



## Johnson & Johnson Vision Announces New Digital Platform for Eye Care Professionals

**MARKHAM, Ontario (May 22, 2018)** – Johnson & Johnson Vision today announced the Canadian launch of [JNJVISIONPRO.CA](http://JNJVISIONPRO.CA), a bilingual digital platform that delivers online learning, patient education materials, practice resources and connected commerce – all aimed at streamlining and simplifying the online experience for thousands of Eye Care Professionals.

Many Eye Care Professionals currently engage with multiple online sites to do business with a single company, which can be burdensome to a practice and take away from valuable time with patients. JNJVISIONPRO.CA is a single destination offering in-office support for Eye Care Professionals – especially optometrists and their staff – in managing the diverse needs of their practices, including:

- **Product Ordering:** Users can use the connected commerce site to order ACUVUE® Brand Contact Lenses, and request shipping directly to patients.
- **Online Learning:** The digital platform offers educational opportunities to each user based on the user's role, whether a doctor or paraprofessional.
- **Patient Resources:** Instructional videos and other downloadable educational materials can be shared directly with patients. Email resources also offer flexibility for a practice to communicate with their patients as needed.
- **Practice Resources:** World-class marketing materials are available via ACUVUE® Library, along with tools for making a practice's information easily findable online.

"In a busy optometric practice, our goal is to maximize the time we can spend with our patients delivering care, and minimize time we spend on administrative tasks," said Dr. Kent Prete, OD of Calgary Optometry Centre in Calgary, AB. "With JNJVISIONPRO.CA, we have one place to go to order products, manage our partnership programs and access educational materials for the staff and for our patients. Having all these resources together means less time searching for the right website or app and more time focusing on our patients."

JNJVISIONPRO.CA will continue to evolve to support the fast-moving eye health industry, adding new online learning options, resources for patients and practices and other personalized tools based on user feedback. Visit [JNJVISIONPRO.CA](http://JNJVISIONPRO.CA) to learn more and register for access.

### Johnson & Johnson Vision

Johnson & Johnson Vision, through its operating companies, is committed to improving and restoring sight for patients worldwide. Since debuting the world's first disposable soft contact lens in 1987, Johnson & Johnson Vision Care, Inc. has been helping patients see better through their world-leading ACUVUE® Brand Contact Lenses portfolio. In 2017, with the addition of Abbott Medical Optics Inc., the Johnson & Johnson Surgical Vision business, Johnson & Johnson invested further in eye health by expanding into cataract surgery, laser refractive

surgery (LASIK) and consumer eye health. Serving more than 60 million patients a day across 103 countries, Johnson & Johnson Vision is committed to helping more people in more places improve or restore their sight. Dual headquartered in Jacksonville, Florida, and Santa Ana, California, Johnson & Johnson Vision has more than 10,000 employees worldwide. For more information about Johnson & Johnson Vision, visit us at [www.jjvision.com](http://www.jjvision.com). Follow [@JNJVision](https://twitter.com/JNJVision) on Twitter and [Johnson & Johnson Vision](https://www.linkedin.com/company/johnson-johnson-vision) on LinkedIn.

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