HOYA Lens UK and Haag-Streit UK Partner to Combat Myopia

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March 2022 - Haag-Streit UK (HS-UK), the leading manufacturer and distributor of gold-standard optometry and ophthalmic equipment, today announced a strategic partnership with HOYA Lens UK.

This UK affiliation follows a global sales and marketing agreement creating a preferred partnership between HOYA Vision Care and Haag-Streit to provide Eye Care Professionals (ECPs) with LENSTAR Myopia by HOYA to provide diagnostics and treatment for myopia. This collaboration is part of a shared mission to address the global rise of myopia in children.

The LENSTAR Myopia by HOYA, which is based on the proven technology of the high-precision Lenstar 900 optical biometer and the corresponding EyeSuite myopia management software platform, provides information and education to patients and their parents about myopia and its' progression. This, combined with HOYA Lens UK's easy to prescribe MiYOSMART spectacle lens, launched in 2020 using revolutionary Defocus Incorporated Multiple Segments (D.I.M.S.) Technology clinically proven to slow down myopia progression on average by 60% in children ages 8-13[2], creates a strong one-two approach to diagnose and manage myopia.

Myopia, or short-sightedness, is a growing global health concern with industry experts predicting nearly 50% of the world's population to be impacted by 2050[1]. "Hoya is on a mission to curb global myopia and, in order to support Eye Care Professionals in the effective management of this condition, it makes perfect sense to partner with gold standard equipment supplier Haag-Streit UK", said Andy Sanders, Professional Services Director, HOYA Lens UK.

"This agreement creates preferred partner status between the two companies to provide diagnostics and treatment for myopia to as many ECPs as possible in the UK and Ireland, as myopia continues to rise," Andy continued, "The rate of myopia seen in children in the UK is 23%[3], based on recent studies. We look forward to distributing the LENSTAR Myopia by HOYA in March 2022".

Speaking of the global sales and marketing agreement, Thomas Bernhard, CEO of the Haag-Streit Group added, "Haag-Streit is pleased to enter into this strategic partnership with HOYA Vision Group, which provides ECPs with an end-to-end and comprehensive package that optimally equips them to combat myopia. We are convinced that with this seamless intersection of the LENSTAR Myopia by HOYA and the MiYOSMART spectacle lens treatment protocol, we can together make a valuable contribution to combating the worldwide progression of myopia."

For further information, please email supportingyou@hoya.co.uk or, alternatively, visit https://hsuk.co/LenstarMyopiaHOYA

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