

The future of patient care

MODERNIZE OR GET LEFT BEHIND

Eyefinity, the industry leader in eyecare software solutions, knew that in order to stay on top they needed to modernize their existing software platform. To that end, Eyefinity asked Launch to assess every aspect of their business.

From thinking about technology differently, to the brand and marketing strategies, to retention of talent, to change management, and customer satisfaction, we explored every detail of how Eyefinity engages the world. With a focus on improving the technical and human experience, Launch continues to ensure Eyefinity evolves as the healthcare industry looks to the future.





A commitment to transformation

TO EYEFINITY AND BEYOND

Initiating the conversation of “VNEXT,” Eyefinity committed to technological innovation – specifically, providing a more powerful, productivity-enhancing service to the industry.

But to make this leap, Eyefinity needed to commit to transformation on all business and technology fronts. Team/talent, development process, business process, pricing and revenue strategy, the disjointed brand presence – all required a radical change in thinking.

The challenge was heightened by the need to deliver a working alpha (OTX) to Visionworks in a condensed timeframe.



Introducing the new standard

FROM “VNEXT” TO “VNOW”

After just 18 months working side by side with the Eyefinity leadership team, the business is deeply ingrained in the transformation process, having made commitments to and investments in becoming a modern, cloud-first, data- and insights-driven, customer-experience focused company, with a sense of place in the optometric ecosystem.

The redefined Eyefinity brand will soon be the standard for the technology arm that is powering the industry to a future where eyecare experience has been transformed for the good of all people.

