Company Launches Practice Development Program

Hoya Vision North America has launched Seiko Elite, a practice development program for optometry and ophthalmology practices. Developed by eyecare marketing specialists for eyecare professionals, Seiko Elite is a comprehensive marketing, consulting and analytics program. Among other things, the program includes social media assistance, analytics software for insight into key performance indicators, and consulting to keep employees focused on a common goal.

Hoya Corporation acquired 50% of Seiko Optical in 2014. Together, the two have more than 160 years of experience in the industry, which they hope to use to revolutionize both lens production and the way eyecare practices operate. Contact Seiko to learn more about the Seiko Elite program.