

# Partnering with organizations committed to the advancement of myopia management

CooperVision® is committed to leading the industry in establishing myopia management as the standard of care through our Brilliant Futures™ Myopia Management Program with MiSight® 1 day as its cornerstone.

It's our honor to invest in, and work alongside, the organizations below and others that passionately champion the same goal.

## BROADENING EYE CARE ACCESS



The International Agency for the Prevention of Blindness

CooperVision® continues to be a Global Patron of the IAPB who partners with the World Health Organization (WHO) and the United Nations in driving vision care and new initiatives such as myopia in 2021.



To support greater accessibility, CooperVision® will donate complimentary Brilliant Futures™ Myopia Management Programs to patients in financial need at the U.S. Optometry Schools.

BRILLIANT FUTURES™  
MYOPIA MANAGEMENT PROGRAM



CooperVision®

## EDUCATING ECPs



CooperVision® was a Platinum Sponsor of the inaugural Global Myopia Symposium providing cutting edge, clinical information based on the most current research to implement directly into practice. It was held September 2020 and attracted nearly 600 attendees from 60 countries.



INTERNATIONAL  
MYOPIA  
INSTITUTE

CooperVision® is a Platinum Sponsor of the International Myopia Institute. They had a landmark publication of white papers in February 2019 authored by global experts in myopia. We will continue to support their future efforts.



CooperVision® recognizes the need to educate and engage ECPs every day and continues to be a lead sponsor of *Review of Myopia Management*.



Myopia Profile

CooperVision® was a foundational sponsor in 2016 and continues to be a Platinum Sponsor of Myopia Profile, the world's largest multiplatform digital asset entirely dedicated to myopia management. Its Facebook group engages 8,500+ ECPs globally, providing education, clinical resources, online courses, and communication tools.

## INCREASING MYOPIA AWARENESS

BRILLIANT FUTURES™  
WITH MISIGHT® 1 day

CooperVision® led a comprehensive multi-month direct-to-consumer campaign with spokesperson Sarah Michelle Gellar to raise awareness around childhood myopia. Media, digital partnerships and advertising efforts resulted in 875MM impressions.



CooperVision® is a founding member of the Global Myopia Awareness Coalition (GMAC), whose mission is to promote public awareness of childhood myopia as a treatable disease through direct-to-consumer channels and awareness among governments, NGOs, and other healthcare associations.



In July 2019, CooperVision® sponsored a nationwide study of 300 U.S. ECPs and 1,000 parents that led to widely published data on the perception and understanding of myopia and all its implications in the context of pediatric health.

## MY KIDS VISION

CooperVision was the foundational sponsor of MyKidsVision.org, the public awareness arm of Myopia Profile. This multiplatform online resource informs parents about myopia and provides shareable communication and instructional tools for ECPs to use in fitting children with contact lenses and managing myopia.