**Sample Media Pitch**

SUBJ: Doctors of Optometry Can Improve Patient Access to Primary Eye Health Care

Hi [insert reporter name] -

In alarming news, up to 16 million Americans struggle with undiagnosed and untreated vision impairments. [insert state-specific data here – *e.g.* *In Pennsylvania alone, the number of residents with impaired vision, including blindness, is expected to double over the next three decades*.] Combined with the fact that eye diseases, vision loss, and eye disorders create an estimated $139 billion economic burden, the U.S. is facing a significant public health crisis.

Unfortunately, those living in underserved or rural areas often face obstacles to accessing eye and vision care. But there’s hope – these problems can be solved by expanding access to affordable, quality eye and vision care delivered by doctors of optometry, who provide more than two-thirds of Americans' primary eye care, often representing the only eye care providers in the most rural parts of the nation.

Legislation allowing doctors of optometry to practice to the full extent of their training would provide patients greater access to the latest procedures and more immediate care since there are more doctors of optometry, particularly in underserved areas. Most importantly, increasing access to doctors of optometry can minimize the devastating impact of vision and eye problems.

**Would you be interested in learning more about eye health and how doctors of optometry can improve access to critical eye health services and reduce health care costs in [insert state]? I’m happy to provide additional information and/or coordinate an interview with a spokesperson from XXX.**

Thank you for your consideration,

Name

Organization

Contact Information

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

"Making Eye Health A Population Health Imperative: Vision for Tomorrow," sponsors: U.S. Centers for Disease Control and Prevention, National Eye Institute, American Academy of Ophthalmology, American Academy of Optometry, American Optometric Association, Association for Research in Vision and Ophthalmology, National Alliance for Eye and Vision Research, Prevent Blindness and National Center for Children's Vision and Eye Health and Research to Prevent Blindness.

2 JAMA Ophthalmology "Public Attitudes about Eye and Vision Health," August 2016. [http://archopht.jamanetwork.com/article.aspx?articleid=2540516](http://jamanetwork.com/journals/jamaophthalmology/article-abstract/2540516)