

Advancing Eyecare Insider

Employee Newsletter | Issue 8 | April 2024



Norfolk, Virginia

Welcome to the latest edition of the Advancing Eyecare Insider!

Time is flying! As we're kicking off the second quarter already, we extend our heartfelt appreciation to everyone for their dedication and hard work. Your commitment has been instrumental in our continued success.

In this edition of the AEC Insider, we're excited to share the latest updates and achievements from our company. From new initiatives to noteworthy milestones, let's delve into the highlights of our progress together. Thank you for being an integral part of our journey.

Advancing Eyecare Companies Attend National Tradeshows

Innovative Technologies, New Partnerships, and Industry Networking

2024 has already proven to be an exciting year for Advancing Eyecare companies as they showcased our products and services at many national tradeshows during Q1. Tradeshows are an invaluable resource for our sales teams to demo our latest technologies, connect with decision makers, and network with industry leaders. Here are some of this year's highlights.



New Products For AEC



NuLids

Available through S4Optik

NuLids™ introduces an innovative approach to eyelid care, offering a gentle yet effective solution for addressing dry eye disease. By stimulating the Meibomian glands, NuLids™ provides users with relief from symptoms such as dryness, redness, and irritation.



AL-Scan Myopia

Available through Marco, INNOVA, and S4Optik

The Marco AL-Scan Myopia offers fast, easy, and accurate measurements that allow you to better measure and monitor myopia progression for informed treatment decisions. Clear reports and graphs allow for effective communication to parents and demonstration of treatment outcomes.



Marco FARS

Available through Marco, INNOVA, and S4Optik

The Marco TS-110 with Fully Assisted Refraction System (FARS) is a fully automated refraction system. This compact instrument transforms the patient workflow, increasing practice efficiencies and providing an accurate and comfortable exam.



Optopol Perimeters

Available through Lombart, EMS, and Veatch

The Optopol PTS 2000 and 820W Automated Projection perimeters are top-of-the-line visual fields with modern and intuitive software available at your fingertips.



Reichert Idra Dry Eye Assessment System

Available through Lombart, EMS, and Veatch

The Reichert Idra is the most comprehensive system for supporting dry eye diagnosis, evaluating all the tear film layers and the Meibomian Glands.



Reichert OS1000 Corneal Topography and Dry Eye Assessment

Available through Lombart, EMS, and Veatch

The Reichert OS1000 is a combination corneal topographer with DED assessment giving eye care professionals the ability to perform various DED and Topography tests all with one device.



Reichert DEM100-DSL200 Anterior Segment Imaging with Dry Eye Assessment

Available through Lombart, EMS, and Veatch

Reichert DEM100-DSL200 is an anterior imaging camera system compatible with a wide range of slit lamps and is available with comprehensive DED assessment.



Reichert Activa Med Non-Invasive Therapy

Available through Lombart, EMS, and Veatch

The Reichert Activa Med Non-Invasive Therapy is an innovative and non-invasive device that utilizes precisely controlled heat and vibration to relieve Dry Eye symptoms caused by Meibomian Gland Dysfunction and evaporative dry eye.

Advancing Eyecare Supporting Our Communities

Advancing Eyecare is committed to helping our communities and expanding the vision care industry. As part of this initiative, we have partnered with the San Diego County Optometric Society and the Linda Vista Innovation Center (LVIC) in San Diego to provide dozens of working aids, supplies, and instruments for the students. The program has been open for three months now, is growing, and we are proud to be a part of investing in the future of eyecare.

The LVIC is a San Diego County Office of Education (SDCOE) learning space designed for 4th through 12th grade students that focuses on student strengths and aspirations around the San Diego Workforce Partnership (SDWP) priority economic sectors. With a goal of reducing poverty from 51% to 35% within the next six years, SDCOE prioritizes communities and children experiencing poverty by offering educational programs to inspire the next generation of working professionals. As part of this initiative, one of the priority economic sectors the innovation center focuses on includes Healthcare/Optomtry.

Through hands-on experiential learning, students from around San Diego County can gain valuable insights on the many career paths available through Optometry. Students work with optometric instruments and tools, learn about eye exams and optical, and gain a better understanding of the various professions available in vision care. Advancing Eyecare is honored to support this amazing program. To learn more about the LVIC, visit their website here.



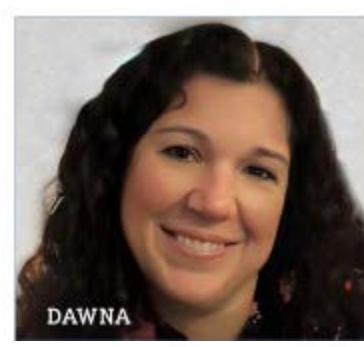
Spotlight: Advancing Eyecare's US Corporate Accounts Team

The Advancing Eyecare US Corporate Accounts team plays a pivotal role in advancing our impact in vision care. Across the country, they partner with national accounts, retail chains, and large groups with centralized decision makers to drive customized, scalable solutions. Many of these customers have hundreds of eye care practitioners serving thousands of patients on a daily basis.

In addition to providing customized product offerings for these impactful groups, this team provides end-to-end support, including dedicated relationship management, expedited customer service, and top-tier clinical support and service access. With tremendous industry knowledge and great depth of experience in vision care, there is no doubt the collective impact of this team is accelerating our mission of advancing eyecare. Thank you for all you do!



COREY



DAWNA



JAY



LORI



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MEGAN



BRANDON



CHERYL



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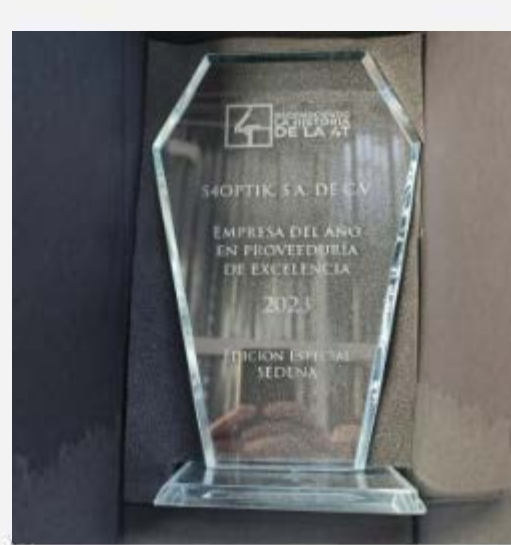


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Celebrating Success: S4Optik Achievements

S4Optik is thrilled to kick off 2024 with an incredible milestone: our first virtual auction of used equipment at the S4Optik facility. With over 100 attendees joining us remotely, the event was a resounding success, surpassing our sales goal by an impressive ~33%! This achievement speaks volumes about the dedication and hard work of our team, whose tireless efforts ensured the seamless execution and outstanding results of the auction.

Additionally, we're delighted to announce that S4Optik has been honored with the prestigious LA SEDENA Award for being recognized as the **Best Ophthalmic Supplier of 2023**. This recognition highlights our dedication to provide our clients with exceptional and innovative solutions. Congratulations to the entire S4Optik team!



Watch the auction invite video!

Get Ready for Some Healthy Competition: Wellness Games with Prizes Coming Soon!



Get ready to lace up your sneakers and limber up because the Advancing Eyecare Wellness Games are on the horizon. Plus, these exciting competitions will come with some serious prizes! Our HR team is always looking for fun and innovative ways to promote health and well-being among our team members, and these games are going to take things to the next level.

We'll be kicking off a series of wellness games designed to get everyone moving, motivated, and having a blast while doing it. From step challenges to healthy recipe contests, there will be something for everyone to enjoy. And the best part? We've got some amazing prizes up for grabs, including the coveted, viral Stanley tumblers!

So, whether you're a fitness fanatic looking to crush your personal best or someone who's just looking to have a little fun and get active, there's never been a better time to get involved. Keep an eye out for more details coming soon, including how to sign up and participate.

Get ready to show off your skills, support your teammates, and compete for some epic prizes in the upcoming AEC Wellness Games. May the odds be ever in your favor!

Observing the Solar Eclipse

On April 8th, 2024, nature treated us to a breathtaking celestial event: a total solar eclipse. This rare phenomenon occurs when the moon passes between the Earth and the sun, casting its shadow on our planet and momentarily blocking out the sun's brilliant light. For those who were fortunate enough to be in the path of totality, the experience was nothing short of awe-inspiring. Even observing a partial eclipse was still fun! The solar eclipse was a reminder of the beauty and majesty of our universe.



Life Events Around the Company



Eric Khemsing, a field service technician in Central Oklahoma, at the Seattle Bowl with his 2-month-old son, August.



Matt McKernan, General Manager, is the proud grandfather of twins!



Lend Service Technician Austin Lyngan says his daughter Holly loves her ballet class as much as her dad does!



Rick Clemente, president of Southfield (Michigan), with his first grandchild, Kaleigh.

Welcome to All of Our Recent New Hires!

— JANUARY
<ul style="list-style-type: none"> Kouatar Abejja – Clinical & Technical Support Traciell Cage – Inside Sales Representative Jacob de la Cruz – Area Manager Samantha Triplett – Service Coordinator Joseph Webster – Warehouse Associate Matthew Williams – Warehouse Associate Mannie Young – Service Coordinator
+ FEBRUARY
+ MARCH

Celebrating Milestone Work Anniversaries

Thank you for your hard work & dedication over the years!

35 years	30 years	25 years	20 years
<p>Thank Ma, Service Technician Ophthalmic Instruments</p>	<p>Cheryl Bennett, Director of Customer Care Ronald Wyatt, Field Service Technician</p>	<p>Wendy Spital, Accounting Manager</p>	<p>Jenny Chrzan, Service Coordinator Bruce Jasker, Service Technician Ophthalmic Instruments</p>

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