



BECOME A REFERENCE
IN MYOPIA CARE. NATURALLY.



EXPERT MYOPIA CARE



EXPERT MYOPIA CARE



SET YOURSELF APART AS A REFERENCE MYOPIA CARE CENTER

Driven by the growing prevalence of myopia and innovative control solutions, families are increasingly seeking effective **professional myopia care**.

Become a **reference myopia care center** to create trust and better serve patients and their families.

Set yourself apart with a best-in-class, **comprehensive myopia care solution** including instruments, protocols, and a digital application.



Expert Myopia Care is composed of Myopia Expert™ 700 and its digital solution Essibox® Myopia Care, offering you a highly accurate and turnkey resource that enables proactive myopia management.

YOU PROBABLY KNOW...

- Accurate visual correction based on refraction is important but **not sufficient for slowing down the progression of myopia**.
- **Myopia management**, comprising regular monitoring and myopia control solutions, is needed to slow down the progression of myopia.
- **The earlier myopia** is controlled, the less likely it is to become more severe⁽¹⁾.

... BUT DID YOU KNOW?

- International Myopia Institute recommends a myopia follow-up exam every 6 months⁽¹⁾.
- Axial length is a necessary measurement to accurately monitor the effectiveness of myopia control solutions.
- Optical biometry methods are 5 to 10 times more accurate than refraction⁽²⁾.
- **The Myopia Expert™ 700** is accurate to **27 μm** giving you the precision you need for effective myopia management.

1. Gifford, K.L., Richdale, K., Kang, P., Aller, T.A., Lam, C.S., Liu, Y.M., Michaud, L., Mulder, J., Orr, J.B., Rose, K.A., Saunders, K.J., Seidel, D., Tideman, J.W.L., Sankaridurg, P., 2019. IMI - Clinical Management Guidelines Report. Invest. Ophthalmol. Vis. Sci. 60, M184-M203. 2. Gifford K., 2020. Axial Length Measurement: New Frontiers in Myopia Management. <https://www.mivision.com.au/2020/12/axial-length-measurement-new-frontiers-in-myopia-management/> (Accessed 7th April 2022).

KEY FIGURES ON MYOPIA⁽³⁾

2.5 billion people suffer from myopia today

5 billion people will suffer from myopia by 2050

1 billion people will have high myopia by 2050

A PRACTICE-BUILDING OPPORTUNITY:

With myopia on the increase, your practice is likely to see more and more myopic patients seeking long-term solutions.

Generate new business by engaging the whole family with Myopia Expert™ 700 and Essibox® Myopia Care. Together, they form Expert Myopia Care, an advanced myopia management solution that covers everything from interview, eye exam and screening to refraction, prescription and dispensing. This solution will help you grow your practice.



INCREASE CAPTURE RATE

Attract customers by positioning your store as an expert center in myopia management.

EXPAND IN-STORE TRAFFIC

Regular monitoring increases the potential for repeat business.

IMPROVE PRODUCT MIX

Generate revenue from premium frames, lenses and solutions.

BUILD LOYALTY

Inspire confidence in patients and parents thanks to easy-to-understand charts and analyses that show results clearly and point to next steps.

3. Holden, B.A., Fricke, T.R., Wilson, D.A., Jong, M., Naidoo, K.S., Sankaridurg, P., Wong, T.Y., Naduvilath, T.J., Resnikoff, S., 2016. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. Ophthalmology 123, 1036-1042.

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1 NATURALLY SCALE YOUR EXPERTISE IN MYOPIA CARE

Essilor Instruments brings a scalable and professional protocol to your practice for effective and proactive myopia management from early detection to long term monitoring.

For each child, identify **the most important myopia risk factors** including family history, environmental influences and behavior, through a comprehensive interview based on the International Myopia Institute guidelines.

Automatically **detect myopia onset**⁽⁴⁾ combining objective and subjective refraction data, enabling you to recommend the relevant myopia control solution.

Monitor myopia evolution with axial length to easily assess and adjust the myopia control solution with Myopia Expert™ 700 displaying these data against international eye growth data^(5, 6).

Don't stop at being an expert – be a reference.

2 BUILD THIS EXPERTISE ON AN EASY-TO-ADOPT SOLUTION

Immediately connect your instruments through an interface that is simple to operate at all levels of experience.

Intuitively interpret results⁽⁷⁾ with a **simple dashboard combining all relevant myopia data** (comprehensive interview, objective and subjective refraction, axial length and topography) from different instruments.

Create a standardized myopia patient flow that can be operated through delegation.

Myopia care made easy for you. All the expertise at your fingertips.

3

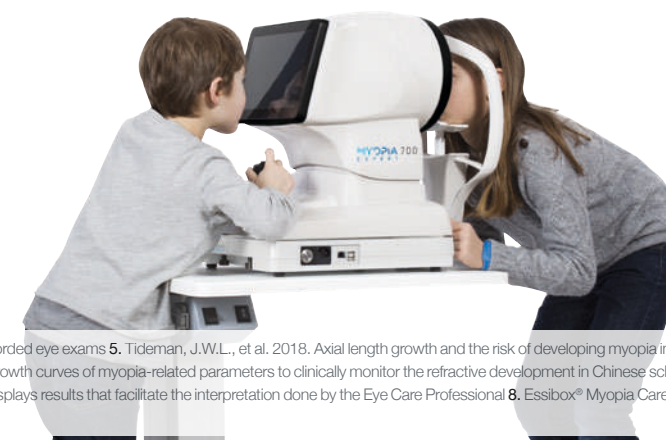
SHARE YOUR EXPERTISE TO CREATE LONG TERM CUSTOMER RELATIONSHIPS

Explain clinical results in a meaningful way thanks to an educational and patient-friendly interface.

Engage your patients in the long term with personalized recommendations⁽⁸⁾ for their myopia management. This could include lifestyle recommendations, a selection of the most relevant myopia control solutions and planning of follow-up exams.

Create strong engagement from parents and children, involving them in myopia control by delivering a **personal Myopia Passport** that combines all myopia data, recommendations and educational content.

Thanks to the trust you build, generate repeat business opportunities by **letting your patients spread the word**, recommending your expertise and your practice.



1. Gifford, K.L., Richdale, K., Kang, P., Aller, T.A., Lam, C.S., Liu, Y.M., Michaud, L., Mulder, J., Orr, J.B., Rose, K.A., Saunders, K.J., Seidel, D., Tideman, J.W.L., Sankaridurg, P., 2019. IMI - Clinical Management Guidelines Report. Invest. Ophthalmol. Vis. Sci. 60, M184–M203. 2. Gifford K., 2020. Axial Length Measurement: New Frontiers in Myopia Management. <https://www.mivision.com.au/2020/12/axial-length-measurement-new-frontiers-in-myopia-management/> (Accessed 7th April 2022).

4. When refraction is measured at or below -0.5D threshold during or between recorded eye exams 5. Tideman, J.W.L., et al. 2018. Axial length growth and the risk of developing myopia in European children. Acta Ophthalmol. (Copenh) 96, 301–309. 6. Sanz Diez, P., et al. 2019. Growth curves of myopia-related parameters to clinically monitor the refractive development in Chinese schoolchildren. Graefes Arch. Clin. Exp. Ophthalmol. 257, 1045–1053 7. Essibox® Myopia Care displays results that facilitate the interpretation done by the Eye Care Professional 8. Essibox® Myopia Care displays the recommendation and solution formulated by the Eye Care Professional.



MYOPIA
CARE

A FAST AND EASY PROCESS THAT IS SMOOTH FOR THE OPERATOR AND COMFORTABLE FOR THE PATIENT

4 EASY STEPS



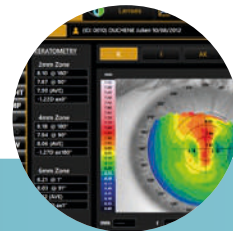
Select patient and acquisition mode.



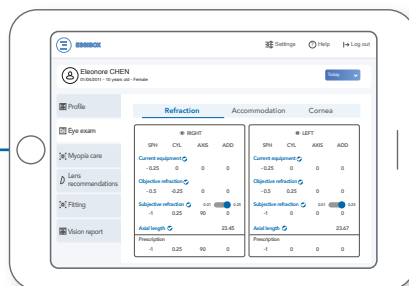
Align patient and adjust motorized chinrest.



Follow alignment guidelines to focus and start acquisition.



Review results and automatically transfer to Essibox® Myopia Care.



Early myopia detection based on refraction measurement and risk factors identified during comprehensive interview



Measurement of axial length compared to international normative eye growth data^(5, 6, 9, 10)

9. Zadnik, K., Sinnott, L.T., Cotter, S.A., Jones-Jordan, L.A., Kleinstein, R.N., Manny, R.E., Twelker, J.D., Mutti, D.O., 2015. Collaborative Longitudinal Evaluation of Ethnicity and Refractive Error (CLEERE) Study Group. Prediction of Juvenile-Onset Myopia. JAMA Ophthalmol. 133, 683–689. 10. Flitcroft, D.I., He, M., Jonas, J.B., Jong, M., Naidoo, K., Ohno-Matsui, K., Rahi, J., Resnikoff, S., Vitale, S., Yannuzzi, L., 2019. IMI - Defining and Classifying Myopia: A Proposed Set of Standards for Clinical and Epidemiologic Studies. Invest. Ophthalmol. Vis. Sci. 60, M20–M30.

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Myopia Expert™ 700 is a medical device MDD class IIa. Legal manufacturer : Visia Imaging S.r.l.
For professional use only. Read attentively instructions for use.



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