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## **Alcon's® *InContact* digital platform connects Eye Care Professionals and contact lens wearers in the UK and Ireland.**

- *InContact links optical businesses with contact lens wearers, enabling enhanced patient care and supporting contact lens practice building capabilities*
- *Online visibility enables practices to attract contact lens wearers and retain them through unique, personalised digital services*
- *Alcon's commitment to e-commerce aims to increase online consumer traffic for practices, while bringing educational information and valuable promotional offers to contact lens wearers*

**Camberley, UK, April 6, 2017**– Alcon, the global leader in eye care and a division of Novartis, announces that its *InContact* digital platform has now been successfully launched and activated in the UK and Ireland.

*InContact* is a new e-commerce solution connecting contact lens wearers and optical businesses through the [wearlenses.co.uk/wearlenses.ie](http://wearlenses.co.uk/wearlenses.ie) websites. It enables Eye Care Professionals to set up personalised, digital storefronts and offer online ordering, home delivery, subscription programs and open new digital communication channels to their patients. Today more than 800 opticians across the UK and Ireland have asked to register to use this innovative service, with more practices scheduled to be signed up over the coming months.

“Year on year I try to find new ways of driving new fits into my four practices which I find a challenge as an independent. Now with *InContact* this gives me a new platform to drive new fits from an on-line perspective” said Mrs. Mani, Director of Coulsdon Opticians in Surrey, one of the first practices in the UK to adopt *InContact*.

“*InContact* has been developed for optical businesses to help build their practices, expand their online footprints, and create long-term relationships with contact lens wearers through improved after-care and customer management,” said Jan Wagner, Vision Care Franchise Head of Alcon Europe, Middle-East, Africa. “*InContact* reflects Alcon's ongoing commitment to listen and respond to our customers' needs so that together we can shape the future of eye care. We are very proud to have pioneered this first-of-its-kind service and we are looking forward to introducing new features and also launching it in additional countries.”

To raise awareness and drive interest among potential new contact lens wearers, Alcon is developing digital media and TV campaigns launching in May 2017, as well as promotional offers to support the adoption of *InContact* and generate online traffic for registered optical businesses.

For more information or to get involved please contact the *InContact* support line on 0371 376 0017 (UK), 0818 946 621 (ROI) or e-mail: [uk.incontact@alcon.com](mailto:uk.incontact@alcon.com)

### **About Vision Care**

Alcon is one of the largest manufacturers of contact lenses and contact lens care products to correct refractive errors. Alcon Vision Care portfolio includes daily disposable, monthly replacement and beauty contact lenses for comfortable and convenient vision correction options. It also includes a complete range of solutions to clean, rinse and disinfect contact lenses, as well as rewetting drops for added comfort throughout the day. Alcon is committed to bringing new products to meet the needs of contact lens wearers and focuses its R&D on developing superior vision and comfort through contact lens design, innovative materials, and technologies as well as innovations to promote ocular health.

### **About Alcon**

Alcon is the global leader in eye care. As a division of Novartis, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our products touch the lives of more than 260 million people each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors, and there are millions more who are waiting for solutions to meet their eye care needs. Our purpose is reimagining eye care, and we do this through innovative products, partnerships with eye care professionals and programs that enhance access to quality eye care. Learn more at [www.alcon.com](http://www.alcon.com).

Alcon is on Facebook. Like us at [www.facebook.com/AlconEyeCare](https://www.facebook.com/AlconEyeCare)

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