



Foundation for
eye health
Awareness

Eye Health Summit

July 20-21, 2010

Hyatt Regency O'Hare, Chicago

From the Foundation Up



The Foundation for Eye Health Awareness: 'Advancing Vision in Health'

An Architectural Review

Barry Barresi, OD, PhD
Chair



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Summit Background

Defining the Problem

- 23 million Americans have sub-optimally corrected refractive error
- 11 million Americans have an uncorrected refractive error



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Sources: Prevalence of Refractive Error in the United States, 1999-2004; Arch Ophthalmol. 2008

Summit Background

Defining the Problem

- Over 100 million Americans suffer from life-threatening conditions that could be detected early from a comprehensive eye exam.



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Summit Background

Existing Solutions

- Several companies and organizations are promoting the importance of proper vision care and attempting to increase awareness regarding specific vision issues through a variety of means; but all with different messages.



The 2009 Eye Health Summit

Purpose and Objectives

Summit Purpose

To gather ideas and build consensus about the best, most positive way for our community to tell the story about advancing public/eye health.

Summit Objectives

- Identify the ideal elements of a public health/eye health message
- Develop an implementation strategy to deliver the message
- Build support and structures for bringing our message to life



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2010 Eye Health Summit

Purpose and Objectives

Summit Purpose

Host an event for key stakeholders to work collaboratively and create consensus on the best choices for future activities and programs of the vision community and the Foundation for Eye Health Awareness.

Summit Objectives

- To educate participants about the activities of the Foundation and our key partner, the *Think About Your Eyes* campaign.
- To gain consensus in breakout sessions on future programs and activities for the Foundation.



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The Foundation for Eye Health Awareness

Creating an Integrated Vision Community

- Eyecare professionals
- Retailers
- Manufacturers
- Insurance Providers
- Non-Profits
- Government
- Professional Associations
- Teaching Institutions
- Trade Press



Creating an Integrated Vision Community *Organization History – July 23, 2009*

- Core Planning Team
 - Group convened to plan the 2009 Eye Health Summit
- Meeting Agenda
 - Reviewed Summit outcomes
 - break-out reports and roadmap
 - Decided to form new 501c3 organization
 - Subgroups created



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Creating an Integrated Vision Community

Foundation is Formed

- Mission
 - To increase the public's awareness about the importance of eye health through a nationwide messaging campaign that directs people to take better care of their eyes.
- 501c3 Status
 - Non-Profit Educational Foundation
 - Governed by Bylaws
 - Incorporated in Washington, DC; August 2009



Creating an Integrated Vision Community

Founding Board of Directors

- Barry Barresi, O.D., Ph.D, American Optometric Association
- Ed Greene, The Vision Council
- Tom Hicks, Opticians Association of America
- Steve Ingram, National Association of Vision Care Plans
- Wally Lovejoy, Luxottica Retail
- Greg Marko, Transitions Optical
- Daniel Monaco, Essilor
- Stan Rogaski, Contact Lens Institute
- Dave Sattler, Alcon Labs
- Jeff Todd, Prevent Blindness America



Creating an Integrated Vision Community

Current Leadership

- Staff
 - Mike Daley, president and executive director, The Foundation for Eye Health Awareness
 - Stephanie Campbell, managing director, The Foundation for Eye Health Awareness
- Officers
 - Barry Barresi, OD, PhD, Chairman
 - Wally Lovejoy, Luxottica Retail, Vice Chairman
 - Ed Greene, The Vision Council, Secretary/Treasurer
- Board Members
 - Joe Boorady, OD, vice president, clinical education and strategic accounts, Carl Zeiss Meditec
 - Dori Carlson, OD, founder and partner, Heartland Eye Care and vice president, American Optometric Association
 - Bart Foster, CEO and founder, SoloHealth
 - Tom Hicks, immediate past president, Opticians Association of America
 - Steve Ingram, executive director, National Association of Vision Care Plans (NAVCP)
 - Greg Marko, director of marketing, Transitions Optical
 - Marguerite McDonald, MD, cornea, cataract and refractive surgeon, Ophthalmic Consultants of Long Island
 - Paul E. Michelson, MD, FACS, assistant clinical professor, UCSD School of Medicine
 - Daniel Monaco, vice president, market innovations and retail markets, Essilor of America
 - Stan Rogaski, executive director, Contact Lens Institute
 - Dave Sattler, director of professional relations, Alcon
 - Ken Stellmacher, director of client and member marketing, VSP Vision Care
 - Jeff Todd, COO, Prevent Blindness America



Creating an Integrated Vision Community

Current Committee Structure

- Development Committee
 - Dave Sattler, director of professional relations, Alcon
- Event Planning Committee (Eye Health Summit)
 - Steve Ingram, executive director, NAVCP
- Finance Committee
 - Ed Greene, CEO, The Vision Council
- Marketing & Communications Committee
 - Greg Marko, director of marketing, Transitions Optical
- Nominating Committee
 - Jeff Todd, COO, Prevent Blindness America



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Eye Health Summit Planning Committee

- Steve Ingram, Chair
- Jacinda Adams, Prevent Blindness America
- Troy Hall, EyeMed Vision Care
- Tom Hicks, Opticians Association of America
- Hilary Hawthorne, OD, AOA
- Elizabeth Taylor, SECO International



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Creating an Integrated Vision Community *Marketing & Communications Committee*

- Greg Marko, Transitions – Chair
- Jacinda Adams, Prevent Blindness America
- Maureen Beddis, The Vision Council
- Julie Collins, CibaVision
- Victor Melendez, Luxottica USA
- Daniel Monaco, Essilor
- Stan Rogaski, Contact Lens Institute
- Ken Stellmacher, VSP
- Steve Wasserman, AOA



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Building the Brand

Greg Marko, Marketing/Communications Committee Chair



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Creating an Integrated Vision Community

Brand Audiences

- The Vision Community
 - Achieve buy-in and resources
- Government and Other Non-Profit Partners
 - Connecting eye health to overall health
- General Public
 - Honesty and transparency



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Creating an Integrated Vision Community

Brand Core Values

- Collaboration
 - Alliance of organizations from every aspect of the vision community
- Clarity
 - Seeks to provide one eye health message for the entire community
- Empowerment
 - Allow members of the vision community to act independently, yet still deliver a consistent message to the public
- Motivation
 - The Foundation inspires diverse organizations and individuals to work together and change behavior



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Creating an Integrated Vision Community *Brand Personality*

- Authoritative
 - We are leaders, experts and influencers.
- Optimistic
 - We are always focused on the silver lining, the positive effects and the joy of life.
- Altruistic
 - Our primary focus is on benefiting public health and improving quality of life.
- Driven
 - There is a controlled sense of urgency to our actions.



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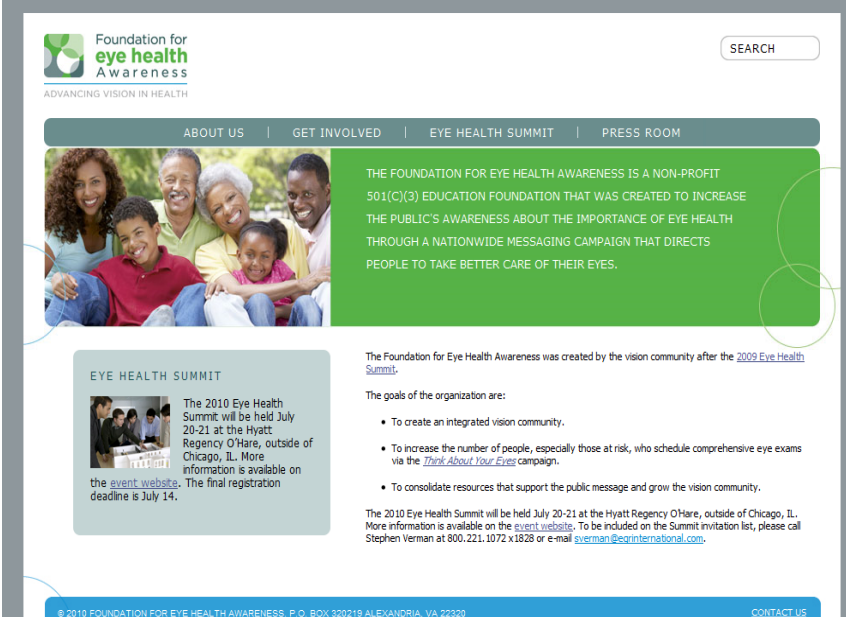


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Creating an Integrated Vision Community *Outreach Activities*

- Video E-Blast
- Presentations
 - NAVCP
 - The Vision Council
 - Contact Lens Institute
 - AOA Ophthalmic Council
- www.ehafoundation.org



The screenshot shows the homepage of the Foundation for Eye Health Awareness. At the top left is the logo with the text "Foundation for eye health Awareness" and "ADVANCING VISION IN HEALTH". A search bar is in the top right. A navigation menu includes "ABOUT US", "GET INVOLVED", "EYE HEALTH SUMMIT", and "PRESS ROOM". A large green banner features a photo of a diverse group of people and text: "THE FOUNDATION FOR EYE HEALTH AWARENESS IS A NON-PROFIT 501(C)(3) EDUCATION FOUNDATION THAT WAS CREATED TO INCREASE THE PUBLIC'S AWARENESS ABOUT THE IMPORTANCE OF EYE HEALTH THROUGH A NATIONWIDE MESSAGING CAMPAIGN THAT DIRECTS PEOPLE TO TAKE BETTER CARE OF THEIR EYES." Below this is a section for the "EYE HEALTH SUMMIT" with a photo and text: "The 2010 Eye Health Summit will be held July 20-21 at the Hyatt Regency O'Hare, outside of Chicago, IL. More information is available on the event website. The final registration deadline is July 14." To the right, it states: "The Foundation for Eye Health Awareness was created by the vision community after the 2009 Eye Health Summit." Below that, it lists the organization's goals: "To create an integrated vision community," "To increase the number of people, especially those at risk, who schedule comprehensive eye exams via the Think About Your Eyes campaign," and "To consolidate resources that support the public message and grow the vision community." At the bottom, it says: "The 2010 Eye Health Summit will be held July 20-21 at the Hyatt Regency O'Hare, outside of Chicago, IL. More information is available on the event website. To be included on the Summit invitation list, please call Stephen Verman at 800.221.1072 x1828 or e-mail sverman@epinstruments.com." The footer contains the copyright notice "© 2010 FOUNDATION FOR EYE HEALTH AWARENESS. P. O. BOX 320219 ALEXANDRIA, VA 22320" and a "CONTACT US" link.



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