Johnson & Johnson
VISION CARE, INC.

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

Johnson & Johnson Vision announces the U.S. launch of JNJVISIONPRO.COM, a 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.COM 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:** Downloadable images and marketing materials are provided, 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 Robert A. Davis, OD, of The Eye Center in Pembroke Pines, Fla. "With JNJVISIONPRO.COM, 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.COM 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.COM to learn more and register for access.