



## HOYA Cares

# Buy One, Give One 50% Off

Giving the gift of vision. **We share a vision with you, based on care, knowledge and foresight.** Your ability to care for your patients and meet the eye health needs of your community is our greatest priority.

Do your patients know people impacted by the COVID-19 pandemic who could use a break on new eye wear? First responders? Front line healthcare workers? This is an opportunity for your patients and your practice to pay it forward in your community.

**Enroll today to receive your digital Hoya Cares resource kit:**

**<https://info.hoyavision.com/cares-bogo>**

**Contact your Hoya Sales representative for more details.**

**HOYA**  
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**HOYA**

## HOYA Cares

# Buy One Get One 50% Off

### The Practice

- Complete the online enrollment form at <https://info.hoyavision.com/cares-bogo> and receive your digital Hoya Cares resource kit.
- Hoya Cares Buy One Get One 50% off is valid through September 30, 2020.
- Hoya Cares is a customizable promotion that can be altered to support the needs of your practice. Use the program to:
  - Support your local community or patients impacted by COVID-19 pandemic
  - Stimulates patient traffic as you bounce back
  - Expand your patient base through referral from your current patients.

### Patient #1

- Patient #1 purchases a HOYA brand digital lens (SV, FT or PAL) with any HOYA branded treatment. HOYA brand treatments include HiVision, HiVision w/View Protect, Super HiVision, EX3, EX3+ and Recharge.
- The patient will be provided one HOYA Cares Coupon per qualifying order.
  - Note:** The practice can use their own referral coupon or process. The HOYA Cares coupon is simply a resource that can be used at the Practice's discretion.
- Patient #1 leaves the practice and provides the HOYA Cares Coupon to a friend or family member in need herein called Patient #2

### Patient #2

- Patient #2 calls the practice and schedules an eye exam.
- After their exam, Patient #2 presents their Hoya Cares coupon and can order any private pay HOYA branded lens design and receive the 50% off HOYA Cares discount.
  - Must be a private pay order. HOYA labs cannot discount orders that are billed to vision plans such as EyeMed or VSP.
  - Non-HOYA brands lens designs will not qualify for Hoya Cares discount

### The Practice

- Practice staff orders Patient #2 lenses from a HOYA lab. On the order, the staff member must:
  - Chooses the "Care" service code from their drop down in Vision Web or DVI Rx Wizard (Eye Connect)
  - Regardless of ordering system, the staff must type the following into the "notes" field of the order: "HOYA Cares: Referrer Patient Last Name, Date of order"
  - If the practice contacts customer service to place an order they must provide this information as part of the order
  - The HOYA Cares Discount will not work if a practice is currently billing through a consolidated buying group.

### HOYA:

- Hoya will process the order and bills it at 50% off the price the practice would normally receive on their invoice.