

Hoya Faculty invests in eyesight

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Eyesight is miraculous. It allows humans to perceive colours, light and movement. It is also one of the senses that most frequently need a bit of help to deliver messages to the brain in a clear, crisp manner. That's where optics comes in, with its high technology advancements that allow people with eyesight problems to see clearly again. Giving necessary training to those involved in caring for the miracle of eyesight is the primary intention of Hoya Faculty. This education and experience centre, built in Budapest by Hoya, a Japanese multinational med-tech company and leading supplier of innovative and indispensable high-tech and healthcare products based on its advanced optics technologies, is an international hub for the intensive professional betterment of eye care professionals, explains Olga Prenat, Dean of Hoya Faculty and Director of Global Education. She additionally highlights the fact that Hoya will be the headline sponsor of the annual conference held by the European Academy of Optometry and Optics' in 2015.

Since its inauguration in 2010, Hoya Faculty has welcomed over 3500 participants from all over the world, mostly Europe and South Africa. The centre was established to propagate knowledge and to update the eye care community with regards to the latest technologies and refraction techniques applied to Hoya's advances in the field. Five modules, varying from basic knowledge to highly specialised levels, give professionals a much needed complement and upgrade to their experience. Customised programmes are available in order to meet the different criteria needed by participants. Hoya Faculty has partnered with the European Academy of Optometry and Optics and the Optometric Extension Program Foundation.

With its interest in the education and training of those who make the magic of clear eyesight possible for millions of people around the world, optical lenses supplier Hoya will be the headline sponsor of the European Academy of Optometry and Optics' (EAOO) annual conference, to be held in the city of Budapest from 14-17 May 2015. Eye care professionals from over 30 European nations will meet in the Hungarian city to discuss the leading technological advancements in their field. It will also

be a platform for a free exchange of revolutionary techniques between specialists on different areas of optometry and visual technology alike.

Olga Prenat, Dean of Hoya Faculty and Director of Global Education, says the company has a very rich experience in optometry and optics technology, and is looking forward to sharing its expertise in a diverse and meaningful plateau like the EAOO conference. "My goal for this event is to educate people and to provide a good understanding of our products and how to fit them successfully, which means the correct product is chosen for each situation and is fitted according the individual visual needs of each patient," Ms. Prenat says.

President of EAOO, Paul Murphy, says the conference is a unique forum to share best practices and one of the most influential and exciting optical events in all of Europe. "The Academy is delighted to be working with Hoya in presenting our annual meeting in Budapest in 2015.





This partnership will help optometrists and opticians in Europe to provide the best quality of vision care for our patients. With the support of Hoya, we will be able to offer a range of innovative workshops at their Faculty as part of our extensive conference programme,” Mr. Murphy said in a press release.

That same recognition is found in Ms. Prenat’s words about the Academy. “I have been a member since it was founded. I know it very well. When they announced that the 2015 edition was going to be in Budapest, where we are located, we didn’t hesitate to become sponsors. I think we need to support this kind of association because they do their best to expand the knowledge among professionals,” she states.

Hoya, Ms. Prenat says, shares the Academy’s vision to harmonise and raise standards of practice in optometry and optics, to improve the quality of vision and to meet the optical demands today’s society places on people. The Academy has connected eye care professionals with their peers all across Europe ever since it was founded. As it states on its website, they’ve provided a forum where experts and practitioners can come together to meet, share their successes and challenges, and learn from each other’s experience. “We are helping

optometry and optics professionals across Europe to work in collaboration, not isolation, to meet these challenges,” they assure.

During the Academy’s conference, Hoya Faculty will open its facilities for practical workshops and training sessions, undertaken by the attendees with the help of global experts in optometry and optics. The technical activities during EAEO’s gathering will be held partly at the Budapest University and at Hoya Faculty. “It’s a beautiful location and we welcome all workshops that are taking place here,” says Ms. Prenat.

Also from a professional perspective Ms. Prenat shows interest in the conference. As an optometrist, she wants to be updated on and discover new studies and best practices herself, and meet specialists that are able to share new skills with her. “It is very important to be very up to date and to have the latest information on what is going on in our field of business.”

Because of the known differences found in American and European practices with regards to eyewear technology and implementation of it, experts in optics from Hoya’s US branch will be attending





the workshops and trainings and share their way of doing things in the interest of diversifying the participants' training and expertise.

Sponsoring the EAOO's conference is just one of the ways the Hoya Faculty does to support the eye care professional

community. Over 3 500 participants have visited Hoya Faculty since it was founded in 2010. "Our main target is helping eye care professionals to stay ahead. Technology is advancing each year, and especially in optics we have taken big steps in the design of lenses, for example," Ms. Prenat says. "We need to help eye care professionals to understand our products and to stay up-to-date in optometry as well because if you don't use an accurate technique, our product cannot do its work optimally. Our high-tech products need effective and accurate refraction techniques and screening in order to provide the optimal visual correction the patient needs."

There is also a societal element to be considered in the advancement of the eye care professional. No longer are mobile devices large bricks with analogue screens: they have become a slim, flashy part of life. Not only mobile phones, but tablets, PCs and laptops

surround us daily. What this means is that our visual systems has to respond to these new visual demands, and lens suppliers like Hoya have to adjust their designs to these new visual requirements. "Everything goes so fast today. The lens designs we had 25 years ago do not match the current visual requirements anymore," Ms. Prenat explains. "It is for this reason that we need to have a centre for education to help all professionals in the field."

Hoya Faculty mainly receives participants from Europe and South Africa. "Our education programme is unique because the organisation is unique. Of course Hoya trains people locally as well, but when we bring people to Budapest we have our best skilled specialists available, both in-house and with guest lecturers."

The fact that Hoya's Faculty is located in Budapest –also home to one of Hoya's production facilities– allows for a better geographical distribution and steers clear of jam-packed cities such as Paris. It is also a good way for many Europeans and foreigners to discover Hungary, given that the programme is known to combine professional activities with leisure, in order to enjoy and discover the many attractions both Hungary and Budapest have to offer. "It's more like an experience than just a compound of classes. And, when you are outside of your country you are more open to discovering new things," Ms. Prenat states.

About HOYA

HOYA is a Japanese multinational med-tech company and leading supplier of innovative and indispensable high-tech and healthcare products based on its advanced optics technologies. HOYA is active in two main business segments: The Life Care segment deals in health care related products such as eyeglass lenses and operates retail shops for contact lenses, as well as medical related products such as intraocular lenses for cataract surgery and medical endoscopes. The Information Technology segment handles electronics products for semiconductors and LCD panels, glass disks for HDDs and optical lenses for digital cameras and smartphones. HOYA Group comprises of over 100 subsidiaries and affiliates and over 35,000 people worldwide.

HOYA

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