

## Essilor's online review *Points de Vue* and the International Opticians Association form a strategic partnership to develop joint continuing education programmes and promote knowledge sharing among the eyecare profession

**Charenton-Le-Pont - London, July 4, 2019 – The International Opticians Association (IOA) and *Points de Vue*, Essilor's international online review of ophthalmic optics, have agreed on a partnership to develop continuing education for eye care professionals and amplify knowledge sharing. This partnership will embrace the diversity and expertise of opticians around the world while meeting international standards.**

Through this joint initiative, *Points de Vue* and the IOA will help the approximately 700 000 opticians around the world to stay up to date with the latest developments in the marketplace. It will aid them providing the best eyewear equipment tailored to their clients' needs, hand in hand with ophthalmologists and optometrists. Leveraging intersections between the different professionals in the eye care sector, the partnership between *Points de Vue* and the IOA is designed to build bridges between opticians, ophthalmologists and optometrists and bring them closer together.

### Reaching the world

The eye care sector has gone through a global transformation and the different professions within the industry face common challenges: the myopia rate has been growing exponentially and will continue to do so in the decades ahead while consumer needs evolve continuously and rapidly, driven by technological disruption.

**Olga Prenat, Global Director of professional relations at Essilor International and Chief Editor of *Points de Vue*, commented:** *"In the context of the profound transformation of the eye care sector, opticians, ophthalmologists and optometrists alike need to have access to the latest information and trends in their field and relevant training programs to be able to meet the different challenges successfully. As the industry's primary digital platform, *Points de Vue* is distributed worldwide. Combining *Points de Vue* and the IOA's reach, this exciting partnership will help us fulfil our mission to increase knowledge sharing among eye care professionals and promote educational training and professional information across disciplines."*

### Diverse membership

Since its inception in the early 1950s, the IOA has communicated with its members in English. Following a series of initiatives implemented in 2016, the IOA has both increased and diversified its membership base with professionals from around the world joining and becoming involved with optical colleagues in peer networks.

**Elaine Grisdale, Director of Development at the IOA, added:** *"A new step in our partnership with *Points de Vue* will allow us to share our work and expertise with even more eye care professionals across the globe. A second step in our partnership will be to develop together an international programme for continuing education dedicated specifically to opticians. And finally we are delighted to be able to announce Essilor as a platinum sponsor for next year's IOA Summit in Bangkok. Through this exciting partnership, the IOA is able to extend the development available to opticians at the event."*

## CONTACTS

### Essilor

Olga Prenat  
Global Director of professional relations  
Chief Editor of Points de Vue, Essilor International  
[olga.prenat@essilor.com](mailto:olga.prenat@essilor.com)

### IOA

Media enquiries to Antonia Chitty  
+44 7538 525476  
[achitty@abdo.org.uk](mailto:achitty@abdo.org.uk)

#### About Points de Vue

*Points de Vue*, the International Review of Ophthalmic Optics, has been developed by eyecare professionals for eyecare professionals. Available exclusively online, it reaches over 100,000 eyecare professionals including students in 186 countries. Created by Essilor International in 1979, it has earned its reputation as an impartial and accessible source of expert-to-expert knowledge, sharing the latest on vision science, clinical practice, market insights, patient needs, innovative solutions and more. The review develops important themes through multidisciplinary perspectives delivered by recognised experts. Authors of articles are key opinion leaders and include scientists, ophthalmologists, optometrists, academicians, and market research specialists. Content is open access via [www.pointsdevue.com](http://www.pointsdevue.com) and our social media channels.

#### About the International Opticians Association (IOA)

The [International Opticians Association](http://www.ioassn.org) (IOA) is an association dedicated to the enhancement and development of the optical profession around the world. Founded in 1951, it acts as a forum for optician practitioners, industry partners and educators to come together and discuss topics, which have an impact on the development of the profession and the delivery of world class eye care and quality vision. Its biennial convention attracts opticians from across the IOA's membership of 30 countries and many individuals. Find out more at [www.ioassn.org](http://www.ioassn.org).

#### About Essilor

*Essilor International is the world's leading ophthalmic optics company. Essilor designs, manufactures and markets a wide range of lenses to improve and protect eyesight. Its mission is to improve lives by improving sight. To support this mission, Essilor allocates more than €200 million to research and innovation every year, in a commitment to continuously bring new, more effective products to market. Its flagship brands are Varilux®, Crizal®, Transitions®, Eyezen™, Xperio®, Foster Grant®, Bolon™ and Costa®. It also develops and markets equipment, instruments and services for eyecare professionals.*

*Essilor International is a subsidiary of EssilorLuxottica. The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP.*

*For more information, please visit [www.essilor.com](http://www.essilor.com)*