

## Partner Profile: Ver de Verdad



Photos courtesy of Ver de Verdad



In Mexico, an estimated 80 million people have some form of eye condition, and only 15 million of those use corrective eyeglasses or contact lenses, leaving many with unresolved vision impairments.<sup>1</sup>

**Operadora Para Las Mejores Ópticas De México S.A. de C.V. (Ver de Verdad)** is a social enterprise in Mexico that provides optical care and a partner within GP's Health Clinics initiative.<sup>2</sup>

### WHO IS SERVED:

Ver de Verdad targets low- and middle-income clients through low-cost, convenient offerings at locations in high-traffic urban areas. Their model is highly scalable, currently serving over 235,000 clients per year. More than half of clients examined at Ver de Verdad have never used glasses before.<sup>3</sup>

### WHAT IS DELIVERED:

Customers who enter one of Ver de Verdad's 100+ locations receive a free eye exam and, if the results indicate a vision impairment, are offered a pair of glasses at less than half the price of market alternatives. Simple lens glasses are ready in an hour, while more complex prescriptions are ready in three to five days. Ver de Verdad encourages continued eyecare through phone or text reminders to clients to come back for free, yearly checkups. In addition to running retail locations, Ver de Verdad partners with large agricultural companies to offer employer-funded, on-site diagnostic tests and

discounted glasses for employees.

### WHY IT IS IMPACTFUL:

Free and convenient eye exams, together with access to high-quality, low-cost prescription glasses, enable Ver de Verdad's clients to have vision challenges diagnosed and addressed. This, in turn, enables increased productivity, income, and safety, as well as improved literacy and educational outcomes.<sup>4</sup>

1. "En México 80 millones de personas tienen alguna afección en la vista," Instituto Politécnico Nacional," 2019, <https://www.ipn.mx/imageninstitucional/comunicados/ver-comunicado.html?y=2019&n=68>.
2. Ver de Verdad was a current borrower of Global Partnerships Impact-First Growth Fund, LLC as of September 30, 2022.
3. Data as of December 31, 2021, as reported by Ver de Verdad.
4. "World Report on Vision" World Health Organization, 2019, pg. 15. <https://www.who.int/publications/i/item/9789241516570>.