



News release

Vivior has appointed OftalMedica (OM) as the exclusive distributor for ophthalmology in Italy

Zurich, 20.01.2021 – Vivior offers an innovative service for all patients that require a solution to improve their vision. Their objective behavioral data supports experts like ophthalmic surgeons, optometrists, opticians and others to offer personalized solutions to their customers and patients. The specific solution will be customized to the customer's and patient's lifestyle and visual needs.

“OftalMedica (OM) has been distributing technology for ophthalmologists in Italy since 2009. Its sister companies Oftalmica and Delphi Medica were founded in the 80s, focusing on innovative cutting edge technology and high quality products” says Benedetto Sgroi , CEO of OftalMedica (OM.)

“Italy is a key market for Vivior to expand its reach. Therefore, we are very happy that OftalMedica (OM) under the leadership of Benedetto Sgroi will represent us in this market and are confident that together, we will be successful,” outlines Mario Stark, CEO of Vivior.

About Vivior

Vivior is a Swiss digital health start-up founded in 2017 by a group of experienced eye care professionals. The company offers a novel wearable device – the Vivior Monitor – to objectively measure visual behavior prior to vision correction interventions. The system collects daily activity data from customers and patients, processes these data in the cloud, and analyzes the lifestyle patterns using machine-learning algorithms. This ground-breaking combination allows to understand better the needs of customers and patients and enables eye care professionals to offer optimal personalized solutions to them. In addition, Vivior develops personalized spectacle, contact and intraocular lenses for vision correction in collaboration with various partners. The goal is to achieve better vision comfort for customers and patients based on the data generated by the Vivior Monitor.

About OftalMedica:

OftalMedica imports and offers exclusive sales, customer service and servicing for important brands such as Haag-Streit, Avedro, Kowa, Katena, Meridian and many others, which recently ranks OftalMedica (OM) among the best worldwide distributors.

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