



**FOR IMMEDIATE RELEASE**

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**HOYA SURGICAL OPTICS LENS TECHNOLOGY APPROVED BY CENTERS FOR MEDICARE & MEDICAID SERVICES (CMS) FOR NTIOL CLASSIFICATION**

iSymm Aspheric Lens included in reduced spherical aberration category for new technology IOLs.

CHINO HILLS, CALIF., JULY 17, 2009— Hoya Surgical Optics today announced that the Centers for Medicare and Medicaid Services (CMS) has added the Blue Light Absorbing iSymm Aspheric Lens from Hoya Surgical Optics to the New Technology Intraocular Lens (NTIOL) class for IOLs with Reduced Spherical Aberration.

The NTIOL designation indicates that the iSymm lens has been proven to provide subset-specific clinical benefits and is approved for \$50 additional Medicare payment in conjunction with cataract procedures performed in ambulatory surgical centers under the HCPCS code Q1003.

“I am extremely pleased that CMS has approved the iSymm Lens for NTIOL classification,” says Steve Ziembra, vice president, regulatory affairs, Hoya Surgical Optics. “After careful review of the technology and benefits, CMS recognized that the iSymm lens provides reduced spherical aberration and should be included in this premium IOL category.”

The ruling, which went into effect on April 30<sup>th</sup>, 2009, and extends until February 26, 2011, applies to Hoya Surgical Optics Blue Light Absorbing Aspheric intraocular lens, model number FY-60AD.

As the fourth largest IOL manufacturer in the world, Hoya Surgical Optics leverages more than 65 years of experience in precision optics technology into the design and manufacture of the iSymm Lens. The Aspheric Balanced Curve Design of the iSymm Lens provides better visual image quality and contrast sensitivity. The hydrophobic material is lathe-cut and tumble-polished to ensure the safety and reliability of Hoya lenses for doctors and their patients. Its unique one-piece design provides a safe and easy insertion experience for doctors. The iSymm Lens portfolio includes the UV-protecting option that addresses the unique needs of patients.



“Our team has moved quickly to ensure that doctors and patients have access to the iSymm Lens technology,” says Tom Dunlap, global president and CEO, Hoya Surgical Optics. “This exemplifies Hoya’s commitment to precision optics leadership. We look forward to continuing to provide leading technologies for our customers.”

**About Hoya Surgical Optics**

Hoya Surgical Optics is a global leader focused on meeting the needs of surgeons and patients worldwide. As the world's fourth largest IOL manufacturer and distributor, we are deeply committed to advancing ophthalmic surgery by combining surgeons’ clinical and professional knowledge with our optics research and development. Leveraging more than 65 years of excellence in optics design and innovation that has been the benchmark of the Hoya Corporation, Hoya Surgical Optics provides ophthalmologists with the products and services they need to help improve vision and quality of life for their patients.

For more information about Hoya Surgical Optics, visit [www.HoyaSurgOpt.com](http://www.HoyaSurgOpt.com).

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