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Vision Source of Farr West Named One of the Nation's *Best Practices* by CooperVision

Farr West Eye Care Practice is Among 10 Honorees Recognized for Success in Optometry

FARR WEST, Utah, April XX, 2019 — For its leadership in optometry and delivery of exceptional care to its patients, Vision Source of Farr West in Farr West has been named a 2019 *Best Practices* honoree by [CooperVision, Inc.](#)—one of the world's leading manufacturers of soft contact lenses. Now in its fourth year, the *Best Practices* initiative seeks to discover and recognize U.S. eye care practices that have found unique ways to drive growth in their businesses, and celebrate the visionary and innovative things they do every day for their patients and communities.

Vision Source of Farr West is included among the 10 honorees chosen as this year's class of *Best Practices* after a nationwide search that began in Fall 2018. Honorees were first announced last month, and are profiled on the program's web site at www.eyecarebestpractices.com.

Established in 2004, Vision Source of Farr West has made a point of refining its processes to accommodate the evolving needs of patients. The Utah-based practice delivers an exceptional patient experience by following the “golden rule”—treating everyone the way they wish to be treated in return. In addition to their personal approach, Ian Whipple, OD—who purchased the practice in 2013—regularly meets with industry leaders and representatives to stay up-to-date on the latest technological advancements for the benefit of his patients. By embracing technology such as the Optomap wide-field imaging system, the staff has been able to detect diabetes, macular degeneration, brain tumors, retinal detachments, and in one life-saving case, a stroke that was occurring right in the office.

While the lessons learned through experience are invaluable for the staff, education is not limited to the office; the team at Vision Source of Farr West is encouraged and enabled to participate in substantial professional development, and both doctors complete three times the required amount of continuing education credits each year. The entire staff attends the annual Utah Optometric Association meeting, and they share ideas and success stories with other practices whenever possible. Dr. Whipple has also made a point of connecting the practice to the community, including providing free eye examinations to low-income students in downtown Ogden.

“Being named one of CooperVision's *Best Practices* is incredibly humbling, and a huge morale booster for our small practice,” said Ian Whipple, OD, Vision Source of West Farr. “I'm looking forward to sharing our story with other practices so we all can inspire each other and continue improving the patient experience across the nation.”

All U.S. optometry practices currently fitting contact lenses were eligible for consideration. Candidates were evaluated and honorees were selected by a panel of judges made up of past *Best Practices* honorees, optometry industry experts, and CooperVision leaders. Evaluation was based on insights and experiences shared about the practices' innovation, patient experience, and business culture.

“Like many industries, the field of optometry is ever changing, which presents new challenges for eye care professionals every day,” said Michele Andrews, OD, Senior Director of Professional and Academic Affairs, North America, CooperVision. “Creative, innovative practitioners and their

staffs—like those at Vision Source of Farr West—are overcoming those challenges, delivering the best possible eye care to their patients, and building prosperous practices in the process. These are exactly the experiences we set out to uncover with the *Best Practices* initiative, and it's truly inspiring. We look forward to partnering with Vision Source of Farr West and our other *Best Practices* to share their stories across the industry to help educate others who strive to do the same."

In the months to come, the 2019 *Best Practices* will be broadly recognized and presented with opportunities to help educate and elevate the profession through the telling of their stories across the United States. In addition, honorees have been invited to attend an educational meeting hosted by CooperVision in Austin, Texas this spring, where the honorees will have the opportunity to meet and share their experiences with each other.

CooperVision will open 2020 *Best Practices* submissions later this year. The *Best Practices* program is an annual event, and part of CooperVision's commitment to showcasing the dedication of eye care practitioners to their patients and communities. To stay up to date on this program and learn more about this year's honorees, visit www.eyecarebestpractices.com and follow CooperVision on [Facebook](#) and on [Twitter](#).

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. (NYSE:COO), is one of the world's leading manufacturers of soft contact lenses. The Company produces a full array of monthly, two-week and daily disposable contact lenses, all featuring advanced materials and optics. CooperVision has a strong heritage of solving the toughest vision challenges such as astigmatism and presbyopia; and offers the most complete collection of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit www.coopervision.com.

About The Cooper Companies

The Cooper Companies, Inc. ("Cooper") is a global medical device company publicly traded on the NYSE (NYSE:COO). Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of women, babies and families with its diversified portfolio of products and services focusing on medical devices and fertility & genomics. Headquartered in Pleasanton, CA, Cooper has more than 12,000 employees with products sold in over 100 countries. For more information, please visit www.coopercos.com.

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