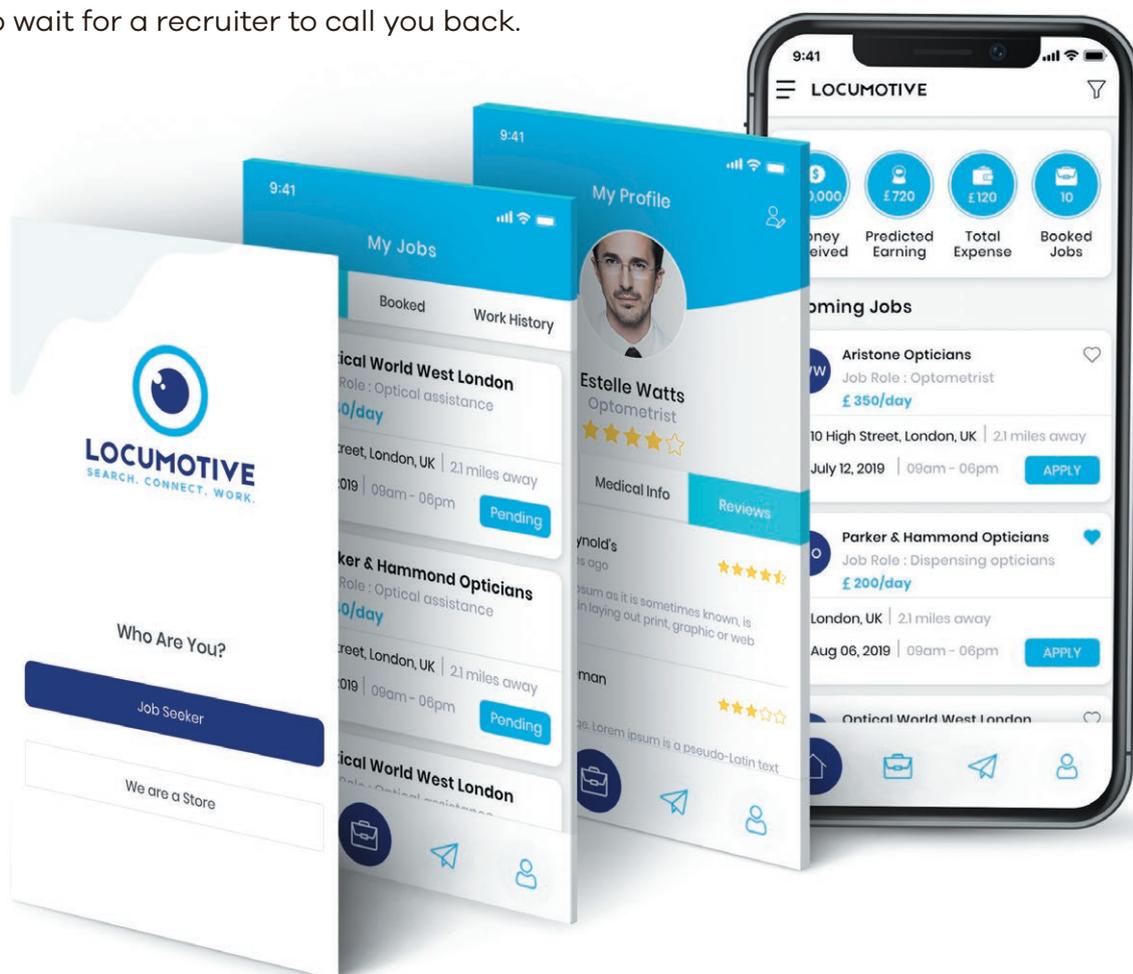
Posting a job automatically sends a notification to hundreds of locums, and if a locum applies you can view their professional details, certificates, and reviews from previous jobs.

Additionally, we have incorporated instant messaging onto the app so you can directly contact the locum and have complete confidence with hiring. They aim to provide complete transparency and full control.

Locumotive works with Optometrists, Dispensing Opticians, Contact lens Opticians, and Lab Technicians across the nation.

Download the app today and simply Search. Connect. Work.

[www.locumotive.co.uk](http://www.locumotive.co.uk)



# Together. Stronger.

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At HOYA, our mission is to help your brand grow and flourish. We are focused on long-term rewarding relationships.

That's why we support you to differentiate your business – with technology, innovation and the best business practice support.

## **We want your business to thrive.**

Our partnership program is constantly evolving. If you have any ideas of what you like to see in the Visionary Alliance please contact your Business Development Manager.

For more information visit  
[www.hoyavision.com/uk/visionary-alliance](http://www.hoyavision.com/uk/visionary-alliance)  
or contact your Business Development Manager.

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