



# AMERICAN OPTOMETRIC ASSOCIATION

July 2, 2020

The Honorable Donald J. Trump  
President of the United States of America  
The White House  
1600 Pennsylvania Avenue NW  
Washington, D.C. 20500

Dear President Trump,

Representing tens of thousands of frontline eye doctors in states across the country, we are writing to you today to ask for your help in reining-in an out-of-control federal agency that has chosen this moment – when it is more challenging than ever to provide essential eye health and vision care for patients – to impose new and unnecessary paperwork and record-keeping mandates on small health care practices.

Last week, the Federal Trade Commission (FTC) finalized new regulations that will needlessly saddle thousands of already struggling small health care practices with tens of millions of dollars in new burdensome compliance costs, just as we're beginning to get back on our feet in the wake of the pandemic.

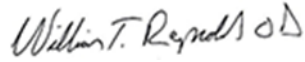
First proposed in the final months of the Obama Administration, the new rule would mandate that eye doctors obtain, keep on file, and be able to produce for federal investigators a new piece of patient-signed paperwork confirming receipt of each contact lens prescription, despite the FTC's own data showing no need for the new requirement.

Independent health economists estimate that the new mandate will cost the industry tens of millions annually, at least \$17,000 per doctor, per year. The move stands in direct contrast to your May 2020 Executive Order on Regulatory Relief to Support Economic Recovery and to the more than 100 U.S. House and Senate leaders who have been urging the Commission not to finalize the proposal for nearly five years.

The new rule is scheduled to go into effect in early September and it could not come at a worse time. While small business eye health care practices are back to providing comprehensive care to our communities, we're right now struggling under the growing weight of PPE and office retrofitting costs as well as revenue losses stemming from reduced patient flow. This new burden would be crippling.

Action is needed now to stop the FTC from enacting this dangerous rule change and harming thousands of essential small business health care practices and the tens of thousands of jobs we provide in communities across America.

Sincerely,



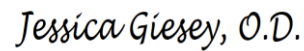
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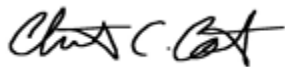
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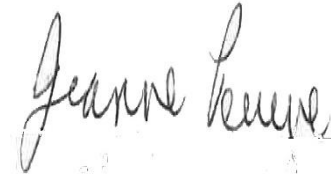
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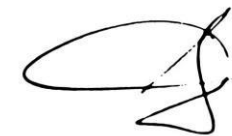
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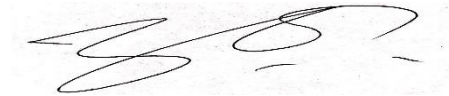
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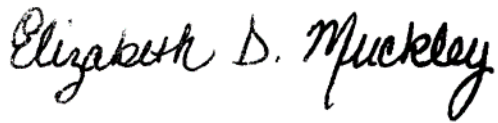
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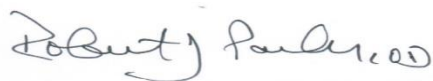
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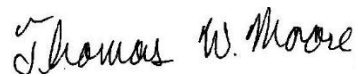
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