



OREGON OPTOMETRIC PHYSICIANS ASSOCIATION

Oregon Optometric Physicians Association (OOPA) Joins the American Optometric Association (AOA) and Doctors of Optometry Nationwide for the #2020EyeExam Campaign

Milwaukie, OR – Oregon Optometric Physicians Association (OOPA) joins the #2020EyeExam campaign to make eye health and vision care a national priority in 2020. OOPA wants to underscore the importance of receiving an in-person comprehensive eye exam with an AOA doctor of optometry and make it part of their annual health care routine.

“Good vision is essential to quality of life and a comprehensive eye exam is an important, preventive way to preserve vision and help maintain overall health,” says Nicole Rush, OD, President, OOPA Board of Directors. “With over sixteen million Americans struggling with undiagnosed or untreated vision impairments, OOPA is excited to partner with the AOA and join the #2020EyeExam campaign to address this issue.”

A recent AOA survey revealed that many respondents were not aware of how vision impacts overall health. Only 53 percent visit an eye health professional at least once a year and one-third of those surveyed lacked an understanding of how to take care of their eyes and vision.

Eye health and vision problems may develop without any obvious signs or symptoms. In-person, annual eye exams with doctors of optometry can detect early signs of visual system diseases such as glaucoma, a leading cause of blindness. In addition, exams safeguard overall health by detecting health conditions including diabetes, high blood pressure, autoimmune diseases and cancer.

As with many systemic diseases, most eye diseases, if detected early, may be treated before detrimental effects on the health and vision can take place. If a problem is detected, doctors of optometry help patients and their families navigate to the right prevention plans or the next steps in official diagnosis and treatment.

“OOPA and other organizations joining the #2020EyeExam campaign are leading a public health mobilization initiative to address the current eye health and vision challenges facing America today,” AOA president, Barbara L. Horn, O.D., states. “Together we are setting a clear path for our nation’s eye health and vision by recognizing the importance of getting an annual, comprehensive eye exam with an AOA doctor of optometry.”

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About Oregon Optometric Physicians Association

OOPA is a statewide organization comprised of doctors of optometry, college of optometry faculty, optometric students and industry-related associates.

OOPA is an affiliate of the American Optometric Association (AOA). It is governed by a president, president-elect, secretary/treasurer, past president, two directors and an executive director. The mission of the organization is to promote, protect and advance the professional practice of optometry.

For more information, please visit: <https://www.oregonoptometry.org>.

About the American Optometric Association (AOA)

The American Optometric Association (AOA) is the leading authority on and advocate for quality eye health care, representing more than 44,000 doctors of optometry, optometry students and optometric professionals. As the sole primary eye care provider in many communities across America, doctors of optometry are often a patient's first entry point into the health care system, and have extensive, ongoing training to examine, diagnose, treat, and manage disorders, diseases, and injuries that affect the eye and visual system. Through a nationwide public health initiative, AOA's 2020 Campaign is fostering awareness of the importance of eye health and vision care and the overall health benefits of in-person, comprehensive eye examinations with AOA doctors of optometry for all Americans. Find more information about how AOA is shaping the future of health at [AOA.org/2020](https://www.aoa.org/2020). #2020EyeExam

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