



## 2022 Milestones



## SAV-IOL's Milestones from 2022

2022 was very rewarding for SAV-IOL here in Neuchâtel and we would like to take a few minutes to celebrate our many achievements and milestones from this past year.

### Management Reorganization & New Strategies

At the end of 2021, the SAV-IOL board of directors gained a new member which led to the complete reorganization of management. Alexandre Pascarella, previously SAV-IOL's COO, was appointed to CEO, which ultimately kicked off the "2021 SAV-IOL revolution." This "revolution" provided SAV-IOL the foundation to create a stronger business strategy including that of a new marketing campaign highlighting the [INSTANT FOCUS TECHNOLOGY](#), creation of new sales training materials, and maximizing manufacturing line organization and potential.

### Events & Networking

SAV-IOL's new business strategy allowed the team to determine a plan to gain not only a stronger global brand exposure but also focus on growing SAV-IOL's existing products in existing markets. SAV-IOL representatives participated in different congresses worldwide including that of [ESCRS in Milan, Italy in September 2022](#). The team was also able to carry out their very first Instant Focus Summit at their headquarters in Neuchâtel, Switzerland in hopes to provide scientific support and create a stronger user network.

## Marketing Campaign & Materials

After vigorous market research, SAV-IOL put in place a marketing campaign focusing on their Instant Focus Technology. The company came out with a new slogan and logo, INSTANT FOCUS – THE ULTIMATE EDOF IOL TECHNOLOGY. Along with this campaign came new marketing materials including that of the [Instant Focus video](#) and handout. The marketing team also published a new [corporate video](#) highlighting their new Mission & Vision :

*"To become a major innovative player around the world in advanced intraocular lens implants with cost efficient benefits providing a genuine advantage to patients."*

## 2022 Scientific Publications & Presentations

1. Gilles Lesieur, Paul Dupeyre – CRST – 2022 – **Toric IOL Rotation : Hypotheses, Mistakes, and Opportunity.** [Link](#)
2. Mark Rabinovich , Gaia Ceresara, Ana Aramburu del Boz, Danial Al Khatib, Marie Crespe, Jerome Bovet – Hindawi Journal of Ophthalmology – 2022 – **Visual Outcomes after Implantation of Lucidis EDOF IOL.** [Link](#)
3. Raphael Kilian, Emilio Pedrotti, Erika Bonacci, Marco Anastasi, Camilla Pagnacco, Maria Carmela Ventura, Zuliani Andrea, Giorgio Marchini – Presentation ESCRS Milan – 2022 – **Performance of a Hybrid Refractive / Extended Depth of Focus Toric Intraocular Lens.**
4. Gilles Lesieur, Paul Dupeyre – Presentation ESCRS Milan – 2022 – **Refractive And Visual Outcomes Of A Large Series Of A New Extended Depth Of Focus (Edof) Intraocular Lens.**
5. Vaishal P. Kenia, Raj V. Kenia, Laxmi Mudaliya, Onkar H. Pirdankar – Taiwan Journal of Ophthalmology – 2022 - **Visual outcomes and higher-order aberrations in eyes implanted with hybrid extended depth of focus intraocular lens.** [Link](#)

## Growing Markets

In 2022, SAV-IOL gained market access / new distribution in the following countries:

- Sweden
- Germany
- Kuwait
- Azerbaijani
- UAE

## Growing Team

We had the pleasure of hiring seven new employees including a new Manufacturing Manager, Accountant, R&D, Sales Support, Regulatory Affairs, and two Manufacturing Operators. We are excited to see the business growing and look forward to what 2023 has to offer!