



Partnership Profile

CASE STUDY
December 2022

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1800 contacts®

1-800 Contacts

Investment Status:
Exited

Ceo:
John Graham

Location:
John Graham

Investment Date:
2019

Vertical:
Healthcare (HC),
Technology &
Business Solutions
(TABS)

ISO:
Marketplaces

Positioning a market leader to
deliver an improved patient
experience

The Description

We partnered with 1-800 Contacts to help them grow through strategic marketing and enhanced offerings.

The Opportunity

1-800 Contacts is the market leader in subscription contact lenses, enjoying roughly 10x more brand awareness than its nearest competitor. When our partnership began, the company had built its reputation on strong customer experience and a wide selection of products, generally with lower prices than both eye-care practitioners and retail chains. With this solid foundation, 1-800 Contacts had substantial room to grow its market share, improve efficiency and create an even better patient experience.

The Challenge

At the start of our partnership, 1-800 Contacts already had strong brand recognition but the company operated in a highly fragmented landscape. Independent eye-care practitioners held a significant share of the market.

The Results

We worked with 1-800 Contacts to expand its share of the market with a two-part approach. First, we collaborated with the company's management team to build a powerful marketing strategy and increase both customer acquisition and retention. Then we leveraged our operating experience to launch several high-value strategic initiatives to enhance the company's range of product and service offerings.

More loyal customers

The company gained new customers with around 20% growth and increased repeat customers with around 10% growth.

Expanded offerings

1-800 Contacts launched several value-add products including ExpressExam and private-label lenses as well as subscription services, which further secured its position as the market leader.

If you'd like to learn more about THL's activity in Marketplaces or other Healthcare ISOs like MedTech Services, Pharma Services, Home-based Care, Healthcare IT, Consumer Healthcare, or Bioprocessing, contact THL's healthcare team today.