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Lensbox™ Partners with Key Stakeholders to Launch COVID-19 Initiative for Wider, Safer Patient Care, Improving Small Business Recovery for Doctors of Optometry in Canada and U.S.

FOR IMMEDIATE RELEASE – Vancouver, B.C. – May 28th, 2020 -- Lensbox, a Canadian-owned technology and healthcare company, announces today that it is working with key stakeholders across vision healthcare in Canada and the US, to ensure telehealth and e-commerce delivery is available with low barriers, as a first line of defence, to mitigate the impact and further spread of COVID-19.

As eye care clinics attempt to slowly re-open in the 'new normal' post-pandemic setting, the COVID-19 global crisis has left many patients stranded without in-person access to eye care services and products. Phase 4 of global pandemic recovery, which includes a vaccine roll-out is months away and society's most impacted populations will not be back to resume 'normal' access to healthcare for the foreseeable future, creating a gap in eye care delivery for patients. The pandemic has also wreaked havoc on independent eye care clinics, owned by doctors of optometry, who have the burden of overhead costs, with many weeks of closure and limited services still ahead of them.

"As an eyecare technology company, Lensbox is stepping up to support eye care business recovery, and to fill in the service gap for patients, immediately and safely", states Founder and CEO, Sanaz Malekeh.

"The opportunity is crystal clear for us. We are here to ramp up our support of eyecare clinics and significantly expand access for patients. We are partnering with industry visionaries, lens manufacturers, artisan frame suppliers, contact lens companies, NGOs, and governments to ensure online access to eyecare and eyewear is deployed comprehensively, and the eye health component is guided by optometrists. Our strategy is based on three key pillars: improve adoption of online technology by doctors, increase and enhance remote doctor-patient engagement, and ensure broad access to eye care products and services for consumers most impacted by COVID-19", continues Malekeh.

Malekeh, who is no stranger to the eyecare and social venture sector, formed Lensbox in 2018, in partnership with optometry. The former global Executive Director at Essilor Groupe and Essilor Vision Foundation, has always seen online eyewear dispensing as needing to be rooted in eye health and eyecare leadership from doctors of optometry.

The strategy is working. A significant number of independent clinics have already launched their e-clinics in partnership with Lensbox, offering a complete telehealth and e-commerce solution, creating deeper and expanded day-to-day digital connections with their patients through the platform.

"While COVID-19 has been a tragic and challenging time globally, it has acted as a catalyst for a new vision for many forward-thinking doctors. We are embracing and co-creating the future of eyecare, knowing that disruptive technology can be an impetus for growth and service delivery improvements. Previous to the pandemic, and for many years, optometry has been concerned with online suppliers shipping unregulated products to our patients, sometimes from grey markets, and never requiring a valid prescription", states Dr. Pavan Avinashi, Lensbox Vice President of Business Development.

"By partnering with Lensbox, you are partnering with a business enterprise and social venture that puts patient eye health first. This mission is more than a passing phase and online eyecare technology is here to stay. As stewards of vision care, and ocular health, doctors of optometry have the responsibility and privilege to define what healthy and efficient online eyecare looks like. It's ironic that the year 2020 creates this clarity for us as optometrists," adds Dr. Avinashi. Lensbox is also launching the Lensbox Vision Foundation this summer, a charity supported by industry partners and governments, providing tele-optometry and affordable eyewear to chronically underserved patients in remote communities throughout North America.

ABOUT LENSBOX™

Lensbox is a technology healthcare company in Vancouver, BC, with a mission to increase access to eyecare and eyewear for patients, by empowering doctors of optometry with technology and tools to provide better eyecare. In 2018, Lensbox led the market by launching a subscription contact lens platform, with competitive pricing and excellent user experience. Today, the platform is partnered with doctors of optometry, offering an acquisition and retention tool. The company ensures optometrists are integral to the prescription verification process and the entire patient journey online, providing safe, secure patient care and eye health consultation.

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