

CooperVision Specialty EyeCare Introduces Visavy® to New Markets

Former Specialty Lens Fitting Platform Undergoes Enhancements to Streamline Processes for Eye Care Professionals in the BeNeLux and Nordic Regions

SAN RAMON, CALIF., May 15, 2023—[CooperVision Specialty EyeCare](#) recently launched its pioneering digital fitting tool, Visavy® (pronounced Vee-SAH-vee) in Belgium, the Netherlands, Luxembourg (BeNeLux), and the Nordic region. The easy-to-use, web-based fitting software enhances the company's former MyProcornea tool by incorporating topography-guided algorithms and simulated fluoresceine patterns to assist in the design and selection of the company's scleral, rigid gas permeable (RGP), custom soft, and orthokeratology contact lenses.

The all-in-one platform enables eye care practitioners (ECPs) to seamlessly manage lens product ranges, order and/or re-order contact lenses, track all orders in real-time, and chat with online consultants. The integrated ordering function helps ECPs to reduce chair time, while the topography-driven approach and fluorescent image simulation promotes greater precision and accuracy when customizing lenses.

"After the proven success of MyProcornea over the past few years, we wanted to enhance the digital fitting tool to better serve the eye care community by introducing new features and expanded capabilities," said Ron Beerten, BOptom., FAAO, FBCLA, FIACLE, Head of Professional Services and Technical Director, CooperVision Specialty EyeCare, EMEA. "Through a combination of practitioners' requests and our own research, the newly-branded "Visavy®" will further provide ECPs with the tools, resources, and support they need to enhance their specialty lens practices."

A recent clinical study indicates a 70% fit success rate with orthokeratology contact lenses using Visavy®. Visavy® is expected to roll out in other regions throughout Europe, the Middle East, and Africa (EMEA) region in 2023.

ECPs interested in learning more about the software can visit www.coopervisionsec.eu/visavy for more information.

CooperVision Specialty EyeCare develops, manufactures, and provides access to an unmatched portfolio of industry-leading soft custom and rigid gas permeable lens designs, including orthokeratology and scleral lenses to address segments such as myopia management, irregular cornea management, and presbyopia management. Its steady voice, ongoing research and innovative products and services play a leading role in expanding eye care worldwide. The group's brands include Blanchard, GP Specialists, Paragon, Procornea, Soflex, EnsEyes, No7 Contact Lenses, and SynergEyes.

For additional information about the company's products, please visit CooperVisionSEC.eu.

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About CooperVision

CooperVision, a division of CooperCompanies (NYSE:COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week, and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas

permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia, and highly irregular corneas; and offers the most complete portfolio of spherical, toric, and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit www.coopervision.com.

About CooperCompanies

CooperCompanies ("Cooper") is a global medical device company publicly traded on the NYSE (NYSE:COO). Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of women, babies, and families with its diversified portfolio of products and services focusing on medical devices and fertility & genomics. Headquartered in San Ramon, Calif., Cooper has a workforce of roughly 14,000 with products sold in over 100 countries. For more information, please visit www.coopercos.com.

Media Contact

Maggie O'Donoghue, Counselor, McDougall Communications
maggie@mcdougallpr.com or +1-585-434-2149